



The Shortcut Series: Sharpening Your Personal Brand

What is a brand?

TRADITIONAL: A TYPE OF PRODUCT
MANUFACTURED BY A PARTICULAR
COMPANY UNDER A PARTICULAR NAME

MODERN: THE WAY A PRODUCT
REPRESENTS ITSELF, THROUGH DESIGN,
STORYTELLING AND CONSUMER OUTREACH

EVEN MORE MODERN: THE WAY A
PRODUCT OR PERSON REPRESENTS ITSELF,
THROUGH DESIGN & STYLE,
STORYTELLING, SOCIAL MEDIA/ONLINE
ENGAGEMENT AND CONSUMER OUTREACH.

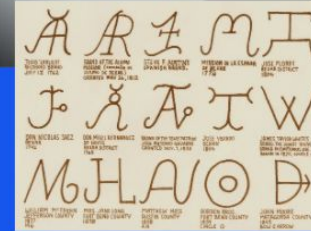


Learning from History

BRANDING IS ABOUT OWNERSHIP

THE WORD BRANDING COMES FROM THE SCANDINAVIAN TERM "TO BURN" WHICH WAS FORMERLY INTRODUCED IN THE MIDDLE AGES (AROUND 1500 AD) WHEN BURNING SYMBOLS INTO CATTLE LAID THEIR CLAIM.

BRANDING HAS BEEN AROUND SINCE 2700 A.D. BUT IT WAS HERE THAT WE FOUND THE WORD FOR IT.



OWN YOUR BRAND

"No one can champion you and your creations better than you."

Zelladu

Learning from History

BRANDING IS ABOUT IDENTITY,
DIFFERENTIATION & COMPETITION

YOU MAY BE THE STAND ALONE FOR THE
FIRST SPRINT BUT OTHERS WILL JOIN FOR THE
MARATHON.



BE BOLD , STAND OUT

"What makes you unique, makes you successful."

William Arruda

Learning from History

MAKE YOUR BRANDING COHESIVE.

WHEN TELLING A STORY, CONSISTENCY IS KEY. BRING YOUR BRAND TO LIFE AND CONNECT THE DOTS OF YOUR EFFORTS.



CONNECT YOUR DOTS

"Collecting the dots. Then connecting them. And then sharing them with those around you. This is how a creative human works. Collecting. Connecting. Sharing."

Amanda Palmer

Learning from History

BRANDING IS EXPECTED TO EVOLVE.

TAKE OFF THE PRESSURE OF GETTING IT PERFECT AT THE START. IF IT FEELS RIGHT GET IT OUT THERE AND KNOW THAT YOU CAN ALWAYS INTRODUCE THE NEW YOU.

WALMART

1962

WAL-MART

1964



1968

WAL-MART

1981

WAL★MART

1992

Walmart 

Current

GROW NATURALLY

“To exist is to change, to change is to mature, to mature is to go on creating oneself endlessly.”

Henri Bergson

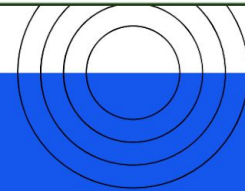
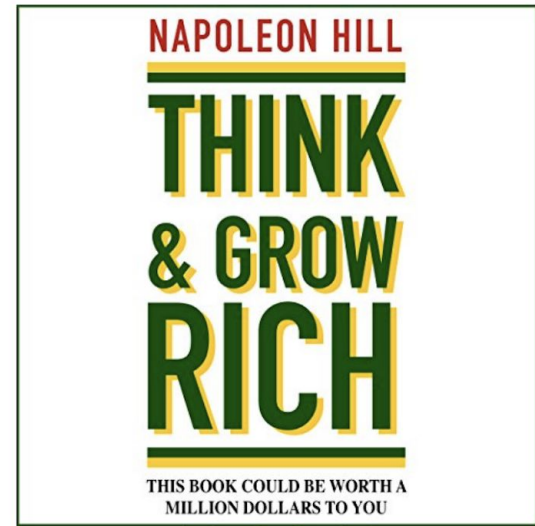


Your Personal Brand and Digital Reflection

The Origin of the Personal Brand

1937 - THINK AND GROW RICH BY NAPOLEAN HILL

HILL EXPLAINS THAT PERSONAL BRANDING INVOLVES CREATING AN ASSET BY DEFINING AN INDIVIDUAL'S BODY, CLOTHING, PHYSICAL APPEARANCE AND AREAS OF KNOWLEDGE IN A WAY WHICH LEADS TO A UNIQUELY DISTINGUISHABLE, POSITIVE, AND IDEALLY MEMORABLE, IMPRESSION.



The Evolution of the Personal Brand

2021 - CUT THROUGH THE CLUTTER

THESE DAYS YOUR PERSONAL BRAND LIVES IN DUEL
UNIVERSES. YOUR PHYSICAL BRAND AND THE
DIGITAL IMPRINT THAT PROJECTS WHO YOU ARE TO
THE WORLD.



The Objective of a Personal Brand

SHOW YOUR UNIQUE PERSONA

There is only one you. Your personal brand is a great way to showcase the unique combination of skills, passions and personality that make you shine.

DEMONSTRATE YOUR SKILLS

It's more than ok to brag about the things you work on, have mastered and want to share with regards to where you want to go with your career.

BUILD CONFIDENCE IN YOUR IDENTITY

Exercising the elevator pitch of "you" prepares you for any room. Own who you are and introduce yourself with confidence.



43%

**of employers use social media to
check on current employees**

70%

**of employers use social media to
screen candidates during the hiring
process**

****According to a 2018 CareerBuilder survey**

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What are employers looking for?

RED FLAGS (DRUG USE, PROFANITY, NUDITY)

ARE YOU CREATIVE?

ARE YOU QUALIFIED?

ARE YOU A CULTURAL FIT?

The LinkedIn logo, consisting of the lowercase letters 'in' in white on a blue circular background.

YOUR ONLINE RESUME

Past Experience
Network Connections
Recommendations
Professional Personality

TIPS

Stay Active & Engage
Expand Your Network
Ask For Recommendations
Join Groups



YOUR PERSONALITY

Your Unique Style
Your Passions
Your Creativity
Your Habits

TIPS

Don't Be Inactive
Share Great Moments
Keep it Appropriate
Be Authentic

The Facebook logo, a white lowercase 'f' on a dark blue circular background, set against a red circular backdrop.

YOUR COMMUNITY

Your Reputation
Your Contribution
Your Language Skills
Your Creativity

TIPS

Stay Active & Engage
Double Check Your Spelling
Talk about your accomplishments
Join Relevant Groups



YOUR DIGITAL HISTORY

Past Experiences
Press & Media
All Social Profiles
Collective Impression

TIPS

Keep all platforms cohesive
Search yourself quarterly
Control Your Results

So you want to be an Influencer?

Influencers in social media are people who have built a reputation for their knowledge and expertise on a specific topic.

They make regular posts about that topic on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their views.

Brands love social media influencers because they can create trends and encourage their followers to buy products they promote.

An influencer is someone who has:

- the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience.
- a following in a distinct niche, with whom he or she actively engages. The size of the following depends on the size of his/her topic of the niche.

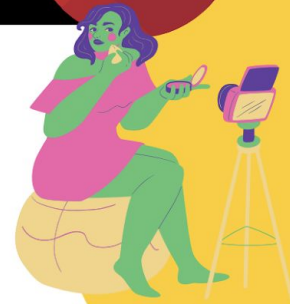




EDUCATE YOURSELF

To be an influencer is to make a business out of yourself and your bespoke skills. Understand the time and energy you need to spend to get the results you want before you lock in your commitment.

Even though content is king, soft skills and hard skills will come into play in the career of an Influencer. You will need to brush up on your time management, visual presentation skills and creative delivery. Stay sharp and take courses to keep you on your A game and always evolving.



INVEST IN YOUR CAREER

This goes for everyone, but especially influencers. Presenting yourself to your community requires a lot of energy and adds stress to our daily life. Make sure to keep your mental and physical health top of mind on the journey.



RUN THE MARATHON





Thanks for joining!

NOW LET'S GET TO WORK.

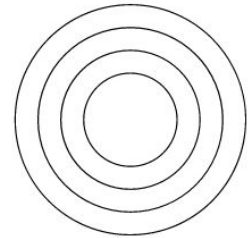
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References:

8 Reasons Why You Should Be Cohesive

Think & Grow Rich Article

What are Employers Or Clients Looking For?

Becoming an Influencer Courses

Getting Paid on Instagram

Exercises:
20 Step Brand Challenge, Elle & Company