

Idea To Open
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CREATING A REMARKABLE PERSONAL BRAND – EPISODE 0025

Posted by: Elijah R. Young in Marketing, Podcasts Leave a comment

In this episode

We're talking about personal branding, how can you control your perception of yourself online. By the end of this episode you'll learn:

- *What is personal branding?*
- *How do you create a personal brand?*
- *How to communicate your personal brand?*
- *Tips for creating a personal brand.*
- *Tools for personal branding.*



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The Problem

“Personal Brand” is a term that always pops up, and all the cool kids seem to have one. The question is, if you are a regular guy/gal looking to join the ranks of the elite in your industry, how do you create your own personal brand that both differentiates yourself and positions you as a potential leader? By the end of this episode you'll be ready to create a personal brand that you can be proud of.

Expert Solutions

What is personal branding?

Lisa Quast – <https://twitter.com/careerwomaninc> - Personal Branding 101

“Developing a personal brand is similar to product branding. The overall goal with branding is to differentiate yourself (the product) in the market so you can attain your objectives, be those landing your dream job or becoming a famous singer.”



Dorie Clark – <https://twitter.com/dorieclark> - The Paradox of Personal Branding

“ *On effective personal branding – is to focus on something larger than yourself: “If we go after something of importance that we care about, we’ll learn new skills and we’ll thrive and connect and network. If we go after the network – how do I find the right people so I can get myself into a position where I can write my own ticket? – you might miss the boat. But go after the problem, and you’ll both develop and demonstrate your value to others.”*

How do you create a personal brand?

Leah Jaratt – <https://twitter.com/leahjarratt> - 7 Steps to Build Your Best Personal Brand

“ *Know Your Audience – Depending on your industry and your audience, your platform for creating your online brand will differ. For example, if you work in finance, LinkedIn might be the platform for you, while if you work within a creative industry you may prefer Tumblr. Choose wisely and don’t overdo it—it can be difficult to manage too many profiles to a high standard. If you do have personal social media accounts then ensure that they are kept this way within the privacy settings.*

Rich Hein – https://twitter.com/WebDev_Rich - 9 Steps to Build Your Personal Brand (and Your Career)

“ *Keep updating your content and brand – The bottom-line is don’t rest on your laurels. The best people never do. They are always educating themselves and growing their professional horizons and so should you. Consider this part of your routine and not something you do from time to time. Don’t let your content or profiles get stale.*

How to communicate your personal brand?

Kim Kuhteubul – <https://twitter.com/bykimk> - Brand You: Communicating the Value of Your Personal Brand

“ *A strong PB also undoes traditional notions of competition. If you confidently market from that singular space of knowing, and talk about yourself and your services in the way that only you can, you become inimitable in the marketplace. Sure there will always be other designers offering their services, but none just like you.*
Personal Branding mistakes

Julie Mastrine – <https://twitter.com/juliemastrine> - Personal Branding Mistakes You Don’t Want To Commit

“ *Not keeping active social profiles - While you should choose outlets that are relevant to your industry or profession, having a sharp online presence is a must when it comes to personal branding. Employers and colleagues may Google you at any given time, so it’s important to maintain a professional image on the Web. The key, according to PBB, is to “be where your audience wants to find you.”*

Marc Bell – <https://twitter.com/TheRealMarcB> - 7 Unconscious Mistakes that Could Destroy Your Personal Brand

“ *Impatience – Sometimes in business it can be hard to remain patience, especially when you are faced with a couple of great deals ahead. Patience is a child of self-discipline. That means in order to have patience you have to have self-discipline first. Therefore, discipline yourself to be patience because if not, you could possibly make a bad business decision or ruin your brand for good.*



Henna Inam – <https://twitter.com/hennainam> - Ten Biggest Mistakes We Make on Linked In

“ *Be hesitant about recommendations – A lot of us have mindsets that prevent us from asking for recommendations and favors. Think of it this way. If you have trouble tooting your own horn (and we do know that it's important for others to know how you add value), let someone else toot your horn for you. If someone has done a great job, be generous in giving out recommendations too.*

Caroline Hyams – <https://twitter.com/chyams> - Personal Branding on LinkedIn: 10 Mistakes to Avoid

“ *Don't send people an invitation with LinkedIn's default text – It makes them think you couldn't be bothered to write a personalized message. Why would they bother connecting with you? Give them a good reason, especially if they don't know you.*

Tips for creating and managing a personal brand.

Glenn Llopis – <https://twitter.com/GlennLlopis> - The Ultimate 5 Step Playbook To Managing Your Personal Brand

“ *Carefully Select Your Resources: Effectively Align Your Brand – The individuals you choose to associate yourself with and with whom you decide to align your personal brand will influence your leadership and career journey. This represents a critical stage in the management of your personal brand – as it requires you to be extremely mindful and disciplined about the relationships you forge, **networking goals** and the resources you need and share with others.*

Jennifer Kushell – <https://twitter.com/ysnjen> - 10 Tips to Supercharge Your Personal Brand

“ *Make an effort to leave a lasting impression on most everyone you come in contact with – even the ones you don't meet in person. Pay attention to your grammar and tone in e-mails and phone calls. (One of my favorite tips for very important calls or phone interviews: Look in a mirror when you are speaking and smile. Your smile can translate into a positive impression to the person on the other end!)*

Peter Sterlacci – <https://twitter.com/@petersterlacci> - 10 Actions to Update Your Personal Brand for 2013

“ *Refresh Your Headshot – Start off with the New Year with a new 'look'. Keep it professional and stay 'on-brand', but change it up a bit. For example, if your headshot in 2012 was more formal with a tie and jacket, think about being a bit more casual for 2013. Simply changing the color of your shirt, your hair style, even the glasses you wear helps to refresh your brand. Just make sure to upload this new headshot to **Gravatar** and change out your old photo across all your touch points across the web.*

