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## Can the New YouTube One Channel Fix My Confusing Personal Brand?

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According to [Wikipedia](#): “**Personal branding** is the process whereby people and their careers are marked as brands... [It is] the creation of an asset that pertains to a particular person or individual... leading to a **uniquely distinguishable, and ideally memorable, impression.**”

And in her blog post titled [Personal Branding 101](#), Forbes contributor Lisa Quast warns: “**Don’t create a mismatched brand by conveying different or competing attributes in various social media outlets...** Doing so will create audience confusion about who you are and what you do.”

**Whoops!** Guess I’ve really been messing with my personal brand! I’ve been writing about project management for years. At the same time, I’ve been posting reviews of great free training resources. And more recently, I’ve been excited about (and therefore writing about) some cool new tech products, while sharing some useful info on meditation and personal growth. (Yikes! Talk about “conveying different or competing attributes!”)

Given this growing awareness of my “personal branding confusion,” I was happy to hear about [YouTube’s new One Channel](#) design. It allows video producers to post short “trailers” — video summaries of their channels. And, more importantly, it allows them to create video playlists and display them as “shelves” of related videos. So I can have a shelf of project management videos, one for free training videos, etc. Yet all of these different topics are part of my “one channel.” So I’m hoping that will help my viewers figure out what I’m about. What do you think? Your Comments (below) are welcome!

(P.S. — Can’t help wondering what [Leonardo da Vinci](#), [Michelangelo Buonarroti](#), [Ben Franklin](#), [Thomas Jefferson](#), et al would say when if they were to confront the definition of “personal branding.” Hmm...)



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