



Brand You and Web 2.0

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**Intelligent personal branding
showcases your *authentic*
self so others can understand
your value.**

-Kim Dority

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You don't have to know *how*

You have to know *why*

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What's the point?

- **There's only one you**
How do you want to be known?
- **Own your public profile**
- **Differentiate yourself in the job market**



But I don't...

- **have time**
 - Social media put your brain in the cloud
 - This is marketing!

- **have access at work**
 - Negotiate
 - There's an app for that



But I don't...

- want to let the world know about me

– Your real options:



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Yes, you can!

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Be patient

- **Slow-marketing movement**
- **It's all about the networks**
- **You're *building* a 3D profile**



(And in the end)

the love you take is equal
to the love you make



Just be an info pro!

- **Share resources**
- **Create podcasts**
- **Answer questions**

- **Encourage interaction**
 - **comments, polls, feedback, input**



- **Fill in your profile!**
 - Yes, with a photo



- **Include board and advisory work**
- **Cross-link your online personas**



Here's the *how*

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How to build Brand *You*

- **See yourself as a brand**
- **Make yourself find-able**
- **Make your sites interesting**
 - short
 - photos



Add value

- **Live-tweet a conference**
 - with content, not lunch
- **Blog highlights of a conference**
- **Share your slide decks**



Make your profile sparkle

- **Include hooks to make you search-friendly**
 - Summary, specializations, interests, etc.
- **Use words that work**
 - Insights, competitive, expert, value-add
- **“Dress” for the job you want, not the job you have**



Build your network

- **30 minutes once a week**
- **Connect your offline contacts online**
- **Join groups you belong to offline**
- **Use apps to manage your networks**



Wear your bumper sticker

- **Use your signature file!**
- **Entice your readers**
 - “Click here for my enewsletter”
 - “Read my latest enewsletter on five innovative competitive intelligence tools”



**Nothing you say on the Internet
ever truly disappears**

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Kiss o' death

- **Twads**
 - Twitter is not for advertising
- **Self-promotion**
 - *Show, don't say*



Kiss o' death

- **Uni-dimensional**
 - All professional, all the time = boring
 - Share an insight

- **Posting in the heat of the moment**



How to create groupies followers, friends, links

- **Say something interesting**
- **Give your insight, perspective**
- **Include links, with context**
- **Credit others**



How to create followers, friends, links

- **Follow interesting people and retweet**
- **Write to be retweetable**
- **Pace yourself**
 - 2 tweets a day
 - 1 blog post a day/week
 - 1 status update a day



Find a need & fill it

- **You can create a need**
@AndreaMeyer and #innovate
#innochat
#innobeer
- **Own your authority!**



Twitter Tips for Brand *You*

- **Create lists (customized RSS feeds) of people you follow on a topic**
- **Own a hash tag & a niche**
- **Write to intrigue, entice**
- **It's a stream, not a newspaper!**



Think creatively...

**Hey, Ian Reichenthal
Googling yourself is a lot of
fun. Hiring me is fun, too.**

Web [+ Show options...](#)

[Hey, Ian Reichenthal](#)

www.alecbrownstein.com

Googling yourself is a lot of fun. Hiring me is fun, too.

[splendAd - Ian Reichenthal commercials](#)

Ian Reichenthal commercials. Creative Director. Snickers - Intro (2007) ... Group Creative Director Summary: A collection of people from different ...

www.splendad.com/people/show/903-Ian-Reichenthal - [Cached](#) - [Similar](#)

[Joel Kaplan - The best in advertising, design, and digital ...](#)

Creativity Online culls the best visual and idea-centric communication from around the world and the talent behind it. The site highlights ad campaigns, ...

creativityonline.com/index.php?action=search_credit_detail... - [Cached](#)



“But I want my privacy!”

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Privacy through obscurity is dead



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Welcome to my glass house!

- **Have a permanent email address**
- **Show your email address everywhere**
- **Spam concerns? Get a tool!**
 - Gmail
 - A decent ISP
 - Norton/Symantec



Make sure you're presentable

- **Un-tag *those* photos**
- **Check your profile from the outside**



It's personal.... kind of

- **Set your boundaries**
- **Be genuine**
- **Be careful what you “like”**
 - I am Sarcastic Because You are an Idiot**
- **Avoid Twitterhea**



Tips To Build Brand *You*

- **Be transparent**
- **Be authentic**
- **Be generous**
- **Be accessible**
- **Be accountable**
- **Be nice**



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**See BatesInfo.com/tips for free monthly
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