

Creating the Brand of You
Elevating Your Status as an Expert Authority
to Generate New Business

a **Confab 2009** Presentation
by Tanya Hall, Business Development Manager
Greenleaf Book Group

**Why is the
“brand of you”
important?**

Media growth + a down economy =
more expert consultants needed
to fill programming and business needs.

**You have the opportunity.
Now you have to learn how to take it.**

**What is
the “brand of you,”
exactly?**
As a consultant...

**you are an expert.
you are a thought authority.**

**How you choose to market that will determine
your personal brand.**

Session goals

- ✓ Cut through the clutter and push your brand to the top.
- ✓ Make sure your message is relevant and differentiated.
- ✓ Discover your unique positioning, or "brand," as a consultant.
- ✓ Create your elevator pitch.
- ✓ Establish your expert platform through quality content.
- ✓ Syndicate your content.
- ✓ Strategize your positioning and build your momentum to reach your target market.

clutter, everywhere

We are a society of media: sights and sounds and constant stimulation.

It's big.
It's loud.
It's overwhelming.

Between television, radio, the Internet, print media and social media, one person can easily become lost.

As a consultant looking for opportunities, you must be seen and heard.

You must rise above the clutter with the brand of you.

Your message

Ask yourself:

What is your expertise?

What specific areas of your expertise do people consistently draw on?

How is your philosophy different from that of your closest competitor?

What value proposition can you alone offer?

Your brand

Once you know what your specific expertise and what sets you apart from the rest, you can begin work on your brand: the unique offering you provide in your field.

**Ask yourself: how do you want people...
To be introduced to you?
To think about you?
To remember you?**

Your brand

a personal branding definition:
"Personal branding describes the process by which individuals... differentiate themselves and stand out from a crowd by identifying and articulating their unique value proposition... and then leveraging it across platforms with a consistent message and image to achieve a specific goal. In this way, individuals can enhance their recognition as experts in their field, establish reputation and credibility, advance their careers, and build self-confidence."

-- Dan Schawbel, Personal Branding Gen-Y Expert
<http://personalbrandingwiki.pbworks.com/FrontPage>

brand now!

Your brand. Ten seconds. Go.

Once you know what the "brand of you" is, learn how to pitch it.

Succinctly.

**Who you are.
What you do.
Why you're different.
How you can provide value.**

This is your elevator pitch.

a platform to stand on

You have a brand.
You can pitch it in ten seconds.
But the question is:
How do you back it up?

Consultants need a platform in order to reach and resonate with people and elevate themselves above the crowd.

Platforms are based on content.

There are 2 elements of content:
(1) content creation
(2) content distribution

a platform to stand on

How to Build Your Platform:
Content Creation

As a consultant, you need a portfolio of content that demonstrates your expertise.

Your portfolio may include:

- magazine or newspaper articles
- scholarly papers or journal features
 - blog posts
- radio & TV interviews
- lecture recordings
- webcasts or podcasts, etc.

Creating a filing system and tag your content by subject, which will make your files easily accessible and searchable.

a platform to stand on

How to Build Your Platform:
Content Distribution

Once you have amassed and organized a portfolio of your content, you need to find ways to distribute it.

Share your content by:

- ✓ write articles for newspapers, magazines, websites, blogs etc.
- ✓ syndicating your writing
- ✓ writing a book
- ✓ posting audio/visual media
- ✓ booking speaking engagements
- ✓ utilizing social media
- ✓ bragging

Writing regularly

Find newspapers, magazines, websites, blogs, etc. that cater to your field of expertise or to your target audience.

Volunteer yourself as a writer of featured articles, guest commentator, guest blogger, expert resource.

Even if you can't find an outlet at the moment, write.

You can create a digital online portfolio (such as a website or blog) for your content to make it easily accessible.

syndicate

Repurpose your content.

Take the articles, posts, comments etc. mentioned previously, and syndicate:
find new outlets for them.

Post your work in article databases.
Turn articles into press releases.
Use segments of writing to answer questions on professional networks, like LinkedIn.
Add it to your marketing collateral.

Be creative. Find new audiences.

Write a book

Put those writing skills to use.

Writing a book on your topic gives you instant credibility, boosts your expert status, and is a great way to expand your brand.

There are several options:

- traditional publishing
- self-publishing
- digital publishing
- hybrid publishing

The most important elements of writing a book to consider are:

- How will it reflect or enhance your brand?**
- How much control will you have over your content?**
- How will you distribute it to your target audience?**

Audio & visual

Record as many interviews, speaking engagements, podcasts, webcasts, etc. as possible.

Post segments to your website or blog as well as media sharing sites such as YouTube or Podcast.com.

**Make them part of your digital online portfolio.
Remember: these are reflections of your personal style.
Make them good reflections.**

**Be professional, identifiable, knowledgeable, engaging,
and different.**

Speak

Research speaking engagements inside and outside of your industry where your message might resonate.

Presenting your brand in person is an opportunity to sell not only your services, but yourself.

New to speaking?

- ✓ Join Toastmasters to practice speaking.
- ✓ Join the National Speakers Association (NSA).
- ✓ Start by moderating panels.
- ✓ Take it to the next level and speak at breakout sessions and workshops.
- ✓ Your ultimate goal is keynote sessions to maximize both profit and word of mouth.

social media

Everyone is linked in these days. Or rather, LinkedIn. Along with your digital portfolio, participation in social media gives you an active online presence, making you easier to find and communicate with.

Consider these options:

- LinkedIn
- Facebook
- Twitter
- Blogs
- Wikis

Use these tools to share your content and connect with other professionals, which will both increase your professional network and give you better access to your target audience.

Bragging isn't so bad

In fact, bragging is essential to building the brand of you.

When your portfolio of content is featured in national print, Web 2.0, or broadcast/radio, make sure people know about it! This helps accentuate your expert status and gives you award-winning content.

Consider doing the following:

Make these keynotes a featured item on your website or blog.

Highlight this in your marketing collateral.

Share the news with your clients.

Link through your social media network.

strategize YOUR brand

You know who you are and what makes you unique.
You have established your brand.
You have a ton of content.

But that doesn't mean a thing if you don't strategize your positioning.

Coordinate with a team to:

- ✓ **Gather the best of your content to create your digital online portfolio and marketing collateral.**
- ✓ **Determine the best channels for reaching your target audience.**
- ✓ **Maintain your platform by staying ahead of the curve and remaining a thought leader.**
- ✓ **Constantly work on creating 'buzz' for your brand.**

It's hard work, but the benefits are priceless.

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Confab 2009 – Expert Branding Session
Tanya Hall, Greenleaf Book Group (tanya@greenleafbookgroup.com)

Expert Branding Resources

Personal Branding 101: How to Discover and Create Your Brand

<http://mashable.com/2009/02/05/personal-branding-101/>

Stay Safe (and Private) on Facebook – Managing Social Media

http://www.readwriteweb.com/archives/5_easy_steps_to_stay_safe_and_private_on_face_book.php

Network Effectively on LinkedIn

<http://andyrobinson.posterous.com/a-linkedin-daily-workplan-to-create-extreme-n>

Personal Branding Magazine

<http://www.personalbrandingmag.com/>

Celebretize Yourself – Branding and Promoting

<http://www.celebritizeyourself.com/>

Platform Development and Positioning

<http://www.swbcommunications.com/>