

Cultivating & Crafting Your Personal Brand through Storytelling





Tim Ferriss
*author of **The 4-hour
Work Week***

“I think it’s helpful to forget the term ‘personal brand.’ It’s very distracting, just like other popular and vague terms. So let’s use a better, more time-tested term:

reputation.”



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What is a Brand?

According to James Heaton of the Tronvig Group <http://www.tronviggroup.com>

Marketing may contribute to a brand, but the brand is bigger than any particular marketing effort. **The brand is what remains after the marketing has swept through the room.** It's what sticks in your mind associated with a product, service, or organization [or person]—whether or not, at that particular moment, you bought or did not buy.

**So YOUR REPUTATION is what is left after you have swept through the room?
What is it that sticks in the mind of others after they meet you?**



The Brand Promise

*Author and personal
branding consultant
Susan Chritton*

“Your brand promise is your unique promise of value you make to your target market that your brand will fulfill. It is the essence of what you have to offer and guides you in how you will live your personal brand.

It clarifies and communicates what makes you special—what makes you different from other people. Crafting this promise requires understanding your values, interests, strengths, and personal qualities and using them to distinguish yourself.”

What's
your
story?



Discover Your Story

The key to this story-telling is understanding that values inspire action through emotion.

Everyone has a story and that story is a combination of the head and the heart. Great storytellers explain the why (heart) and the how and the what (head).

<http://workshops.350.org/toolkit/story/> - 350.org Storytelling Toolkit

<http://faculty-gsb.stanford.edu/aaker/pages/documents/StoryWorkbook2012.pdf> - How to Tell a Story Workbook

http://www.changemakers.com/sites/default/files/a_changemakers_guide_to_storytelling_12_10_13.pdf - Changemakers Guide to Storytelling



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Different Types of Stories

The “Story of Self”

What desires motivate you? What experiences inspired you to work in your field or pursue your line of work. What values do you have as a professional and why? Where did those values originate from? What lead you to this moment?

The “Story of Us”

Are you part of a community or team that shares your values? How do you work together towards a common goal? How can others work with you? What kind of experiences, challenges, and resources do you all share? What contributions are you making?

The “Story of Now”

Is there an urgent challenge to face that is calling you and your team or community to action? What path will you take to achieve your goals? What can people do in the moment? What will the outcome be if people act now? What are you experiencing in the moment?

<http://workshops.350.org/toolkit/story/> - 350.org Storytelling Toolkit



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Your Power Lies in the “Why”

Don't tell the story of what you do or how you do it...the story that is memorable, shareable, and compels people to act will be the story of **WHY!**



“ People don't buy what you do, they buy why you do it.

— @SimonSinek
Speaking at INBOUND

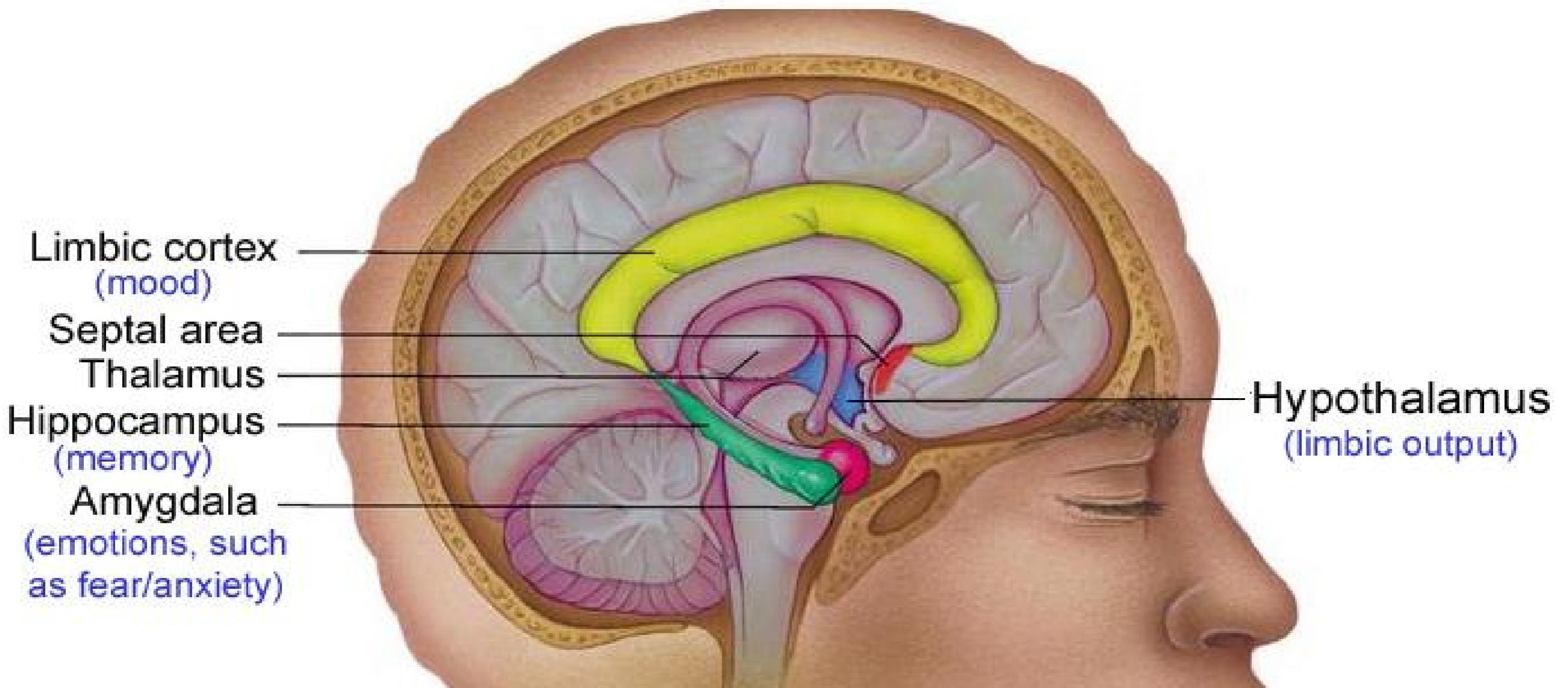
Author of “Start With Why”

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en

The WHY is controlled by the Limbic Brain

The **limbic system of the brain** is a set of complicated brain structures located on either side of the thalamus and right under the cerebrum. This area includes the hippocampus and amygdala. The limbic system supports and controls emotion, behavior, motivation, long-term memory, and more. A person's emotional life is largely housed in the limbic region, and it affects how people form memories.

Limbic System



Stories have been told by humans for thousands of years..this is the original social media!



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You don't have to be famous to have a
successful, effective personal brand



Minnie Jones changed Asheville!



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authentic

Definition: real, genuine

Synonyms: accurate, actual, authoritative, bona fide, certain, convincing, credible, creditable, dependable, factual, faithful, for real, legitimate, official, original, pure, reliable, sure, true, trustworthy, trusty, twenty-four carat, valid, veritable

Notes: genuine, means not fake or counterfeit - or sincerely felt or expressed, while authentic means conforming to fact and therefore worthy of belief and trust

Antonyms: counterfeit, fake, false, falsified, unauthorized, ungenthine, unreal

What is authenticity?

It is more than just being yourself!

- ★ It is about being genuine in every situation and being accountable when you are not perfect.
- ★ It is about honestly representing your strengths and your weaknesses.
- ★ It is about making sincere choices about the direction and steps you are taking to establish your reputation and achieve your goals.

The question is “what are your values?”



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Let's Get to the Nuts & Bolts





Tips for Intentionally Building a Strong Reputation

1. **Clarify what you are about, what do you stand for?** What is the #1 feeling, idea, belief or value you want customers to associate with you?
2. **Choose images and language that reinforce the feeling, idea, value, or belief you want to convey.** Know the adjectives and the overall voice you want to use. Is it more formal or less formal? Use colors, symbols, and other visual elements consistently in all of your efforts. Explore stock image sites like Fotolia.com or Canva.com.
3. **Remember your strengths are your weaknesses and vice versa.** Telling an authentic story as a professional means owning your talent, as well as your faults. Be aware of them, be accountable for them. Learn to accept constructive criticism and be comfortable with your imperfections, they are what makes you YOU!
4. **Ask for help when you need it.** It is very helpful to get an outside perspective about how you appear to others. Choose people you trust to give you honest feedback and help you refine what you are doing. Keeping it all in your own mind is sometimes too subjective.
5. **Don't try to do everything.** When you are promoting yourself you can't do everything. Invest your efforts in strategies or tools you feel comfortable with and make sure you are getting in front of the right people, companies, or organizations.



Online Tools: Listening

Google, Yahoo, and Bing yourself!

Check out what is in image searches, as well as what shows in video searches.

Set up Google Alerts <https://www.google.com/alerts> for your name.

Think with Google www.thinkwithgoogle.com

Google Trends <http://www.google.com/trends/>

Twitter <http://www.twitter.com>

Social Mention <http://www.socialmention.com/>

Online Tools: Reputation Management

Consider Reputation Management Options

<http://www.reputation.com/personal>

<https://www.reputationmanagement.com/>

<http://www.reputationrhino.com/reputation-repair/>



What are your adjectives or descriptors?

I am a...

- ★ Communication Junkie
- ★ Laughter Addict
- ★ Curious Seeker
- ★ Out-of-the-Box Thinker
- ★ Extrovert that Scares other Extroverts
 - ★ Full-On Hugger
 - ★ Romantic Realist
 - ★ Rockstar

How do you want to make people feel?



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Online Tools: Social Media



Facebook - great when you want to reach the masses and wider demographics



Twitter - very useful when you want to establish yourself as an expert and you are producing content regularly, it also helps you connect with journalists, reporters, and other media outlets



Pinterest - helps to promote products you offer or create and is beneficial if you work in an industry that is very visual



LinkedIn - builds business to business (B2B) connections and helps employers and job-seekers



Instagram - provides a socially accessible portfolio of visuals and real time images of events and activities



Youtube - allows individuals to build a channel and share video content quickly and easily across the web, as well as create playlists of music and video content



Google+ - increases exposure for links shared, creates a strong professional profile for Google, and is often more effective for people with strong Google/Gmail networks

Online Tools: Websites & Blogs

Blogs - Blogs are an affordable way to build an online presence that looks like a website and allows you to produce and share content including written content, as well as video, photos, graphics, and more.

Wordpress.com, Typepad.com, Blogger.com, Tumblr.com

There are also industry blog systems that you can use.

Websites - Websites can be designed in a wide variety of ways. Custom websites built by professionals can be created using systems like Wordpress, Joomla, and Drupal. Template based systems can also be used on systems like Squarespace.com, Weebly.com, Wix.com, etc.

Domain Names - Purchase your name as your domain name. If you build a more customized website it can be built on the server using that name. You can also buy a domain name and redirect it to another URL like yourname.wordpress.com or blogger.com/yourname.



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The 30/30/30 Rule of Content Development

30%

Talk about and share your services, products, expertise, success stories, authority, and competitive edge.

30%

Talk about and share relevant stories, content, and visual graphics and videos created by partners, affiliates, industry leaders, media, and other organizations and businesses that share your target audiences.

30%

Have no sales, marketing, advertising, or customer service agenda - simply be HUMAN. Inspire, connect, live, dream,

Online Tools to Watch Out For!



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I've learned that people will forget
what you said, people will forget what
you did, but people will never forget
how you made them feel.

Maya Angelou



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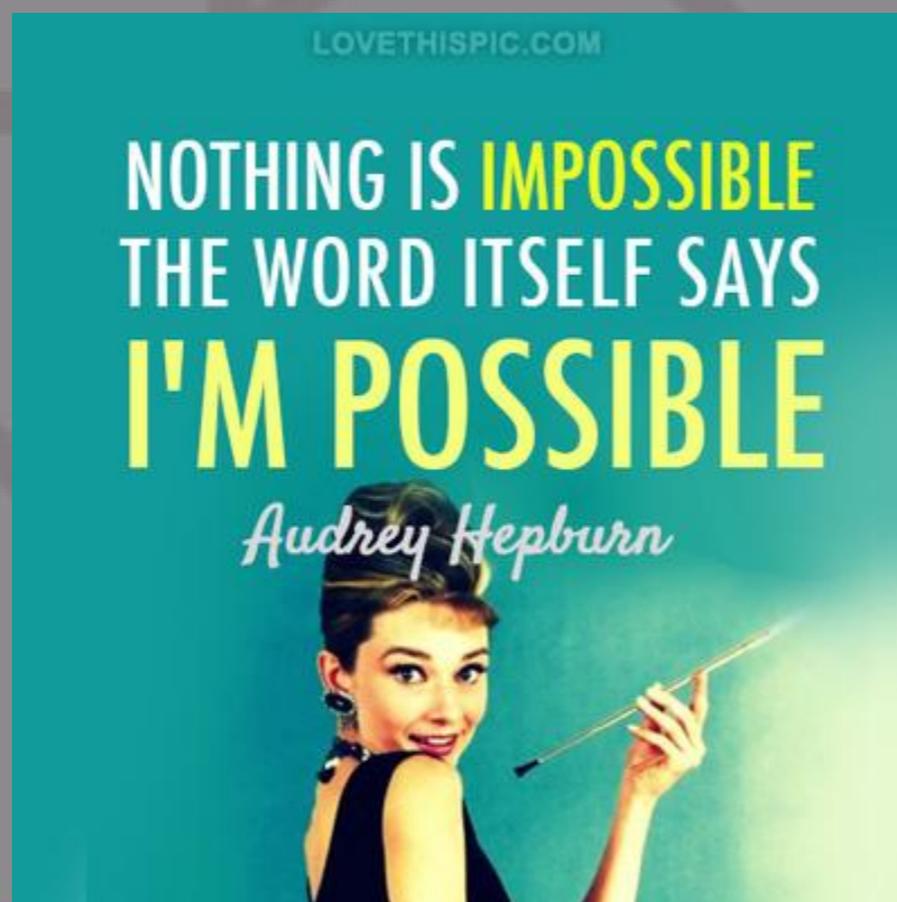
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Thank you for
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