BRAND YOURSELF TO WIN:
An Afternoon Conversation About Your Personal Brand
BRAND YOURSELF TO WIN

with Kishshana Palmer, CFRE and Rochelle Sodipo
I am a trainer, strategist and focus coach and I help companies (and the people that lead them) – grow their skills, grow their teams and grow their results. I’ve helped thousands of clients and students increase their management skills, move up in their careers, grow their business and keep their sanity while doing it. You’ll find me training leaders in the church house, the school house and your company’s house.

FUN FACTS: I view all of my shoes as pieces of art, Stickler for the details, If you leave me alone in your house for 5 minutes I might redo the whole thing, Although I am obsessed with live music I might get my black card revoked because I never know the latest trap song.
I am a visual brand strategist, creative director, and fine artist who helps small business owners, coaches, and consultants understand and harness the power of visual branding and marketing to stand out in their industry. I am the designer behind some of your favorite brands, but you'll never know because I have a STACK of NDAs!

FUN FACTS: I have over 20 tattoos and three nose rings, Tina Knowles owns a piece of my artwork, Kishshana and I met in an online marketing mastermind, I play the O’Jays, the Whispers, and the Delfonics like they came out yesterday.
“FRIENDSHIP is born at that moment when one person says to another, ‘What! You too? I thought I was the only one.’”
– C.S. Lewis
JUST A LITTLE
HOUSEKEEPING

• KISHSHANA
  • @FUNDDIVA
  • LINKEDIN.COM/IN/KISHSHANAPALMER

• ROCHELLE
  • @ROSEREDDESTC
WHAT ARE WE GOING TO COVER TODAY?

1. WHAT is this whole personal branding thing about anyway?

2. WHY (and a little bit of how) you should build your personal Brand?

3. RULES of the road for STAYING CURRENT BUT STAYING TRUE TO YOURSELF
WE’VE GOT A QUESTION.
WHO FEELS LIKE THEY HAVE A STRONG PERSONAL BRAND?
IN FOCUS:
TRACEE ELLIS ROSS

**THE PERSON:** 2nd generation Celebrity, actor, activist, mama, all around fly girl

**THE BRAND:** Glamourous, down to earth, relatable, transparent, juuuuust out of reach but seemingly attainable
IN FOCUS:

TRACEE ELLIS ROSS

THE WIN:

Making a connection with the audience. Resonates with audience. Personal political values are aligned with the times
IN FOCUS: ANTHONY “SPICE” ADAMS

THE PERSON: Family oriented, down to earth, ex-football player, affable

THE BRAND: Physical and Mental Health, Leaving a Legacy, Making people laugh, serious fun
IN FOCUS:

ANTHONY “SPICE” ADAMS

THE WIN:

Host and commentator, products (apparel), multiple income streams based on core values
BRAND YOURSELF TO WIN

NOW YOU.
WHAT IS A PERSONAL BRAND ANYWAY?
PERSONAL BRANDING IS THE PRACTICE OF PEOPLE MARKETING THEMSELVES AND THEIR CAREERS AS BRANDS.
BRAND YOURSELF TO WIN

IT’S THE DIFFERENCE BETWEEN STANDING OUT AND FITTING IN!
BRAND YOURSELF TO WIN

YOUR BRAND SEPARATES YOU FROM EVERYONE ELSE
REASONS FOR BUILDING YOUR PERSONAL BRAND

1. FIND A BETTER JOB
2. GROW YOUR NETWORK
3. GAIN RECOGNITION
4. LAND BETTER CLIENTS
YOUR BRAND COMES DOWN TO TWO THINGS
BRAND IDENTITY SYSTEM
YOUR BRAND IDENTITY SYSTEM IS: EVERYTHING THAT THE OUTSIDE WORLD EXPERIENCES FROM YOUR BRAND AT YOUR TOUCHPOINTS
TOUCHPOINTS ARE EVERYWHERE
ALIGNMENT IS KEY. YOU WANT YOUR AUDIENCE TO ALIGN THEMSELVES WITH YOUR VALUES.
NO PROFESSIONAL CATFISHING ALLOWED!
WHETHER YOU THINK YOU ARE, OR YOU THINK YOU AREN’T YOU ARE RIGHT! PEOPLE ONLY *BELIEVE* WHAT THEY SEE!
IT’S ALL ABOUT CONNECTION
WHO WE ARE AT WORK

WHO WE ARE AT HOME

OUR PERSONAL BRAND
BRAND POSITIONING

1. BOTH YOUR VISUAL IDENTITY SYSTEM AND MARKETING STRATEGY PLANS ARE RELIANT UPON YOUR BRAND POSITION IN YOUR INDUSTRY.

2. THE GOAL IS TO BE ABLE TO COMMUNICATE YOUR POSITION TO YOUR CLIENTS, POTENTIAL EMPLOYERS AND ULTIMATELY, YOUR TARGET AUDIENCE.
ESSENTIAL QUESTIONS
WHAT ARENA IS YOUR BRAND COMPETING IN?

DEFINE YOUR DIFFERENTIATORS.

WHAT DIFFERENTIATORS OF YOUR COMPETITORS DO YOU NEED TO OVERCOME?

WHAT IS YOUR MISSION?
WHAT DO I *REALLY* NEED TO WIN?
TOOLS OF TODAY’S TRADE:

• LINKEDIN

• A BRIEF BIO

• LINKS TO YOUR SOCIAL MEDIA PROFILE(S)

• A THOUGHTFUL STATEMENT ABOUT HOW YOU ADD VALUE TO YOUR WORK

• YOUR RESPONSIBILITIES IN YOUR CURRENT + PAST ROLES
TOOLS OF TODAY’S TRADE:

• SPECIAL FEATURES THAT ENHANCE YOUR PERSONAL BRAND

• VALUE ADDED CONTENT – VIDEOS, ARTICLES, QUOTES

• EXAMPLES OF YOUR WORK

• YOUR PHOTO!!!
CASE STUDY: KISHSHANA & CO.
A WORD ABOUT SOCIAL MEDIA
HOW TO IMPROVE YOUR BRAND TODAY!
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YOUR VALUE
HOW MUCH IS YOUR VALUE WORTH?
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ALL SHOW NO TELL
BRAND YOURSELF TO WIN

BE CONSISTENT
FOCUS ON EDUCATION THAT INCREASES YOUR VALUE
BRAND YOURSELF TO WIN

STAY AUTHENTIC!
UNDERSTAND WHO YOU WANT TO ATTRACT
BRAND YOURSELF TO WIN

THE MAGIC IS IN YOU!
KEY TAKEAWAYS

1. WHAT IS THIS WHOLE PERSONAL BRANDING THING ABOUT – DO WHAT YOU SAY YOU’RE GOING TO DO AND DON’T BE A JERK!

2. WHY (AND A LITTLE BIT OF HOW) YOU SHOULD BUILD YOUR PERSONAL BRAND - EMPLOYMENT! VISIBILITY! BE PRESENT

3. RULES OF THE ROAD FOR STAYING CURRENT BUT STAYING TRUE TO YOURSELF - MAKE THE HARD CHOICES! CHOOSE YOU!
PARTY FAVORS!
BIT.LY/KISHROSEBRAND
KISHSHANA PALMER, CFRE

SCHEDULE A TIME WITH ME:
BIT.LY/CALLKISH

VISIT MY SITE:
WWW.KISHSHANACO.COM

KEEP IT SOCIAL:
TWITTER, IG: @FUNDDIVA
LINKEDIN.COM/IN/KISHSHANAPALMER
BRAND YOURSELF TO WIN

ROCHELLE SODIPO

SCHEDULE A TIME TO CHAT:
BIT.LY/BRANDITFORREAL

VISIT: WWW.ROSEREDDETC.COM

IG, FACEBOOK: @ROSEREDDETC
THANK YOU!