



# Personal Branding

## Your Career Headline

Al Lewis



# Agenda: The Brand You

- Branding Basics
- The Brand You
- Building Your Brand
- LinkedIn & Personal Branding
- Q&A

# Branding Basics

## Building Value in the Brand

# What is the Branding Stuff

- It is the short hand that Marketing folks use to convey a promise, a value, and the attributes of a product.
- It is the real world application of the Chinese Proverb:  
***A picture is worth a thousand words***
- It is a visual world ... a world of sound bites ... nothing can take longer than 15 seconds

# What is the Branding Stuff

- In a visual world ... a world of sound bites ... where nothing can take longer than 15 seconds
- **BRANDING IS THE SOLUTION**
- It gets the message across quickly & efficiently
- And everything is branded:  
Products, Celebrities, Nations, Sports Teams,  
Political Candidates, et. al.

# What does this say about me?



## Personal Branding

### Your Career Headline



Al Lewis



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- What does it tell you about me?
- Marketing / Branding Knowledgeable? / White Shirt & Tie Professional? / Works in his shirt sleeves?
- What else? ***Is it consistent with your perception of my brand?***

# Definition: Brand

- A Brand is a Promise
- A Brand is a Perception
- A Brand is an image, immediate thoughts, feelings, opinions that come to mind when a company, a product, or an individual is presented
- It conveys what the product will do for you (or others)

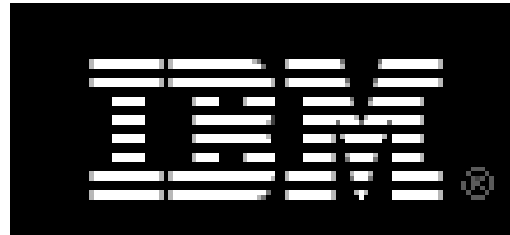
# We are surrounded by Brands



- What do each of these mean to you?
- Is the brand logo or image a more efficient to explain what each brand does for you?

# Companies Invest in Brands

- To build the image
- To explain the company or the product
- To position, to differentiate, to establish value, to support price points, to hold customers, to build loyalty
- When you see:



***Well, no words are needed!!!!***

# You too can invest in Your Brand

- Time and Money
- Marketing Plan
- Job Search Tools / Career Development: Cover Letters, Resume, Elevator Speech, LinkedIn Profile, *etc.*
- Dress for Success
- Continuing Education: Job Search Seminars, Public Speaking, Professional & Job Skills Training, *etc.*

# Personal Branding

- Personal branding links your passions, key personal attributes, experience, expertise and strengths with your value proposition, in a crystal clear message that differentiates your unique promise of value and resonates with your target audience.
- It is the shorthand headline that gets attention, conveys a summary of you, excites interest in you, and invites more conversation with you.
- What's great about branding is that it generates the kind of chemistry that indicates good fit to decision makers assessing whether to hire you or do business with you.

# The Brand You

What is Your Brand?

# Brand You

## What Do People Buy?

- The first thing people buy is YOU!
- People pay for the way you make them feel!
- People buy feelings and perceptions!
- People connect to people who are like themselves!

# Brand You

## **Branding Begins With...**

- **Establishing an inventory of core competencies/expertise**
- **Demonstrated abilities**
- **Recognition — promotions/awards/diversity**
- **Validated by market research or feedback**

# Brand You

## You Are Your Personal Brand

- Images don't convey the full person
- You are an extension of your (perception of) physical environment
- You are your relationships
- You are your:
  - Most consistent mental attitude
  - Physical "package"
  - Skills, knowledge, & ability
  - Confidence & certainty
- You are a perception others have of you (Your Brand)
  - You need to be aware of the view yourself the way others view you

# Brand You

## My Life = My Brand



# My Life = My Brand

- What Brand were you in High School?

*Homecoming Queen*      *Latin Scholar*      *The Chemistry Guy*  
*Book Worm*      *Leader of a Rock Band*      *Religious*  
*All American Boy / Girl*      *Works at Starbucks*      *Has a Harley*  
*Most Popular*      *College Bound*      *Editor of School Paper*  
*Drummer*      *Computer Nerd*      *Plays Base Guitar*      *Student Government*  
*Owner of a Sports Car*      *Steeplechase Competitor*      *Member of 4-H*  
*Went to School in France*      *Football Star Quarter Back*

- What is your Brand now?

# What is a Personal Brand?

- It is the powerful, clear and positive idea that comes to mind when people think of you.
- What do you stand for?
  - Values
  - Abilities
  - Actions

# Brand

- Brand signals to your audience, or potential employer or referral source:
  - Who you are
  - What you do
  - How you create value for your target market

# Broadcast Your Value

Your Biggest Challenge...

**DIFFERENTIATION!**

How do you separate yourself from all others in a very competitive market?

**BRANDING**

**Broadcasting Your Value**

# Putting the “YOU” in Brand

- **Differentiating means:**
  - Being seen as original
  - You have your own point of view
  - You are seen as the best at what you do
  - The “truth” about what you love and your strengths comes through

# What does a Personal Brand Get You?

- Attain “Top of mind” status
- You are not anonymous
- Increased credibility within your community
- Expanding relationships
- Association with “current or new thinking”

# Promoting You – Your Brand



# What a Brand Won't Do For You

- Make you instantly known
- Get your goals immediately
- Cover up developmental needs

# Your Brand in Job Search & Business Development for Consulting Clients

- Your Brand is
  - the total picture of who you are,
  - what you can do for an employer or client, and
  - what your value is to your new boss or client
- It tells
  - your story quickly,
  - consistently, and
  - right on target

# Your Story = Your Brand

*Cover Letters*

*Resume*

*Elevator Speech*

*Confidence*

*Style*

*Work Examples / Portfolio*

*Handshake*

*LinkedIn Profile*

*Energy*

*Twitter*

*First Impressions*

*References*

*Thank You Notes*

*Interview Style*

*Work History*

*Phone Skills*

*Past Titles*

*Power of Your Network*

*Buzz in Business*

*Accomplishments*

*Through Eyes of Your Colleagues*

*Education*

*Consistency in Your Message*

*Web Site*

*Dress for Success*

*Speech*

*Hair, Grooming & Make-up*

*Buzz on the Internet*

*Professional Groups & Trade Groups*

# Your Brand's Value

## For Finding Clients or Getting the Job

- Will get you the connection through networking
- Will get you the interview or first meeting
- Will control first impressions
- Will get you the second interview or second meeting
- Will get you the job / project
- **Contribute to your respect and reputation**

# Building Your Brand

## Building Your Brand

# Getting Started

- Step One – Identify Your Skills and Abilities through Stories/Accomplishments
- Step Two - Translate into Strengths / Attributes
- Step Three – Develop Your Unique Value Proposition?
- Step Four - Articulate Your Value, Priorities, and how they apply to Your Targets
- Step Five – Distill into a Branding Statement

# Developing the Branding Statement

- The Brand (1)
- is What (2)
- provides Who (3)
- with Something They Want (4)
- by Uniquely Delivering (5)
- the Benefits (6)
- that Result (7)
- in the Big Payoff (8).

**A Branding Model**

# Developing the Branding Statement For Al Lewis

- Al Lewis (1)
- is the Product Coach (2)
- who leads technology firms (3)
- to greater market impact (4)
- by managing products from concept to maturity (5)
- so that the company's products are driven by customer needs (6)
- for greater market share (7)
- and higher profits (8).

Developing the Branding Statement  
The Brand (1)  
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**A Branding Model**

# Branding Statement

Al Lewis is the Product Coach who leads technology firms to greater market impact by managing products from concept to maturity so that the company's products are driven by customer needs for greater market share and higher profits.

# Let's Get a Headline

- *Have you meet The Fishing Coach*
  - *Patrick Henry at [www.fishingcoach.net](http://www.fishingcoach.net)*
- 

**Patrick Henry,** The Fishing Coach



# Headline for Al Lewis



Al Lewis

THE PRODUCT COACH

*... the art of product management for a high tech world*

# The Elevator Pitch

**Al Lewis**

## **Marketing, Product Management & Business Strategy**

I bring fresh perspectives to business plans, developing new strategic visions, and creating viable market plans. I translate what customers need into requirements that engineers and software developers can build. I know how to marshal the resources for a successful product launch and to grow market share. I am an expert at managing a full portfolio of products through their life cycles from concept to maturity. I bring a keen understanding of positioning and branding to technology markets. I am a team player and my management style is coach. I have high energy and thrive on being excited about innovative products and applications.

# Another Example of Personal Branding

The screenshot shows the homepage of Windmill Networking. At the top is a navigation menu with links for Home, About, Blog, Book, Consulting, and Speaking, along with a search bar. Below the navigation is a large banner with the Windmill Networking logo and the tagline "Social Media Strategy for Businesses and Professionals". To the right of the banner is a "Follow & Connect" section with icons for Facebook, Twitter, LinkedIn, YouTube, and RSS. Below the banner is a "Speaking" section featuring a photo of Neal Schaffer speaking at a conference. The photo shows a stage with a large screen displaying the Windmill Networking logo and the text "Understanding, Leverages & Maximizing Twitter for Personal Branding" by Neal Schaffer. Below the photo is a short bio and a call to action: "Looking for a passionate and energetic keynote speaker to enlighten your company or professional association on social media? Neal Schaffer has a unique ability to demystify and inspire businesses and professionals to understand and truly embrace the potential of the social web and social networking." To the right of the photo is a "Join Our Mailing List" section with an email input field and a "Subscribe" button. Below that is a "Get this blog via email" section with another email input field. At the bottom right is an "About Me" section with a photo of Neal Schaffer and a bio: "Neal Schaffer is recognized as a leader in helping businesses and professionals embrace and strategically leverage the potential of social media. An award-winning published author, frequent speaker at social media events, and an avid blogger, Neal is President of Windmill Marketing, a social media strategic consultancy in Orange County, California, and has led social media strategy creation and educational programs for a range of companies ranging from Fortune 500 to Web 2.0 startups. Windmill Networking is quickly becoming a powerful online resource for social media strategy and advice."

Neal Schaffer

Windmill Networking

Social Media Strategy for  
Businesses and Professionals

[www.windmillnetworking.com](http://www.windmillnetworking.com)

# Another Example of Personal Branding



**Ryon Harms**

**The Social Executive**

[www.thesocialexec.com](http://www.thesocialexec.com)

# Branding & LinkedIn

## Building Your Brand

# Rules for Branding on LinkedIn

- Keep it consistent with your other job search & client development collaterals and marketing messages
  - Cover Letters, Resumes, Thank You Notes, Elevator Speech, Interview Techniques, Business Cards, First Meeting, *et. al.*
- Show off your worth ... your accomplishments, achievements, skills and abilities
- It is your life, don't try to invent a new identity

# Branding: Sample Profile

What Brand does Ryan Harms' Profile show?

Is he an expert on Professional Networking, Social Media, & Communication?

## People

The screenshot shows Ryan Harms' LinkedIn profile. Red arrows point to the following elements:

- Profile name and URL: Ryan Harms (www.thesocialexec.com)
- Current title and location: Director, Executive Network at McDermott & Bull, Greater Los Angeles Area | Marketing and Advertising
- Profile picture: A friendly, relaxed photo of Ryan Harms.
- Recent activity: A tweet from Ryan Harms: "Welcome to Wednesday and, if you're new here, I... http://bit.ly/aQu6dH via @TimaStrategy via Twitter"
- Current position: Director, Executive Network at McDermott & Bull; President at weMR
- Previous positions: Internet Marketing Manager at e1 Sports Medicine; President & CEO at Trilogy Capital Partners; Marketing Director at FLUX Business Communications
- Education: University of San Diego; Regent's College, London; Marymount College
- Recommendations: 8 people have recommended Ryan
- Connections: 500+ connections
- Websites: M&B Executive Network
- Twitter: TheSocialExec, weMR
- Public Profile: http://www.linkedin.com/in/ryanharms

### What is Ryan's Brand?

1. "The Social Exec"
2. "Blue Chip" Credentials
3. Friendly Relaxed in Photo (@ Beach no less)
4. Los Angeles (Major Market)
5. Marketing & Advertising
6. Large No of Connections
7. Senior Job Titles
8. Solid Education
9. Active

## Summary

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# Branding: Sample Profile

What Brand does Ryan Harms' Profile show?

Is he an expert on Professional Networking, Social Media, & Communication?

## Summary

Created The Social Executive blog to write about networking, careers and social media for executives with a monthly circulation of nearly 10,000 readers

Sought-after key note speaker on the topics of executive networking, social media, and aftermarket support following a reverse merger

Conceived and built the architecture for a massive social network that gives individual investors the ability to share and vote investment ideas in real time

Conceived and executed 50+ market visibility campaigns that helped public clients increase market capitalizations by an average of 186%

### Specialties

Executive Branding  
Investor Relations  
Brand Management  
Strategic Planning  
Social Media  
Integrated Marketing Campaigns  
Internet Marketing  
P&L Management  
Interactive Marketing

## SlideShare Presentations



Social Media & B2B  
1 month ago

### What is Ryon's Brand?

1. "The Social Exec" in first line of Summary
2. Examples of marketing, advertising & PR/IR through social Media
3. Specialties listed to stand out
4. Slide Share App use to provide sample of work and expertise using PowerPoint

# Branding: Sample Profile

What Brand does Ryan Harms' Profile show?

Is he an expert on Professional Networking, Social Media, & Communication?

## Experience

### Director, Executive Network

#### McDermott & Bull

Privately Held; Staffing and Recruiting industry  
January 2010 – Present (5 months)

Recommend Ryan's work at McDermott & Bull

### President

#### webIR

Privately Held; Financial Services industry  
June 2008 – Present (2 years 1 month)

Conceived and created the architecture for Symbir.com, a next generation investor community that allows investors to crowd-source investment ideas

Created a beta-version of ShareHub, an investor relationship management (IRM) system that streamlines shareholder communications and provides unprecedented analytics

Made scores of investor presentations to major angel groups and venture capitalists in California and on the East Coast

Recommend Ryan's work at webIR

### Internet Marketing Manager

#### efi Sports Medicine

Privately Held; Health, Wellness and Fitness industry  
March 2009 – January 2010 (11 months)

Currently implementing a best-practices social networking strategy that integrates a company blog, Twitter accounts and a proprietary social network

Recommend Ryan's work at efi Sports Medicine

### President & CEO

#### Trilogy Capital Partners

Privately Held, 201-500 employees; Computer Software industry  
July 2006 – August 2008 (2 years 2 months)

## What is Ryon's Brand?

1. "The Social Exec" message continues
2. "Blue Chip" Credentials & Senior Job Titles
3. "Inside at McDermott & Bull" – high profile reputation
4. Marketing & Advertising
5. Hot areas of Executive Networking, Sports Medicine, Software
6. Shows expertise beyond just marketing – create web architecture, increase liquidity, worked with CEO, lead team of 8 world-class Professionals

# The Brand – Good Personal Advertising

Do you want to Interview Ryon?

Would you consider Hiring Ryon?

How would he fit in your marketing, advertising, PR, and  
Investor Relations organizations?

Is he current on Internet, Social Media, Software, and Market  
Communications?

Does his brand convey energy, enthusiasm, & expertise?

# Don't Oversell – Don't Over Stretch the Facts

- Education**
- Stanford University Graduate School of Business
  - Arizona State University, W. P. Carey School of Business

In Summary – First Page View (Top of Profile)

Last Degree appears to be from Stanford – must be an MBA from Silicon Valley's most famous university

But way down the page ... several virtual pages down ... you discover is was an executive education program – not a degree ... and not necessarily focused on Silicon Valley businesses – program could have been as short as a few days ...

**Stanford University Graduate School of Business**

Strategic Marketing Management Program (MMP) Certificate , Marketing , 1995 — 1995

Strategic Marketing Management provides a comprehensive examination of all major components of marketing strategy and their integration. By completing this program, executives can enhance their company's profitability and marketplace position.

How do you feel about this Silicon Valley Executive? While not a lie ... is this a misrepresentation? Would this influence your hiring decision?

# Q&A

## Personal Branding

# Contact Information

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[www.alwlewis.com](http://www.alwlewis.com)



- You are welcome to connect with me on LinkedIn



# Personal Branding The Brand You

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