

# Crafting Your Professorial Brand

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# Agenda – Branding 101

- Understand
- Craft
- Leverage
- Feed

# Branding Basics

- What people believe about you
- What they expect from you
- Promotes your reputation
- Demonstrates what you're known for
- Clear, consistent, focused promise

# Why Brand Yourself?



Establish distinctive identity

Promote your reputation

Establish a presence in your field

Have greater impact in your field

Purposeful perception building

Save time

**GOAL: accessible professional reputation!**

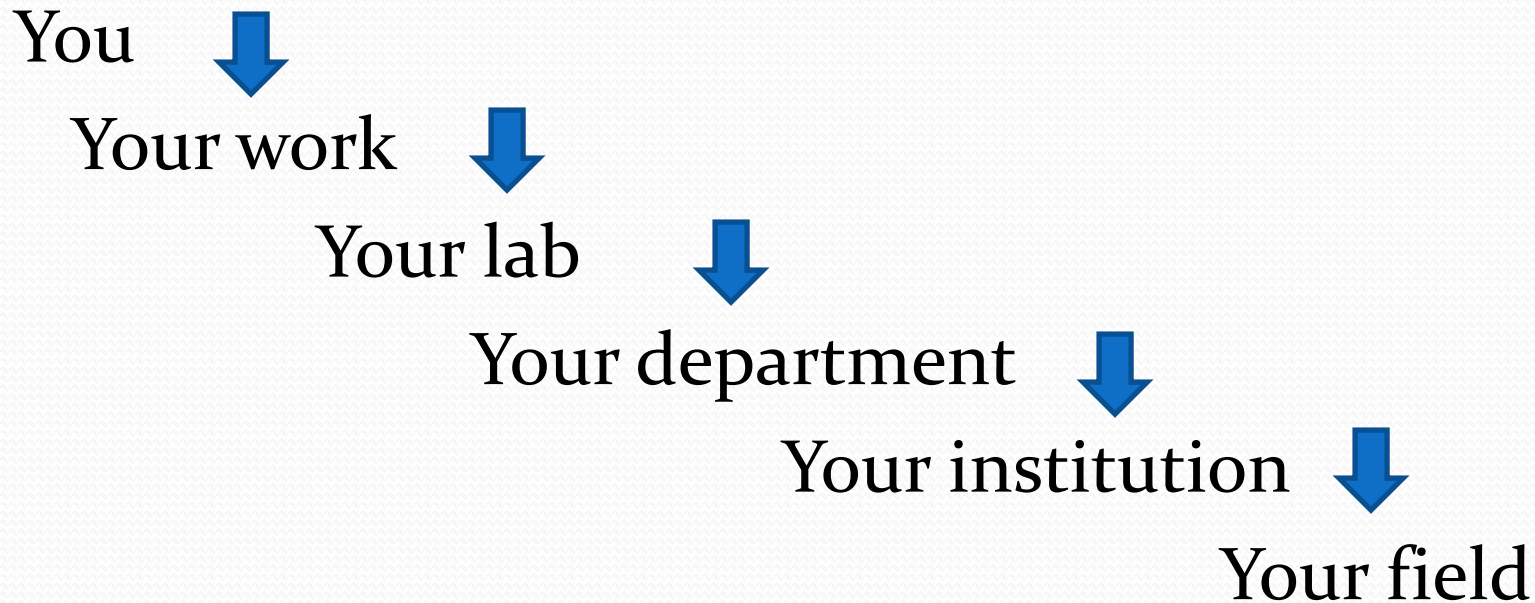
# Got Brand?

- For better or for worst - You already have a brand
- If you don't actively define your brand, the brand you happen to have now will define you
- Professional brand = Personal brand

## Your Goal

**Brand = f(passion, attributes, and strengths)**

# Brand Benefactors



# Nuts and Bolts

- Identify what you value
- Identify what makes you unique
- Identify how you want to be perceived
- Identify your specialty or specialties
- Identify your constituencies
- Create your brand narration
- Grow your brand



# EXERCISE



# Tenets of Professional Branding

- Uniqueness
- Clarity
- Consistency
- Authenticity
- Alignment with your institution's brand

**Your goal**  
**self-impression = how people perceive you**

# All The Right Places

- The Usual Suspects
  - Appearance
  - Behaviors
  - Conferences, publications, et al.
- The Digital Realm
  - Low hanging fruit
  - Medium hanging fruit
  - Higher limbs

## Low Hanging Fruit

- Email
- Voice Mail
- Social network technologies






# Medium Hanging

- Web site
  - Static but persistent
  - About and Expertise pages
  - Subscribes/feeds
  - Yourname.com domain
- Social networking technologies
  - LinkedIn groups
  - Twitter following



## Higher Limbs

- Twitter feeds
  - Smart tweeting
- Blogs
  - consumption
  - construction
  - guest blogging
- Podcasts
- HARO

## Cultivation

- Monitor your online presence
  - Ego-search yourself (ego-Google, etc.)
  - Set up Google alerts
- Share your professional status
- Create online bylines
- Use LinkedIn
- Tweet smartly
- Freshen your email signature links

# Useful Tools

- [Brand-yourself.com](http://Brand-yourself.com)
- Twitter / Hootsuite
- Google Alerts
- LinkedIn

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