



BOOT★CAMP DIGITAL

Building Your Personal Brand

Step 1: Define Your Brand

You Can't Build or Manage a Brand if you don't know what it is About

1. What are your values?
2. What are your strengths?
3. In an ideal world, how would you want someone to describe you?
4. How do you want to be perceived by others?
5. What aspects of your personal life are you comfortable sharing?

Step 2: Build Your Brand

Use a variety of tools online to build a brand for yourself.

Tips

- **Be Transparent** – People can find the truth online.
- **Be Consistent** – Don't try to build a brand position for yourself that doesn't fit with who you really are.
- **You Are Not Always In Control** – Other people contribute to and control your brand too.
- **Assume Everything is Public** – Even on sites with privacy settings; assume that everything that you post is public.
- **Reserve Your Name** – Everywhere; and include in your profile whether or not you are active.

Tools

- **LinkedIn** – Dedicate 15 minutes, 3 times a week to participate actively and build your network.
- **Blogs** – Create a blog to position yourself as a thought leader and to control your presence online.
- **Google Profiles** – Set up a Google Profile to claim your identity and optimize for search.
- **Facebook** – Only post things or allow things that you are comfortable being public.
- **Twitter** – Ranks highly in search engines – be careful what you tweet but don't be afraid to be personal.

Step 3: Monitor Your Brand

- **Google Alerts** – Set up alerts with your name and twitter name.
- **Search** – Periodically search your name.
- **Facebook** – Monitor your privacy settings and what others are writing on your wall.