Building Your Brand

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What is Personal Branding?

• “The concept is comparable to the social media argument held in board rooms of large corporations five years ago. Do we really need a Facebook page? Do we have to hire someone to do Twitter for us? That attitude quickly evolved as companies realized that customers were already talking about them on social media, publishing things about their carefully crafted and maintained brand. They could choose to ignore the conversations, or they could participate and help to shape them. And thus, an entire new marketing sector was born.”

• - “Yes, “personal branding” is an important thing to do” Erin Griffith
What is Personal Branding?

- It’s all about who you are and what you want to be known for
How do I build it?

• Start with self-awareness
  • Can’t be something you’re not
  • “trying to fake your (writing) voice is like putting lipstick on a pig.”

• Find out what you’re passionate about
  • How does this influence how you live?
How do I build it?

• Figure out the why
  • Simon Sinek said: “The goal is to do business with people that believe what you believe.” He furthermore advocates starting by figuring out the “why” and how that relates to how you do things, along with what you actually do.
How do I build it?
How do I build it?

• Determine your emotional appeal
• Make a list of words that best describe features of your personality
• Questions to consider
  • How do I make people feel?
  • How do people benefit by working with me?
  • What words do others use to describe me?
How do I build it?

- Determine your description
  - Ex: Disney, “Family” Nike, “authentic athletic performance”
- Questions to consider
  - What field or industry am I in (or do I want to be in)?
  - What are the words I would use to describe my work?
  - Who is my target audience?
How do I build it?

- Determine your function
- Write down, exactly, what you do (or will do)
- Questions to consider
  - What service do I have to offer people?
  - What do I do that makes me stand out from everyone else?
How do I build it?

• Put it all together
• Look at your three lists of words and see how you can combine them into a short sentence or phrase – NO MORE THAN FIVE WORDS!
• “Dependable strategic planner” “creative professional connector” “motivating others to do their best”
Practice!

- I want my brand to make people feel _______.
- _______ makes me feel this way.
- I want people to _______ when they come into contact with my brand.
- Three words that describe my brand are _______ , _______ , and _______.
- I want to mimic the brand voice of _______.
- I dislike brand voices that sound _______.
- Interacting with my clients and potential clients makes me feel _______.
Where do you brand yourself?

- LinkedIn
- Personal Websites
- Social Media
- Relationally
- Resume/Business Cards
Where do you brand yourself?

- 60-80% of students find their first job through networking
- Networking = Great ROI!
  - Free
  - Low cost. High Impact.
- Puts YOU in the steering wheel
Where do you brand yourself?

• Hand-shake
• Email
• Thank you note
• Eye contact
Your Elevator Speech

Approach:
1. Introduction
2. What makes you different
3. Transferable Skills
4. Why are you here?
5. How can you engage them?
6. Do you have a specific competitive advantage?
Your Elevator Speech

Application:
1. Career & Academic Advisor
2. Serve roughly 600 students for career advising/100 students for academic advising
3. One man team
4. John Glenn College of Public Affairs at OSU
5. Broke the record for students to attend the fair
6. Started Instagram/twitter for Career Services and had 124 followers in 3 months
7. Oversee High School Internship Program
8. Host workshops throughout the year
9. Review crazy amounts of resumes and cover letters
10. Work in Student Affairs (not Career Services Office)
Your Elevator Speech

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Your Elevator Speech

Application:
- Who I am
- What I do
- How I do it
- Why I do it
- Who I do it for
Application:

• Who I am
  • My name is Allie Hutchison

• What I do
  • I work as a Career and Academic Advisor

• How I do it
  • One woman team who serves roughly 600 students for career advising/100 students for academic advising
  • Broke the record for students to attend the career fair and I review crazy amounts of resumes and cover letters

• Why I do it
  • I love helping people achieve their goals

• Who I do it for
  • John Glenn college of public Affairs at OSU
The End