

A photograph of Will Ferrell in a control room. He is wearing a maroon suit and has a mustache. He is leaning forward, looking intently at the camera. In the background, there are two round analog clocks on a wood-paneled wall. The clock on the left is labeled 'SAN DIEGO' and the one on the right is labeled 'TOKYO'. A blue banner with the word 'TRAVEL' is partially visible behind him.

@j_sjoman

Personal Branding

With Will Ferrell

In this presentation...

- 0. Prelude - Personal Branding**
- 1. Discover your brand**
- 2. Create your brand**
- 3. Create your tools**
- 4. Create your content**
- 5. Listen, talk & share**

**If you don't
show up on google
you don't exist.**

Scary, but so true

What?

Many people think that **personal branding** is just for celebrities such as Paris Hilton or Will Ferrell.

Yet each and every one of us is a brand. Personal branding, by definition, is the process by which we market ourselves to others.

As a brand, we can leverage the same strategies that make these celebrities or corporate brands appeal to others. We can build brand equity just like them.

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Personal Branding

A photograph of Will Ferrell lying on a beach in a white tank top. He is looking towards the camera with a slightly pained or weary expression. In the background, other people are lying on the beach, and a yellow lifeguard stand is visible on the left. The sky is blue with scattered white clouds.

**“I’m actually pretty athletic.
I have to work out just to look fat.”**

- Will Ferrell



1. Discover your brand

Who are you?

Brand discovery
is about figuring out
what you want to do
for the rest of your
life...

1. Discover your brand

- 1) setting goals,**
- 2) writing down a mission,**
- 3) vision and**
- 4) personal brand statement.**



"I love scotch. Scotchy, scotch, scotch. Here it goes down, down into my belly..."

- Ron Burgundy (Anchorman)

We can also have just as much presence as most startups and mid-size companies and products.

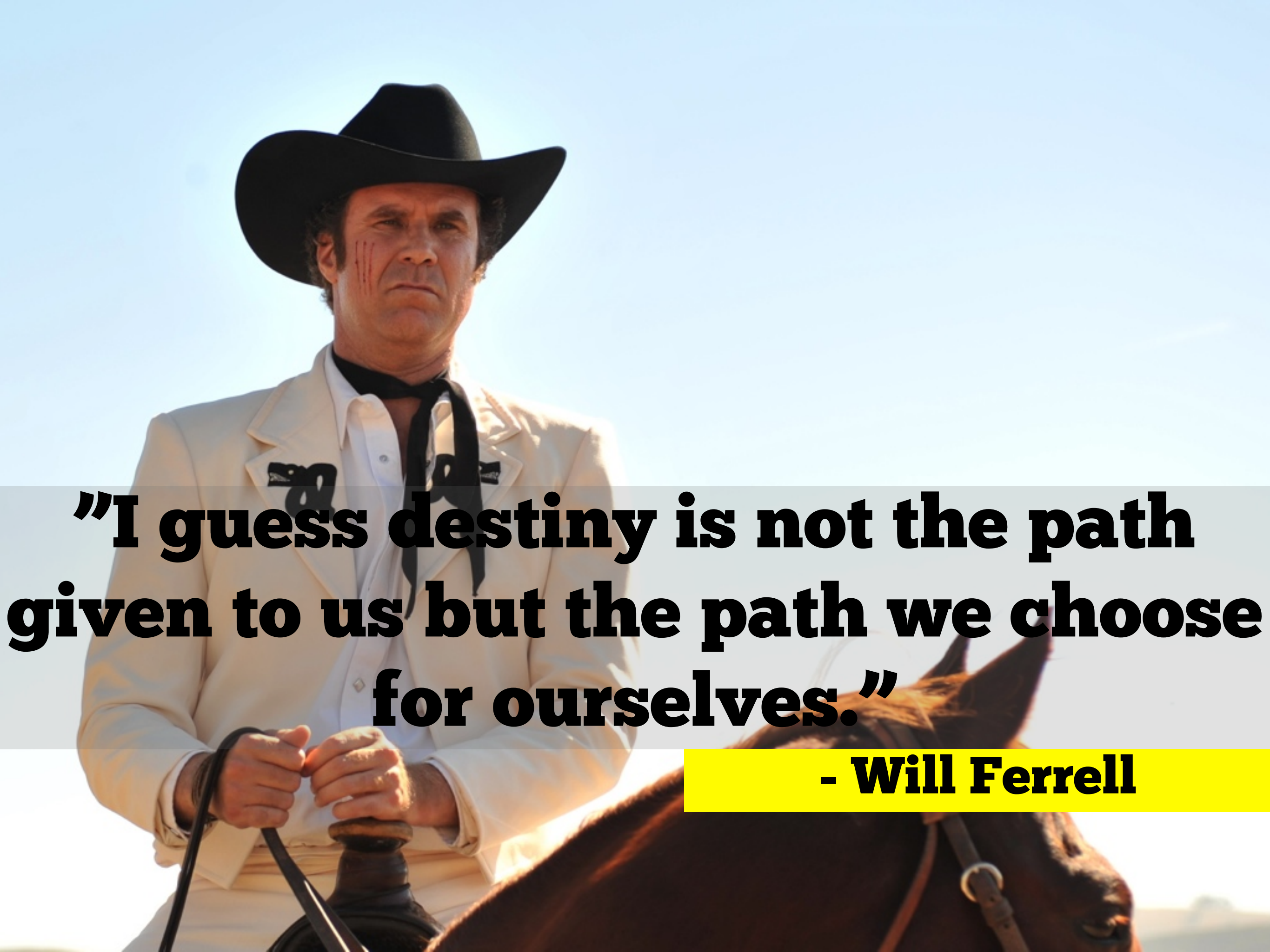
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1. Discover your brand

A photograph of Will Ferrell dressed as a cowboy, wearing a black hat, a white suit jacket, a white shirt, and a black neckerchief. He has a serious expression and a red mark on his cheek. He is riding a brown horse against a clear blue sky. The image is used as a background for a quote.

“I guess destiny is not the path given to us but the path we choose for ourselves.”

- Will Ferrell

Questions for you:

What are your goals?

What makes you unique?

What are your passions?

How are you currently perceived?

How are you perceived in your personal and professional relationships?

What do your online profiles say about you?

What does Google say about you?

1. Discover your brand

Questions for you:

What do you want to achieve?

What is your industry sector?

What is your market and target audience for your brand?

What is the communication style you want to project?

What is your niche?

1. Discover your brand



2. Create your brand

And stand out

Now that you know what you want to do and have claimed a niche, at least in your mind, it's time to get it on paper and online.

The sum of all the marketing material you should develop for your brand is called a Personal Branding Toolkit.

This kit consists of the following elements that you can use to highlight your brand and allow people to easily view what you're about:

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A still from the movie 'Anchorman: The Legend of Ron Burgundy' showing Ron Burgundy (played by Will Ferrell) sitting at a news desk. He is wearing a brown suit, a white shirt, and a striped tie. Behind him is a large screen displaying the '4 Channel News Team' logo. Above the screen are five analog clocks showing different times for San Diego, New York, London, Hong Kong, and Saigon. The text is overlaid on the image in a large, white, bold font.

“I’m very important. I have many leather-bound books and my apartment smells of rich mahogany.”

- Ron Burgundy (Anchorman)

Questions for you:

Create your new professional photos for your new personal brand.

How can you show your knowledge and story online?

What name and slogan do you want to be known as?

How will you stand out?

What is your strategy and long term goal?

2. Create your brand



3. Create your tools

The Kit

1. Business card: It doesn't matter if you're a college student, CEO, or a consultant, everyone should have their own business card. The card should contain your picture, **your personal brand statement**, as well as your ***preferred*** contact information and corporate logo if necessary.

3. Create your tools

2. Resume/cover letter/references document:

These are typical documents that you need for applying for jobs and when you go on interviews.

Be sure to prioritize each document with information custom to **the target position.**

Take your resume online and add social features to it to make the Resume of a Superman, **promoting your personal brand to the world and making it shareable.**

3. Create your tools

3. Portfolio: Whether you use a CD, web or print portfolio, it's a great way to showcase the **work you've done** in the past, which can convince someone of your ability to accomplish the **same results for the future.**

A close-up portrait of Ron Burgundy, played by Will Ferrell, from the movie Anchorman. He has a thick brown mustache and is wearing a blue suit jacket, a white shirt, and a striped tie. He has a serious, slightly awkward expression. The background is a blurred office setting with a wooden wall and a framed picture.

**“I don’t know how to put this
but I’m kind of a big deal.”**

- Ron Burgundy (Anchorman)

4. Blog/website: You need to own yourname.com or a website that aligns with your name in some fashion. Depending on who you are, how much time you have on your hands and if you can accept criticism, you should either start a blog or stick with a static homepage.

Those who blog will have a stronger asset than those who don't because blogs rank higher in search engines and lend more to your expertise and interest areas over time.

3. Create your tools

5. LinkedIn profile: A LinkedIn profile is a combination of a resume, cover letter, references document and a moving and living database of your network. Use it to create your own personal advertising, to search for jobs or meet new people.

6. Facebook profile: Over 1 billion people have profiles, but almost none of them have branded themselves properly using this medium. Be sure to include a Facebook picture of just you, without any obscene gestures or unnecessary vodka bottles.

Also, input your work experience and fill out your profile, while turning on the privacy options that **disable the ability for people to tag you in pictures and videos (allowing people to see the ones tagged of you).**

7. Twitter profile: Your Twitter profile should have an avatar that is carved out of your Facebook picture and used in your LinkedIn profile. **You need to use a distinct background,** fill out your profile and include a link to either your blog or LinkedIn profile.

8. Video resume: A video resume is a short video of you talking about why you are the best for a specific job opportunity.

You get about a minute or so to communicate your brand and are able to send the link, once you upload it to YouTube, to hiring managers.

9. Wardrobe: Your personal style is tangible and is extremely important for standing out from the crowd. **Select clothing that best represents you** because it will be viewable through your pictures/avatars online, as well as when you meet people in reality.

10. Email address: Don't overlook your email address as not being a significant part of your toolkit. Most people use email over all social networks and when you connect with someone on a social network, you are notified via email, so get used to it. Your email address **poses a great opportunity for your brand.** I recommend using gmail because of the acceptance of Google and since GTalk allows you to form tighter relationships with others. For your address, use **“firstname.lastname@gmail.com.”**



“Mmmmm... I look good. I mean really good. Hey everyone...Come and see how good I look.”

- Ron Burgundy (Anchorman)

Questions for you:

Are you going to be online?

Are you going to be at networking events?

Where does your personal brand need to communicate?

Who can you interact with online?

3. Create your tools

A man with a mustache, wearing a red suit, is leaning forward on a wooden desk in a control room. In the background, there are two round analog clocks on a wood-paneled wall. The clock on the left is labeled 'SAN DIEGO' and the one on the right is labeled 'TOKYO'. A blue banner with the word 'FINEL' is partially visible behind him. The text '4. Create your content' is overlaid in large white font.

4. Create your content

Communicate!

What's next?

After you spend the time on these parts of your personal branding toolkit, it's time to showcase it **to the world, especially your target audience.**

Don't be fooled by the myth that if you build it, they will come. Unless you're the luckiest person on earth, you'll have to actually **communicate everything you've created to others.**

4. Create your content

Tasks for you:

Create a quick, simple, and memorable statement describing who you are and what you have to offer.


Pick 2-3 social platforms.

Each sphere adds to your brand and personal reputation.

Should you buy your name as your domain?

Create original content that expresses your personal brand online and on social media.

4. Create your content

A man with a mustache, wearing a red suit, is leaning forward in a control room. The background features a wood-paneled wall with two analog clocks. The clock on the left is labeled 'SAN DIEGO' and the one on the right is labeled 'TOKYO'. A blue banner with the word 'TRAVEL' is partially visible behind him. The man is looking directly at the camera with a serious expression.

5. Listen, Talk & Share

Sharing Is Caring

Don't create a mismatched brand by conveying different or competing attributes in various social media outlets, such as tweeting negative opinions about gowns worn at the Oscars and posting comments on LinkedIn about your vacation when you're trying to brand yourself as a savvy cross-functional project team leader.

Doing so will create audience confusion about who you are and what you do.



“Whenever someone calls me ugly, I get super sad and hug them because I know life is really, really tough for the visually impaired.”

- Will Ferrell

Questions for you:

What news stories does your personal brand need to know and share?

How can you become an expert in your field?

How can you show that you are an expert?

Recap:





**“You gotta win to get love.
I mean, that’s just life.”**

- Ricky Bobby (Talladega Nights)



THIS WAS FUN

go get it tiger.

slideshare.net/sjoman

facebook.com/sjoman

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@j_sjoman

A close-up portrait of Ron Burgundy, played by Will Ferrell, from the movie Anchorman. He has a thick brown mustache and is looking directly at the camera with a serious expression. He is wearing a dark red suit jacket over a light blue shirt and a patterned tie. The background is a plain, light-colored wall with a grid of circular light fixtures that are out of focus, creating a bokeh effect.

“Don’t act like you’re not impressed.”

- Ron Burgundy (Anchorman)

Photo credits:

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