

# *Rock Your Personal Brand!*

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Presented at MRCC Social Media Day on June 15, 2017



*Rock Your Personal Brand!*

# **WHO...are you talking to?**

**Prospective clients**

**People who need you**

**Lookalike clients**

**Past clients**

**Current clients**

**Competitors**

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# WHO...are YOU?

**Brand Values**

**Brand Function**

**Points of Difference (“Beacons”)**

**Brand Feel**

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# *Rock Your Personal Brand!*

# WHAT

## **Name / Brand name**

**Product name(s)**

**Hashtags**

## **Imagery**

**CONSISTENCY!**

**Logo**

**Fonts**

**Colors**

**Composition**

## **Location**

**Geographic**

**Category**

## **Voice**

**Formality**

**Keywords**

**Hashtags**

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# WHEN

**ALL brand communications**

**Website / Blog**

**Social media posts**

**Marketing materials & ads**

**Press releases**

**Public speaking**

**In person**

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# WHERE

**Website**

**Social media**

**Marketing / branding materials**

**Business cards**

**Ads**

**Flyers / Mailings / Email Marketing**

**Bio / Profile**

**IRL**

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# WHY

**Consistent**

**Recognizable**

**Cohesive**

**Trustworthy**

**Accessible**

**(or exclusive!)**

**Aspirational**

*Know, Like, Trust*

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# HOW

**Organic**

**Brainstorm**

**Key words**

**Competitive research**

**Testing**

**Feeling**

*Keep It Real!*

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