

Rather Useful Seminars

The Science of Self Promotion

Rob Miles

The “Good Old Days”

- Jobs used to be for life
- Not any more
- You are going to see more disruption in the workplace than any other generation



Building your “Brand”



- Over your working life your skills and where you work is bound to change
- But you will remain the same person

Social Media and Branding

- I have no idea about the latest Social Media platforms
- Although I'm pretty sure that Facebook isn't the one 😊
- I separate my “personal” stuff from my “branding” stuff to some extent



What do I mean by branding?

- Every time you do something, think about how you can use this to build your brand up
- This is not a call for lots of cynical stunts, but more that you should be “mindful” of potential in the things you can do

Three Levels of Branding

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2. When you get to the interview they have actually heard of you.
3. You don't have an interview because they call you up on the strength of your brand.

What should I do?

- I'm going to give you the “Computer Geek’s answer to this question
- But the philosophy is the same whatever field you are in:
 - Give stuff away
 - Make yourself useful
 - Do stuff
 - Write about it all

Give Stuff Away

- Give away your music and artwork and software
- If you can't see how you can make anything of it, you might as well give it away
- I did this a while back, and it was one of the best things I've ever done

Make yourself useful

- Provide support on forums
- Contribute to an Open Source project
 - You can do this as a tester without writing any code
- Write “How-to” stuff about things you care about

Do Stuff

- Things like “Game Jams” and “Hackathons” are a great way to meet people, and also give you things to talk about
- You can also make things that you can tell the world about
 - Like Wedding Lights, balancing robots, silly stuff....

Doing Stuff is Good For You

- People who might want to work with you don't want to know about the stuff you've done as part of your studies
- They want to know what you do for fun
- If you build silly devices or write daft programs they'll really like that

Writing is good too

- You should/must blog
- This is really, really important
- There's a big section on this coming in a moment
- But first.....

..and then there's "Stand Up"

- Once you are happy writing, force yourself to stand up in front of an audience
- The first time will be awful
 - But you will survive
- After a while you might get a taste for it
- There is a huge demand for folks with good communications skills

Everyone Should Blog

- Blogging is a really good thing to do
 - Even if nobody reads it
- I think everyone should write a blog

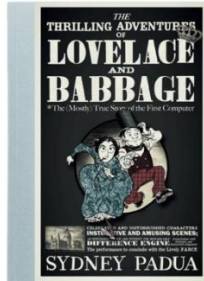
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The Thrilling Adventures of Babbage and Lovelace is a Winner

December 14, 2015



One of my favourite books ever has won a prize. I [blogged](#) about it a while back and now it (or more properly the author, [Sydney Padua](#)) has won the British Society for the History of Mathematics 2015 Neuman Prize. Yay!

If you are into computing, history, maths or comics you should have this book. A perfect stocking filler for Christmas, if you are in the habit of wearing quite large, book sized, stockings.

It really is a great book. In fact, I'm going off to have a read of my copy now.

Rob Miles / Comment / 0 Likes / Share

Book Reviews

Thought for the Dazed

I used to be indecisive. But now I'm not so sure...

December 2015

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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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Reasons for Blogging

- Blogging makes you practice your writing
 - It makes you able to write sensible text quickly
- Blogging makes you discoverable
 - It provides a “one stop shop” that you can point people at if they are interested in you
- Blogging lets you remind yourself of how you did something
 - I frequently find my own blog posts when I search for help with a topic...

Hang on, isn't blogging old hat?

- It might be argued that blogging is not really the thing anymore
 - Perhaps you should be tweeting instead?
 - Or making podcasts?
 - Or YouTube videos?
- All these things are a good idea, but blogging lets you practice writing, which is a very good idea (and you can do the others too)

How to get started

- Get yourself a domain name
 - This gives you a unique identity on the network which you can transfer to different hosts if you need to
- Sign up with a blogging service
 - I use a service called Squarespace.com but you can also use blogger or WordPress
- Start writing – and keep doing it

Finding your “voice”

- If you start writing a blog regularly you will at some point find your “voice”
- This is an expression of your personality
 - Humorous or serious
 - Technical or abstract
 - Opinionated or neutral
- Work at your “voice” so that it is a good, positive, expression of yourself

How often should you blog?

- I blog every day
 - But then again I am an idiot in this respect
- Try to blog at least once a week or so
 - If you leave it too long you create a “guilt mountain” that might stop you from making another post
- But bear in mind.....

How often should you blog?

- ...you **DON'T OWE YOUR AUDIENCE ANYTHING**
- If you want to blog just once every 6 months, it's not as if you've sold them anything

How do people find my blog?

- It is important that you make your blog as discoverable as possible
- Make good use of search tags
- Promote on Twitter and Facebook
- Put your site onto aggregators for people to find
- Respond to forum posts and blog posts with links to your blog posts about the topics discussed

How do I make my blog useful?

- You should tag all your posts so that it is easy to find related content
- I also have a “tag cloud” that lets readers see all the things I’m interested in
- People love blog posts that help them solve a problem, so HowTos are especially popular, as are reviews

.NET Gadgeteer
.NET Micro Framework
3D printing
Arduino
board games
book reviews
C4di
Conferences
development
Downloads
Events
film reviews
Gadgets
Galileo
GlobalGameJam
Hardware Holiday
HullGlobalGameJam

How do I use Analytics?

- Whatever host you use, you should use analytics to find track use
 - This might be rather depressing
- You should also look at a figure known as the “bounce rate” that tells you how many people just visit one page
 - Use Google Analytics, everyone does

How do I make a nice home page?

- My rules:
 - Keep it simple
 - Use a consistent template
 - Put things on the home page that might encourage folks to stick around
 - Add pictures

How do I get rich?

- I haven't managed this.....
- You can put ads on your page
 - But this upsets some visitors and might not be worth the effort
- I regard the blog as a promotional tool and a way of practicing writing, so I reckon it is good value

Bad news – not really

- It's unlikely you'll get millions of followers
- But you don't need millions
- You just need to attract the attention of the people in your field that you might want to work with

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..and since we are here..

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