

CHAPTER 2: DEVELOPING YOUR PERSONAL BRAND



- Define your personal brand
- Conduct an audit of your personal brand online
- Develop your personal brand online using LinkedIn and Twitter
- Understand best practices for LinkedIn profiles and how to become an active participant on LinkedIn
- Understand the do's and don'ts of social media etiquette



LEARNING OBJECTIVES

DEVELOPING YOUR PERSONAL BRAND

Your **personal brand** is a marketing strategy focused on the most important product ... **YOU!**

It's your **reputation** and the combination of your **personal attributes** that differentiate you from your peers



Gary Veynerchuck

- <https://www.youtube.com/watch?v=Q1ao1LIVDTA>
- 3:35 begin

YOUR PERSONAL BRAND

- If you are interested in the field of social media marketing, it is important that you establish and maintain your **own** social media presence, as an **extension** of your personal brand.
- We will spend time figuring out who you really are and what you want from your life by working on your personal brand worksheet.
 - This worksheet has been slightly adapted from the original version by Meg Guiseppi, Personal Branding Expert, and Founder and CEO of Executive Career Brand (Guiseppi).
- If you are seeking your first full-time position or looking to change careers, defining your personal brand online and offline will help those assessing your work determine if they should hire you.

DEVELOPING YOUR PERSONAL BRAND



Step 1

Identify Your
Target Audience



Step 2

Determine Your
**Vision and
Purpose**



Step 3

Determine Your
Values



Step 4

Determine Your
Passions



Step 5

Determine Your
Goals



Step 6

Determine Brand
Attributes



Step 7

Determine Your
Strengths,
Weaknesses,
Opportunities,
and Threats
(**SWOT** Analysis)



Step 8

Determine Your
Competition



Step 9

Identify Three
Words that Best
Describe You

STEP 1: IDENTIFY YOUR TARGET AUDIENCE

1. **First you need to determine where you want to work.** What kind of job do you want to have? Which industry do you want to work in?
 - Perhaps you have always wanted to work for a nonprofit, or in the healthcare industry, retail, social media marketing, own **small business**
2. **Do a simple search of your desired role on any career job site.**
(<https://sfbay.craigslist.org/search/mar?query=sports>)
 - Read some of the descriptions for the positions you would like to hold.
 - Determine the skill sets, experience and type of candidate that hiring managers are looking for.
 - Small businesspeople: what are the skill sets, experience and things you need to have to begin you small business.
3. **Identify common keywords** from your career search and write them down.
 - You will want to use these keywords when crafting your personal brand message to position yourself in front of your target audience.
4. **Identify and research your target list of companies** (or competition) to learn what challenges they are facing that you are qualified to help them overcome.
 - As you complete your worksheet, always keep your target audience in mind, determining which of your unique talents aligns with what they will be looking for.

EXAMPLE: DREAM OF A JOB IN SPORTS MARKETING

- Indeed.com
 - <https://www.indeed.com/jobs?q=sports+marketing&l=California>
- Identify common keywords from your career search and write them down.
 - *Management, communicator, engaging, relationships, content, multi-tasker, written & oral communication, attention to detail*
 - *Entrepreneurs: Curious, time management, innovative, strategic thinking, efficiency, communication, networking, finance, operations, etc.*
- Research challenges they are facing that you (business) are qualified to help them overcome.

The screenshot shows the Indeed job search interface. At the top, there are input fields for 'What' (job title, keywords, or company) and 'Where' (city, state, or zip code). The search term 'sports marketing' is entered in the 'What' field, and 'California' is entered in the 'Where' field. Below these fields are filters for 'Salary Estimate', 'Job Type', 'Location', 'Company', and 'Experience Level'. The search results are sorted by 'relevance - date' and show 'Page 1 of 222 jobs'. The first job listing is for 'Sports Medicine Marketing/Back Office Intern' at 'AVANTI SPORTS MEDICINE & FITNESS' in San Francisco, CA. The second job listing is for 'Marketer' at 'Sports Basement' in Redwood City, CA. The third job listing is for 'Senior Marketing Specialist' at 'Auto Club of Southern California' in Costa Mesa, CA. The fourth job listing is for 'Marketing e-Sports Sponsorships Intern' at 'Corsair' in Fremont, CA. The fifth job listing is for 'Marketing Partnerships & Activations Intern' at 'Sony Interactive Entertainment PlayStation' in San Mateo, CA.

What
job title, keywords, or company

Where
City, state, or zip code

sports marketing

California

Salary Estimate Job Type Location Company Experience Level

sports marketing jobs in California

Sort by: relevance - date Page 1 of 222 jobs

Sports Medicine Marketing/Back Office Intern
AVANTI SPORTS MEDICINE & FITNESS
San Francisco, CA 94111 (Financial District area)
Easily apply Urgently hiring
AVANTI SPORTS MEDICINE & FITNESS is looking to hire a marketing/back office intern to work in our downtown office.
The hours are as follows:
7 days ago - Save job

Marketer
Sports Basement 3.8
Redwood City, CA 94063 (Downtown area)
\$19 an hour
Easily apply
The Marketer has amazing communication (written and verbal), an aptitude for event planning, demonstrated enthusiasm for our products & wellness, excellent...
1 day ago - Save job

Senior Marketing Specialist
Auto Club of Southern California 3.6
Costa Mesa, CA
Manage incentives fulfillment program, including working with internal teams and external fulfillment company.
Health coverage for medical, dental and vision.
1 day ago - Save job

Marketing e-Sports Sponsorships Intern
Corsair 3.1
Fremont, CA 94538 (Baylands area)
Assist in formulating creative promotions that tie content creators to CORSAIR.
Check out what our 2019 interns had to say about their experience: CORSAIR...
30+ days ago - Save job - more...

Marketing Partnerships & Activations Intern
Sony Interactive Entertainment PlayStation 3.7
San Mateo, CA
Highly-motivated self-starter with a real passion for gaming and the video game industry; passion or interest in sports is a plus.

MARKETER AT SPORTS BASEMENT

Sports Basement

compensation: **\$19 to \$23/hr DOE**

employment type: **part-time**

Sports Basement is a Bay Area sporting goods retailer, but it feels like so much more! We carry the best brands at the best prices, we rent snow gear, camp gear, bikes and more, and we'll fix up your bike or tune your ski gear at our in-store service shops. Even better, we offer tons of comfy couches and community spaces so you can feel at home, enjoy a film festival, or meet some (sorta) famous athletes. From hosting fundraisers for local schools & charities to cheering you on at a local race, we're a key part of our local communities as well as a safe space to hang out (that's what the couches are for).

Position overview

Sports Basement is looking for a rock star Marketer to maintain and improve our marketing approach. Sports Basement's marketing team is a core part of our continued Bay Area growth and keeper of the brand. The Marketer supports and manages the in-store and field experiences of our community with the goal of introducing and driving new customers to our store, and creating Sports Basement advocates. The role includes building and managing corporate partnerships in and around the greater San Ramon area. The Marketer has amazing communication (written and verbal), an aptitude for event planning, demonstrated enthusiasm for our products & wellness, excellent organizational and time management skills, an eagerness to create partner programs that are a win-win and dynamite hosting.

Job duties

- Work with the Store GM and Director of Marketing to drive store traffic and increase sales using SB's toolbox as a guide.
- Leverage new and existing corporate relationships
- Identify and host amazing events that show Sports Basement to be "more than retail".
- Represent Sports Basement at community events.
- Provide engaging content for social media campaigns and posts.
- Business Development: Identify, analyze and secure new partnership opportunities.

Qualities of a successful Marketer:

- History of effective, creative, and tactfully persistent communicator who can open doors and build partnerships.
- Aptitude for research and planning to negotiate and navigate partnerships to create win-win partnerships.
- A warm, genuine, personable, professional and fun demeanor that others delight in; embody the SB brand.
- Excellent written & oral communication skills; strong listening & relationship skills.
- Aptitude for event planning and logistics.
- Attention to detail.
- Eagerness to develop analytical and problem-solving skills so as to develop high ROI programs.
- SB Fit - Enthusiasm to work in Sports Basement's unique company culture.
- Great multitasker.
- Flexibility and awareness to prioritize competing day-to-day activities to ensure that all management objectives are met.
- Knowledge of Sports Basement's product, services, and departments.
- Exceptional leadership.

Requirements

- Excellent time management. Able to organize and prioritize the workload.
- Self-starter with a strong work ethic and high productivity.
- Insightful communicator -- able to identify when to ask questions.
- Highly flexible and adapts well to a rapidly changing environment.
- Committed to regularly work weekends and holidays depending on what the store and marketing programs require.
- Commitment to doubling-down and working the festive holiday season from Thanksgiving through mid-January.
- Solid analytical skills and a basic understanding of retail financial measurements.
- Proficient in Microsoft Excel, Google Docs.
- Joyful.
- Access to a car.

Step 2: Determine Your Vision & Purpose

- Close your eyes and picture yourself a year from now.
 - What are you doing? Who are you with? How do you feel?
 - Think of that one **problem you would like to see solved**.

VISION: That one world problem you would like to see solved or one area of life that you want to see transformed or improved.

- **Your personal vision is a picture of your true self in the future.** It is who you want to be, what you want to do, how you want to feel, and with whom you want to associate yourself.
- It includes all the important elements of your life and career.
- Your personal vision helps you see into the future, as it is the framework for the process of creating your life.

7 QUESTIONS TO ASK YOURSELF TO FIND YOUR VISION



1. What is the problem you are seeing in the world?
2. What are you intending to fix?
3. Why are you doing what you are doing? And why is that? And why is that? *(by asking 3 “whys” or more, you can find the real reason for something.)*
4. What in your experience makes you passionate about this?
5. What would the best version of yourself look like?
6. How are you different from other people who are doing similar things?
7. Is your mission sufficiently narrow enough to be differentiate it from others?

PERSONAL VISION

OPRAH WINFREY *"To be a teacher and to be known for inspiring her students to be more than they thought they could be (Winfrey)."*

DENISE MORRISON, CEO OF CAMPBELL SOUP COMPANY

"To serve as a leader, live a balanced life, and apply ethical principles to make a significant difference."

SIR RICHARD BRANSON, FOUNDER OF THE VIRGIN GROUP

"To have fun in [my] journey through life and learn from [my] mistakes."


ELON MUSK, CEO TESLA

If something is important enough you should try, even if the probable outcome is failure.



YOUR PURPOSE

Your purpose is how you will make your vision happen. Write down the changes you need to make to honor this vision and lead a powerful life. Write down the changes you need to make your vision and purpose a reality.



Examples of powerful personal purpose statements include:

"To serve others as a visionary leader and apply ethical principles in management to make a significant difference in the world."

"To build a bridge of understanding and be a tower of integrity to others as a speaker, writer, and entrepreneur."

As a speaker and educator, I prepare youth to be leaders and adults to be mentors and role models for others.

STEP 3: DETERMINE YOUR VALUES

- Your **values** are core principles that give meaning to your life — a set of standards that determine your attitudes, choices, and actions.
- Values can include things like accountability, justice, self-respect, stability and trustworthiness.



Select and writing down 5-10 words that best describe what you value most.

Common List of Values					
Authenticity	Citizenship	Friendships	Knowledge	Pleasure	Responsibility
Accountability	Community	Fun	Leadership	Poise	Security
Adventure	Competency	Growth	Learning	Popularity	Self-Respect
Authority	Contribution	Happiness	Love	Recognition	Service
Autonomy	Creativity	Honesty	Loyalty	Religion	Spirituality
Balance	Curiosity	Humor	Meaningful Work	Poise	Stability
Beauty	Determination	Influence	Openness	Popularity	Success
Boldness	Fairness	Inner Harmony	Optimism	Recognition	Status
Compassion	Faith	Justice	Peace	Reputation	Trustworthiness
Challenge	Fame	Kindness	Knowledge	Respect	Wisdom

BENEFITS OF IDENTIFYING YOUR VALUES

- Values help you find your purpose.
- Values help you react in difficult situations
- Values help you make decisions.
- Values help clear out clutter.
- Values help you choose the right career.
- Values help you develop a sense of self.
- Values help increase your confidence.
- Values help your overall happiness level.





Your passions are what **intrigue** and **motivate** you in determining how you want to spend your time.



What makes you get up early or spend hours on end thinking about or doing?



What gets you talking enthusiastically with your family and friends?



What do you most enjoy doing? If your passions are not met, you will not be happy.



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Purpose



Step 3
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Step 4
Determine Your
Passions



Step 5
Determine Your
Goals



Step 6
Determine Brand
Attributes



Step 7
Determine Your
Strengths,
Weaknesses,
Opportunities,
and Threats
(SWOT
Analysis)



Step 8
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Competition



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STEP 4: DETERMINE YOUR PASSIONS

HOW DO YOU FIND YOUR PASSION?

Remember	Remember What You Loved as a Child
Eliminate	Eliminate Money from the Equation
Ask	Ask Your Friends “when do I seem the happiest”
Identify	Identify your Professional Hero (who do you follow, admire, aspire to be like)
Think	Think of What You Enjoy That You Also Do Well

ARE YOU LIVING A PASSIONATE LIFE?

Discover Your Passion Profile — Answer the 7 questions below to reveal exactly how to discover your passions and create a life that you love! Taking this 7 question Passion Test Profile is a great start in determining if you are ready to get clarity about your passions and what is important to you

1. I am excited about my life and turned on by the things I get to do each day.

☐ Never ☐ Rarely ☐ Sometimes ☐ Most of the time ☐ All the time

2. Others comment on how happy I am and what fun it is to be around me.

☐ Never ☐ Rarely ☐ Sometimes ☐ Frequently ☐ All the time

3. I get upset and thrown off track when unexpected situations and circumstances arise.

☐ Never ☐ Rarely ☐ Sometimes ☐ Frequently ☐ Always

4. I am very clear about the top five passions in my life, those things that matter most to me.

☐ Not at all ☐ A little ☐ Somewhat ☐ Quite clear ☐ Crystal clear

5. I make decisions based on what will help me live my passions most fully.

☐ Never ☐ Rarely ☐ Sometimes ☐ Most of the time ☐ All the time

6. I spend my days doing things I love, surrounded by people I love.

☐ Never ☐ Rarely ☐ Sometimes ☐ Most of the time ☐ All the time

7. Life is confusing for me. I don't have a clear sense of direction in my life

☐ No sense of direction ☐ Very little sense of direction ☐ Some sense of direction ☐ Pretty clear sense of direction ☐ Very clear sense of direction



STEP 5: DETERMINE YOUR GOALS

- Your goals are specific objectives that you would like to achieve.
- Think about your goals for the next year, the next 5 years, and the next 10 years and write them down.
- Being very specific in what you want to achieve increases your chances of success.
 - For example, your goal for the next year may be to graduate from your university and accept a full-time position at a marketing company whose mission is connected to your core values.

WRITE DOWN YOUR GOALS...

A study found that you become 42% more likely to achieve your goals and dreams, simply by writing them down on a regular basis.

Each morning for the next seven days, start your day by writing down your goals and dreams in the four key areas of life:

Health & well being

Love & relationships

Vocation (job, work)

Time & money freedom

HOW TO SET & ACCOMPLISH GOALS



01. EVALUATE YOUR SITUATION

Assessing your past and present situation is key to setting goals tailored for you — What worked before? What didn't? Based on these, what do you want to improve on and achieve?



02. MAKE IT SMARTER

Your goals need to be:
S - specific
M - measurable
A - attainable
R - relevant
T - time-bound
E - evaluative
R - revisable



03. WRITE IT DOWN

Write down your goals to clarify and strengthen your intentions.



04. BREAK IT DOWN

Break down your goals into small and manageable steps to overcome overwhelm.



05. HOLD YOURSELF ACCOUNTABLE

Hold yourself accountable by maintaining focus and discipline throughout your process.



06. REWARD YOURSELF

Rewarding yourself will help reinforce the positive actions you've taken so you can continue doing it.



07. DEVELOP SYSTEMS AND HABITS

Effective systems and habits make it easier for you to accomplish your goals on a regular basis.

STEP 6: DETERMINE YOUR BRAND ATTRIBUTES



Your personal brand attributes are the words you would use to define your personality or the value that you offer.

- Examples include thoughtful, devoted, cooperative, and sincere.

The people who know you best can provide key information about your character.

- Start by asking your friends, family and coworkers to describe your personality using 3 to 4 adjectives.
- Which personality traits do they use to describe you?
- Identify three or four adjectives that best describe the value you offer and write them down. You may refer to the list of common personal brand attributes below

Personal Brand Attributes					
Inventive	Leader	Compassionate	Devoted	Open Minded	Wise
Exciting	Literate	Incredible	Candid	Competitive	Sensitive
Thoughtful	Logical	Independent	Rebellious	Modest	Humorous
Powerful	Initiator	Ambitious	Cooperative	Courageous	Sensible
Practical	Original	Mediator	Trustworthy	Enthusiastic	Sincere
Proactive	Outgoing	Emotional	Interesting	Enterprising	Skilled
Productive	Particular	Cheerful	Racy	Entrepreneurial	Responsible
Professional	Patient	Forgiving	Easy going	Organized	Listener
Achiever	Positive	Insightful	Understanding	Focused	Helpful
Knowledgeable	Consistent	Generous	Quirky	Genuine	Personable



STEP 7: DETERMINE YOUR STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

A SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis is an invaluable personal branding exercise that helps you prepare for your next job or future career growth.

Strengths: Think about what you excel in. What are the things where you are the designated “go to” person for? Examples of strengths may include collaborating, leading, delegating, empowering others, crunching numbers, anticipating risk, mentoring, selling, innovating, managing conflict, writing, listening, or communicating.

Weaknesses: What could you improve upon? What areas do you not excel in? What areas should you avoid? You should be aware of your weaknesses so that you do not move into a position that will exploit them.

Opportunities: What are positive opportunities that face you? What are the interesting trends you are aware of in the industry? For example, earlier in this chapter we identified the social media skills gap organizations are dealing with today. Your social media marketing acumen will set you apart from the rest and help you to take advantage of this opportunity.

Threats: Are the required specifications or skill sets needed for your job changing? Is changing technology threatening your position? For example, industrial automation and the use of robots in manufacturing is decreasing the overall demand for factory assembly line workers. Think about your weaknesses. Do any of them cause a threat?

STEP 8: DETERMINE YOUR COMPETITION

Identify who your competition is in the marketplace and what differentiates you from them. If you are a college student and you are sitting in the classroom or in a public place on campus, look to your right and left. This is your competition.

These are the people competing for the same jobs as you.

Think about what it is about you that makes you the best candidate for a job compared to your competition.

STEP 9: IDENTIFY THREE WORDS THAT BEST DESCRIBE YOU



Now that you have gone through your personal branding worksheet and have a handle on what differentiates yourself to target employers, it is time to describe yourself in three words.



List the three words that reflect your personal brand.



Why did you choose those three words?



SECTION 2: AUDIT YOUR PERSONAL BRAND ONLINE

As you start to create your personal brand online, your name will start appearing in **search engines** and **social networks**.

- Type your **name** into a Google search
- See what **images** appear next to your name
- Upload **professional images** of yourself to Google, tagging your name
- Upload **new photos** to LinkedIn, Flickr or Picasa, tagging your name
- Set up a **Google alert** with your name to monitor and regulate mentions
www.google.com/alerts



You can start that process by making all of your public social media profiles private and hidden from search.



Deactivate all accounts that you haven't touched in a while.



Then conduct a thorough audit and delete unprofessional content from your social media accounts.



Most social networking sites offer easy options to get rid of posts or pictures within the platform themselves.



In most cases, it is as easy as hovering your cursor over the post or picture and clicking "remove."



Facebook allows you to untag images of yourself that have been uploaded by somebody else but doing so does not delete them.



The images will still be visible online and searchable based on others that are tagged in the picture unless you get the uploader to remove the picture completely.

CLEAN UP YOUR ONLINE ACCOUNTS

DECISION TIME

There will also be a point where you're going to have to make a strategic decision on which social media accounts remain personal and which are designated for professional use.



It is recommended to use **LinkedIn and Twitter** for professional networking, and Facebook, Instagram, Snapchat and others for your inner circle of friends and family.



The second you add your manager or colleagues to your personal networking site is when you must rethink what you publish.

One mistake could cause you trouble. If you have a Twitter for personal use with content that is not suitable for potential employers, make that account private and create a new account for professional purposes.

BUILDING YOUR PROFESSIONAL BRAND ONLINE

LINKEDIN

World's largest professional network,
with more than **467 million** users
in **200+ countries**

Where **professionals** gather

Marilyn@thegoodmans.com

SafinaXXX



LINKEDIN

- Everybody should have a LinkedIn account
- Audit your account
 - Do you have a good profile picture
 - Cover photo
 - Headline
 - Experience section
- “Is there anything I would not want a potential employer to see?” If so, then it’s time to reassess your personal brand online by removing all unprofessional content from your public accounts.



HOW TO BUILD THE PERFECT LINKEDIN PROFILE

https://www.youtube.com/watch?v=lrQ_j8GZ9fE

<https://theundercoverrecruiter.com/perfect-linkedin-profile/>

BUILDING YOUR PROFESSIONAL BRAND ONLINE

LINKEDIN

- **Headlines:** Prime real estate often looked at most by recruiters
- **Summary:** should reflect all of the attributes and keywords you defined for your personal brand
- **Experience:** address audience defined in personal branding assignment

BUILDING YOUR PROFESSIONAL BRAND ONLINE

- <https://www.linkedin.com/in/welcome2lina/>
- <https://www.linkedin.com/in/janipher-crawford/>
- <https://www.linkedin.com/in/shari-reyes-37a266185/>

Great LinkedIn profile suggestions

1. Describe what makes you tick

Passion is the heart of some of the best summaries. Opening up about what you love to do adds context to your career. Think about what excites you most professionally — what drives you besides your paycheck? This is an especially good angle if you're younger and don't have much work experience.

2. Explain your present role

Put your job title aside and describe what you do in simplest terms. Sharing the problems you solve, for whom, and how, is a great way to demonstrate your skills, industry knowledge, and/or work style.

3. Frame your past

You have the freedom to call out what's important in your job history and to gloss over what's not. If you've made career pivots or have held seemingly unrelated roles, connect the dots so they make sense. Better yet, frame the discord as an advantage and explain why it sets you apart.

4. Highlight your successes

Cite the biggest takeaway from your experience section. Look across roles and combine accomplishments if you can. This is especially applicable if you're in mid- to late-stage career.

5. Reveal your character

Choose stories and words that show who you are as a person, not just a professional. Great summaries hint at traits such as gratitude, humility, and humor. Authenticity is key, so be honest with yourself. Think of the one trait you're most known for, and weave it in.

6. Show life outside of work

Round out your identity by sharing a hobby, interest, or volunteer role. Relate your outside passions to your work if you can. If you share a personal story, be sure it serves to reinforce your professional strengths.



PICKING THE RIGHT LINKEDIN PROFILE PICTURE

- <https://business.linkedin.com/talent-solutions/blog/2014/12/5-tips-for-picking-the-right-linkedin-profile-picture>

SOCIAL MEDIA ETIQUETTE

- Use different accounts for professional and personal communications
- Build a reputation for honesty
- Be respectful and nice
- Don't react too quickly
- Always spell check



SOCIAL MEDIA ETIQUETTE


- Use hashtags strategically
- Don't spam your followers' feeds
- Don't follow people just for numbers
- Bragging and complaining never go over well
- Don't tag or post pictures and videos of people without permission

SOCIAL MEDIA ETIQUETTE



- Don't post anything you would not want your coworkers or potential employer or client to see

- Treat people how you would want to be treated; there is always a person on the other side of the screen

- Don't abuse your network; some things should be left private



The work involved in defining your personal brand will benefit you immeasurably no matter what stage of life you are in. Your personal brand will help you better communicate your unique value to target employers.



PERSONAL BRAND WORKSHEET

- What is your vision and purpose
- What are your values
- What are your passions
- What are your top goals for the next year, 2 years, and 5
- What are your top brand attributes
- Core strengths & motivated skills
- SWOT analysis
- Who is your target audience
- Who is your competition & what differentiates you
- Build a LinkedIn profile page
 - <https://www.linkedininsights.com/3-stunningly-good-linkedin-profile-summaries/>

