

***Personal Branding Workshop:
for the University of Phoenix***



Friday, June 16, 2017; From 10:00 am until 1:00 pm

By Alecia Goodlow-Young, MPS, ALB, CC

Greetings and Welcome to the Personal Branding Workshop!

A Quick Overview

✓Who am I?

✓LinkedIn Basics

✓What does Personal Brand mean?

✓Dress for Success

✓Discovering Your Personal Brand?

✓Resources

✓The Vision Board

✓References

✓The Elevator Pitch

✓Your Online Presence





- ✓ Alecia Goodlow-Young, is the current President of The Toastmasters' International Club Innovative Orators, in Southfield, Michigan.
- ✓ Before this induction, Alecia held the position of Vice President of Public Relations.
- ✓ She has completed the Competent Communication (CC), Competent Leader (CL) and Advanced Leader Bronze (ALB) rank on the Distinguished Toastmaster (DTM) track.
- ✓ Alecia has a B.S. specializing in Mass Communications and Public Relations from Rochester College.
- ✓ She also earned a Master's Degree from George Washington University from the Graduate School of Political Management specializing in Strategic Public Relations.
- ✓ Alecia is a member of The National Writers Union / UAW Local 1981.

What does Personal Brand mean?

According to www.entrepreneur.com:

Personal branding is the practice of people marketing themselves and their careers as brands... **Personal branding** is essentially the ongoing process of establishing a prescribed image or impression in the mind of others about an individual, group, or organization.



According to Merriam Webster,
“Personal branding” simply means an effort by a professional
to distinguish themselves -- straightforward, smart, and
essential in today's ultra-competitive market.”



*Award winning Social Media Marketing Specialist, Pam Perry,
provided this illustration of Personal Branding:*





Personal brand is what
people say about you
when you leave the room.

- Jeff Bezos, Founder, Amazon.com

Discovering Your Personal Brand?

International Photojournalist Monica Morgan – is known for her distinct style of world-class images of celebrities, heads of state, pop icons, and historic events, photojournalist Monica Morgan is more than “a photographer.” She sees what others don’t; she captures what others can’t. Whether she’s freezing history or making it, Monica Morgan lives life through the lens. Her lens!



“Discovering Your Personal Brand” by Strategist, Rennette Gordon,
of Activate Your Great. On her worksheet she asks:

- ☐ What are several accomplishments that you are proud?
- ☐ What do you like to volunteer to do?
- ☐ What are your hobbies or interests?
- ☐ What are your skills?
- ☐ What are your education and specialties?
- ☐ If you could make a million dollars doing any job, what would you be doing?
- ☐ What were your favorite childhood games?
- ☐ What type of business environment (s) do you like best?
- ☐ What type of business environment (s) do you like least?
- ☐ What are you most often asked to do by your family and friends?
- ☐ What are passionate about?
- ☐ What are your gifts?
- ☐ How will you visually represent your personal brand in your resume, cover letter, portfolio or bio?
- ☐ Remember you will need it to be unique and to be able to stand out!



The Vision Board:

The purpose of your vision board is to bring everything on it to life. First, think about what your goals are in the following areas: relationships, career and finances, home, travel, personal growth including spirituality, social life, education and health. Anything that inspires and motivates you.

Creating a sacred space that displays what you want actually does bring it to life. What we focus on expands. When you create a vision board and place it in a space where you see it often, you essentially end up doing short visualization exercises throughout the day. **Visualization is one of the most powerful mind exercises you can do.**

For an example check out my Vision Board. ATGY are my initials!

Life takes on
meaning when you
become motivated,
set goals and
charge after them
in an unstoppable
manner.

Les Brown

The Elevator Pitch:

This is when you have maybe 30 to 60 seconds to tell someone important all about you!

Who you are, what you do, and what you want to do.



Your elevator pitch is a way to share your expertise and credentials quickly and effectively with people who don't know you.

If you craft it correctly, you can use the Elevator Pitch as a personal brand statement or a savvy way to introduce yourself. Practice it, learn it, memorize it.

Once you've mastered the art of pitching, you won't be caught off guard again!

In constructing that Elevator Pitch:

1. Think about whatever you did that was amazing or awesome.
2. Reveal something that you were the best at doing?
3. Explain all of your major accomplishments, expertise, major goals and your purpose to achieve the ambitious things of your future.
4. Write down a few of the powerful action words which fit you and select the best ones for your pitch. You might want to find good quotes while you're at it!



Keep this in mind: this is not boasting. You are your biggest cheerleader and time is of the essence. You don't have it to waste. So, get it right the first time!





**Review your goals twice every day
in order to be focused on
achieving them.**

Les Brown

Your Online Presence:

Once again you'll discover within your package tools to help you on your brand discovery journey. There are worksheets entitled “The Most Popular Business Platforms and What Really Makes Them Work” and The Importance of a Well-Thought-Out Strategy to Get You Where You Want to Be, by SkillPath Seminars.



LinkedIn Basics:

- ❖ Profile
- ❖ Connections
- ❖ Groups
- ❖ Companies
- ❖ Jobs
- ❖ Updates
- ❖ Applications
- ❖ Mobile
- ❖ Upgraded Account

Build Your
Personal
Brand

Hussein Hallak

Dress for Success: Clothes etc.

- According to celebrity Shark Tank investors Kevin O’Leary and Daymond John: “Dress strictly according to your profession and position, and always dress to kill.
- Both sharp-dressed Sharks agree that this is the single most important rule to follow when suiting up for the work day ahead, and for your career overall.
- “Your look really needs to be true to your profession, head to toe,” John recently told Entrepreneur.com.
- John said you can still look good, even if you’re a newbie entrepreneur on a shoestring budget. “It’s not about having money,” he said. “If you have a suit that only cost \$150, go the extra mile and get it tailored.
- Shine your shoes. Make sure you manicure your nails. It’s the simple things that people notice, that take you far.”

Dress for Success: The Meanings of Colors

1. Red – For Danger, Passion, Excitement & Energy
2. Orange – Fresh, Youthful, Creative & Adventurous
3. Yellow – Optimistic, Cheerful, Playful & Happy
4. Green – Natural, Vitality, Prestige & Wealth
5. Blue – Communicative, Trustworthy, Calming & Depressed
6. Purple – Royalty, Majesty, Spiritual & Mysterious
7. Organic, Wholesome, Simple & Honest
8. Pink – Feminine, Sentimental, Romantic & Exciting
9. Black – Sophisticated, Formal, Luxurious & Sorrowful
10. White – Purity, Simplicity, Innocence & Minimalism



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Thank

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