

10 keys to building a great personal brand

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Erin Bury // Eighty-Eight

Why should you care?

- Build your network
- Job security & new opportunities
- If you're an entrepreneur/freelancer: source leads & build profile
- Be considered a thought leader
- Be very "Google-able"
- Stand out from peers/applicants

1. Do your research, learn from the best.

What do the best public figures have in common? A great personal brand.

- Consistent message
- Multi-platform reach (TV, magazines)
- Consistently find ways to be newsworthy
- Own their message (Beyonce)
- Create great content
- Clear promotion strategy
- Expert in their field, consistently asked to comment

2. Create a strategy - treat it like a company marketing plan.

The 6 questions to ask before you start:

1. What are my goals? (Fame, the best network in the business, to eventually become a professional speaker)
2. Where is there the biggest opportunity?
3. What's a fit with my skill set?
4. How will I get there? (starting a blog, developing a personal website, writing for industry publications)
5. What's my timeline to get everything started?
6. Is my plan realistic in terms of time commitment, and how will I hold myself accountable?

3. Pick a niche: you can't be a generalist.



Money



Spirituality



Dogs



Self-help/motivation



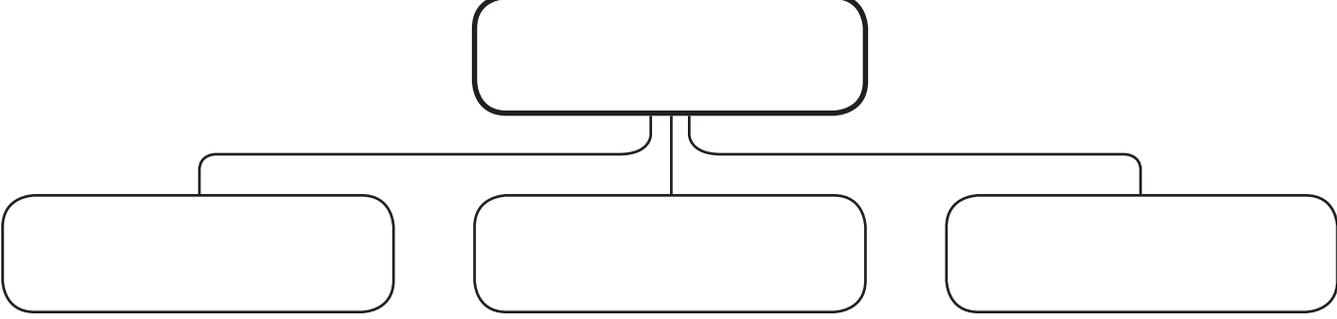
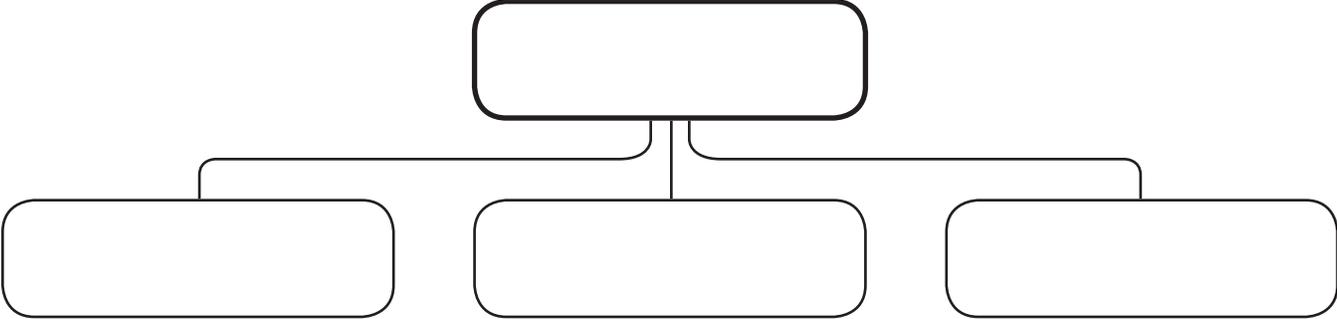
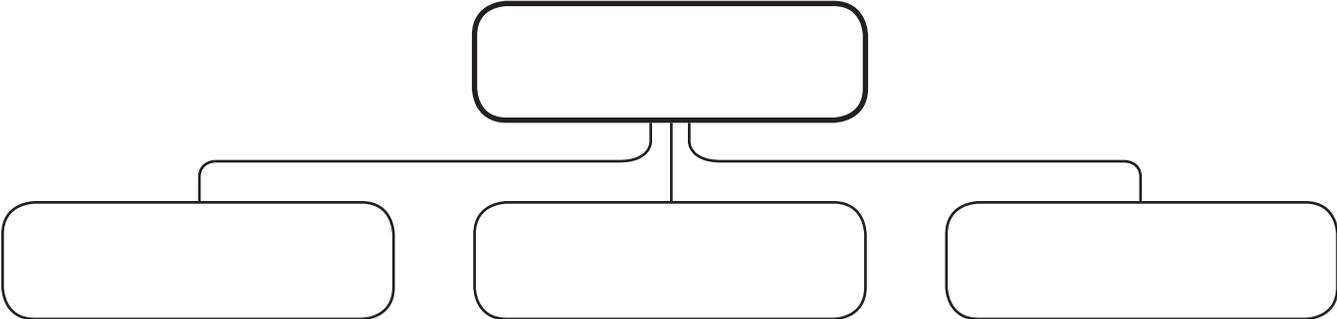
Decor/lifestyle



Entrepreneurship

Pick your niche exercise.

Pick 2-3 broad areas of expertise, and 3 niches within that field.



4. Pick your networks or mediums.

1. Primary hub - website/LinkedIn
2. 1-2 social networks (depending on your niche)
3. Content - blog posts, articles, video series, etc.
4. Offline tactics - events/speaking opportunities
5. Media - expert commentary, submitted articles
6. Don't be afraid to try new things, but hone in on 3-4 primary channels that fit your skill set & match your personality.

5. Learn to balance personal & professional.

1. Have a personality - people connect on their personal lives, not your carefully-crafted business tweet.
2. But remember that everything you say online can and will be held against you.

6. Build up your thought leadership.

— Write 3-5 potential headlines you would want your byline attached to, and make a plan for developing that content

— Brainstorm events you could be a participant in as a speaker, panelist, host, or judge

— Write 3-5 ideal headlines of articles that include an interview with you, or your commentary

— Make a list of 3 topics you could develop into event presentations

— List the 3-5 publications you'd most like to contribute to or be featured in

— Figure out if there's an issue or trend you can attach yourself to and have an opinion about (diversity in tech, for example)

Rewriting / writing your main bio.

Example: Erin Bury

Erin is the Managing Director at 88 Creative, a Toronto-based creative communications agency. Prior to 88 Creative she was the Managing Editor at startup publication BetaKit, and director of communications at Sprouter, which was acquired by Postmedia in 2011. Erin is a frequent speaker with the National Speakers Bureau, writes a monthly column for the Financial Post, and is a tech commentator on CTV News. She has appeared in publications including The New York Times, Forbes, CNN, and Canadian Business, and was named one of Marketing Magazine's top 30 Under 30 marketers. Her claim to fame is being retweeted by Oprah - twice.

Try writing your own:

Rewriting / writing your social media bio.

Try writing your Twitter bio:

Try writing your LinkedIn bio:

7. Match your online & offline brand.

Tips on marrying the online & offline

- Use a current, professional headshot - no photos from 10 years ago
- Be consistent in your voice - humour and swearing are fine if it matches you offline
- Craft bios that have a mix of professional and personal details

8. Become a networking pro.

No one likes networking. Here's how to network strategically to build your personal brand

- Choose events strategically - 1-2 per week
- Attend with a business contact who also wants to network (but don't just talk to each other)
- Don't forget about online events - Twitter chats are a great personal branding opportunity
- The rule of 3 for keeping your network warm
- Office hours - the easy way to say yes to coffee meetings
- Follow up to convert online to offline, and offline to online (LinkedIn, social media channels)

9. Make the time, keep it current.

Fail to plan, plan to fail:

- Set up weekly to-dos
- Set aside time weekly to work on presentations, write articles, or apply to speak at conferences
- Get help (website design, virtual assistants, etc)
- Find ongoing/recurring opportunities that provide consistency
- Create your own opportunities (organize a meetup, volunteer for an event, join a board)

10. Avoid these personal branding fails.

Whatever you do, avoid these personal branding fails

- Don't use too many hashtags like #personalbranding and #socialguru
- Don't only post self-promo - balance your personal brand with your personality
- Don't write or talk in jargon - be relatable
- Be persistent, but don't be aggressive
- Please don't only retweet great things about yourself

Personal branding accountability: set goals.

30-Day Goals

60-Day Goals

90-Day Goals

Who will keep me accountable to these goals?

Thank you.

ERIN BURY // EIGHTY-EIGHT
ERIN@EIGHTYEIGHTAGENCY.COM
@ERINBURY

eighty
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