

# How to Build Your Best Personal Brand

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# What is personal branding?

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“**Personal branding** is the ongoing process of creating, establishing, and communicating a clear statement or image of who you are to others.”

*Creating Your Personal Brand*  
LOS ELLIS, 2009

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“Your **personal brand** is what people are saying about you when you are not able to hear them.”

—LOS ELLIS

“**Personal branding** is becoming less of a competitive edge and more of a **requirement for anyone** looking to grow their business; get that dream job; or **take their career to the next level.**”

—RYAN ERSKINE

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Of the  
**75%** of U.S. adults who Google  
themselves, nearly half say the  
results aren't positive.



*22 Statistics That Prove the Overwhelming Value of Personal Branding*  
By RYAN ERSKINE

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INSIDER VIEW

THE MOST SATISFIED AND SUCCESSFUL EXECUTIVES ARE THOSE WHO QUIT TRYING TO ACHIEVE BALANCE AND INSTEAD ACCEPT THAT TRADE-OFFS ARE REQUIRED TO ACHIEVE SUCCESS IN BOTH THEIR WORK AND HOME LIVES.

# Work-life balance is a cruel workplace myth

Jack Welch caused a firestorm of reaction in May, telling a Wall Street Journal conference of senior women executives that to succeed they should place less emphasis on diversity, mentorships and work-life balance. The former chairman and CEO of General Electric said he would simply focus on better performance. A survey of 1,000 executives which failed to even acknowledge work-life balance showed only 4 percent of respondents agreed his message was correct.

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Launched in 2005...before there was a native podcast app on iPhones

405  
EPISODES

3.9 million+  
DOWNLOADS

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★★★★★ aahnstedt · 4 years ago

### Finding Sanity with Friends

Manic Mommies is like having a friend over for coffee while you fold that mountain of laundry. Erin and Kristin provide a shockingly realistic view of modern mothering --barking dogs, interrupting kids and husbands that sometimes you just can't understand. Everything is better with a friend, their friendship is spectacular and every week they let the listeners be part of it. They are tackling modern parenting with grace, dignity and a fantastic sense of humor. By sharing how they try to do it all and then some, listeners will be uplifted in their own crazy lives.

Helpful?  Yes · 0 |  No · 0 [Report](#)

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★★★★★ btngirl · 4 years ago

### Funny, authentic, gives us perspective

LOVE THIS PODCAST! Real moms showing us we're not the only ones going through this stuff! Kristin and Erin are amazing people - so accomplished personally and professionally - and yet they are so "real" about the challenges of parenting and juggling it all. Makes me think maybe I can do it too, and more importantly it reminds me that I don't have to be perfect and my crazy kids are actually pretty normal.

Helpful?  Yes · 0 |  No · 0 [Report](#)

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★★★★★ sarahvm · 4 years ago

### Can't live without it!

Kristen and Erin have been making me laugh for the past 5 years. They are intelligent. modern working moms with all of the shortcomings as well as genius moments. They are HONEST about parenting and indulge in non-kid discussion as well (running, travel, marketing, PR, products, books). I look forward to every podcast and I hope they never stop.

Helpful?  Yes · 0 |  No · 0 [Report](#)

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# Great personal brands attract corporate brands



REALSIMPLE



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### Manic Mommies

★★★★★ 5.0 (41)

Share This Show

#### About This Show:

The trials and tribulations, joys and triumphs of Erin and Kristin - two working mothers trying to do it all, and do it all well (or just good enough)! Shows feature honest, funny chats about motherhood, pop culture, and the crazy act of balancing work and family.

@manicmommies

/ManicMommies

Website

Listen Whenever:

#### Most Recent Episode:



### MM 405: It's hard to say good-bye - ManicMommies.com - 508.644.8434:

Dec 28, 2014 · 50 minutes

After over nine years and 406 shows, the Manic Mommies are putting down the mics and ending the podcast. In this, our final show, we reminisce about how we got started, what we are most proud of, and the amazing women we've met along the way.



EMBED

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## 10 of Our Favorite Parenting Podcasts

Apr 23, 2017



by Claire Gillespie



Image: Westend61/Getty Images

Print

Check out these parenting podcasts — if you can get any time away from your kids, that is

Share Tweet Pin

### 10. *Manic Mommies*

*Manic Mommies* may not be producing any more episodes, but there are still 405 of them to enjoy. Hosted by Erin Kane and Kristin Brandt with contributions from parenting coach Kathy Surro and pediatrician Dr. Robert Lindeman, it gives advice on how to parent effectively when you feel stressed and overextended. The fact that *Manic Mommies'* episodes have been downloaded over 4 million times speaks for itself.

Subscribe to [\*Manic Mommies\*](#)

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How do you define  
your brand?

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Which social platforms do  
you use to shape  
your brand?

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Are there pros and cons  
to using different platforms?

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# the pros & cons of social media



- Allows networking opportunities and prompts direct business relationships
  - Enables sharing of knowledge and expertise
- The B2B focus means the audience is limited
  - Ads can be poorly targeted, leading to a potential overload of irrelevant content

- Simple to use
  - Fastest-growing social network in 2014
  - Appeals to a wide audience
- Links don't work in captions
  - Limited integration capabilities

- As users are encouraged to discover content for themselves, there's not so much emphasis on actively engaging your audience
  - Images are hyperlinked to the original source
  - Selective following adds appeal to audience
- You need to ensure your imagery is well chosen, optimised and that the design is sharp
  - Audience demographics can be limited

You're all AMAZING

- Allows you to connect more directly with your audience
  - Can be used to explain complicated concepts more easily than using text
  - Users don't need to follow you to discover your content
  - Can be found in search engine results

- Quality and editing need to be top notch; the results can be embarrassing if done badly
  - Requires greater planning and time investment than other channels

- Easy to use, set up and control from a variety of devices
  - Allows you to communicate, publicly or privately, in real-time
- Privacy issues
  - Marketing campaigns can be time-consuming
  - Has become very ad-focused



- Having a profile has SEO benefits (ie, will help your site's visibility in search engines)
  - Easy to use and integrates with Gmail and Google Docs
  - Easy to find people and discover people to follow

- Very similar to Facebook
  - Promotions and contests are strictly forbidden
  - Lack of market share
  - Limited audience size



- Easy to set up and use
  - 140 character limit keeps messages to the point
  - Easy to search network for content using hashtags
- Volume of messages can lead to information overload/loss of message
  - Not the best platform for showcasing visual content
  - Short messages can be limiting

#itsheresomewhere

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How can personal branding  
help you personally or  
professionally?

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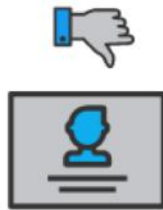
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Of all recruiters, **95%** believe that the job market will remain or get more competitive. If you don't stand out online, your competition will.



**70%**  
**HR departments**  
are required to search job applicants online.



**70%**  
of U.S. recruiters and HR professionals have rejected candidates based on information they found online.

Of all executive recruiters, **90%** say they conduct online research of potential candidates.

**85%**

of U.S. recruiters and HR professionals say that an employee's online reputation influences their hiring decisions at least to some extent. Nearly half say that a strong online reputation influences their decisions to a great extent.



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## Grow Your Business

Out of all business decision makers,

**84%** start their buying process with a referral.

And Google is the very first place people look after getting a referral.

Of all Internet users,

**65%**

see online search as the most trusted source of information about people and companies.

That's a higher level of trust than any other online or offline source.



**53%**

of decision makers have eliminated a vendor from consideration based on information they did or did not find about an employee online.

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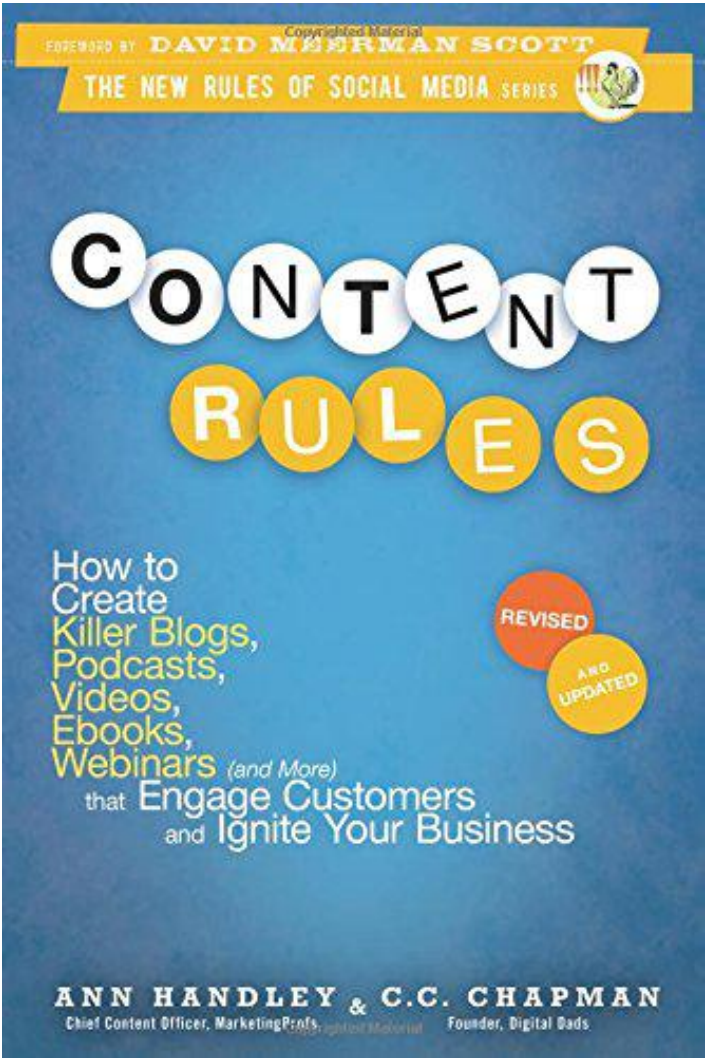
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# Tips for creating engaging content?

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Instagram posts using at least one hashtag # receive 12.6% more engagements than posts without them

*(Sprout Social)*

Instagram drives the most engagement per post compared to any social network

*(Sprout Social)*

84x

more than Twitter

54x

more than Pinterest

10x

more than Facebook

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Tweets with images are 150% more likely to get “Retweets” than text-only Tweets

*(Sprout Social)*



Posts tagged with another user (56%) or location (79%) have significantly higher engagement rates

*(Entrepreneur)*



71% of consumers with a good social media service experience with a brand are likely to recommend it to others

*(Entrepreneur)*

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aircanada

FOLLOW

3,019 likes

28w

**aircanada** Canadian photographer extraordinaire [@punkodelish](#) is mapping out her travels for the inaugural flight from Toronto to Amsterdam tonight! Show us your [#LoveForAmsterdam](#) for a chance to win tickets to fly there on us. Contest details in the link on our bio. // La photographe [@punkodelish](#) veille aux derniers préparatifs de son voyage avant de monter à bord de notre vol inaugural entre Toronto et [#Amsterdam](#) ce soir! Envie de voyager vous-aussi? Participez au concours [#JadoreAmsterdam](#) pour une chance de vous envoler vers la capitale néerlandaise! Tous les détails au lien inclus dans notre profil.

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[thelittlepinkowl](#) Love it!

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Add a comment...



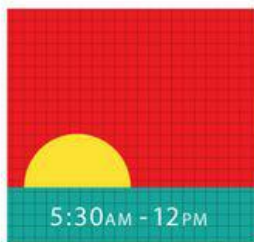
# Questions for the panel?

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# The Hectic Schedule of a Social Media Manager



**EMAIL CHECK**   
Immediately checks e-mails and alerts missed during the five hours of slumber. Remember, the social media world never sleeps.

**REPLY & RETWEET**   
Checks alerts for negative mentions and addresses any issues immediately. Then engages with brand evangelists and replies, retweets, favorites and likes tweets.

**POST**   
Posts a video to Instagram and Vine, followed by a status update to Twitter and Facebook.

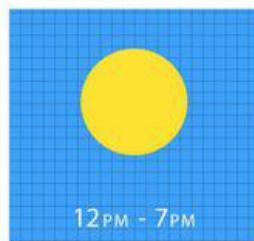
**PUBLISH**   
Publishes a blog entry or status update based on current news.


**SCAN**   
Scans news sites and favorite blogs for interesting articles, blog posts or videos to share.

**...FOLLOW UP**   
Follows up with the sales team to see if they've delivered the customer testimonial video requested five weeks ago.

## BRAND AMBASSADORS. CONTENT MANAGERS. EVANGELISTS.


These are all words that are often used to describe the constantly evolving social media manager of today. In order to be a successful one, he or she must take on a pretty demanding schedule of constant updates, meetings and tweets — all the while maintaining an effective online presence. Here we offer a glimpse inside a hardworking social media manager's day....



**LUNCH**   
Grabs lunch with someone from marketing to discuss how to cross-promote events, ideas and happenings within the company on social. Remembers to take a pic of the amazing sandwich and posts to Instagram.

**REC & UPLOAD**   
Records an impromptu video with the CEO, managers and fellow employees, and uploads it to Instagram and Vine.


**WRITE**   
Writes another blog entry.

**SKYPE**   
Skypes into a conference about corporate microblogging.

**REVISIT**   
Revisits the usual social media haunts for follow-ups and supervises periodically throughout the day to make sure things are going smoothly.


**PRESENT**   
During the weekly department meeting, provides a crash-course presentation on the importance of RSS feeds, Facebook and Twitter.

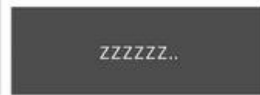


**REVIEW**   
Reviews traffic volume, bounce rates and other relevant metrics on Google Analytics.

**SIGN UP**   
Registers and marks calendar for the next anticipated Social Media Strategies Summit.

**SCHEDULE TWEET**   
Schedules tweets to go out overnight to promote the brand to night owls and those in other countries.

**CHECK**   
Checks e-mail one last time on the smartphone before going to bed.



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<https://youtu.be/C-1uCgkyw8c>

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Thank you.

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