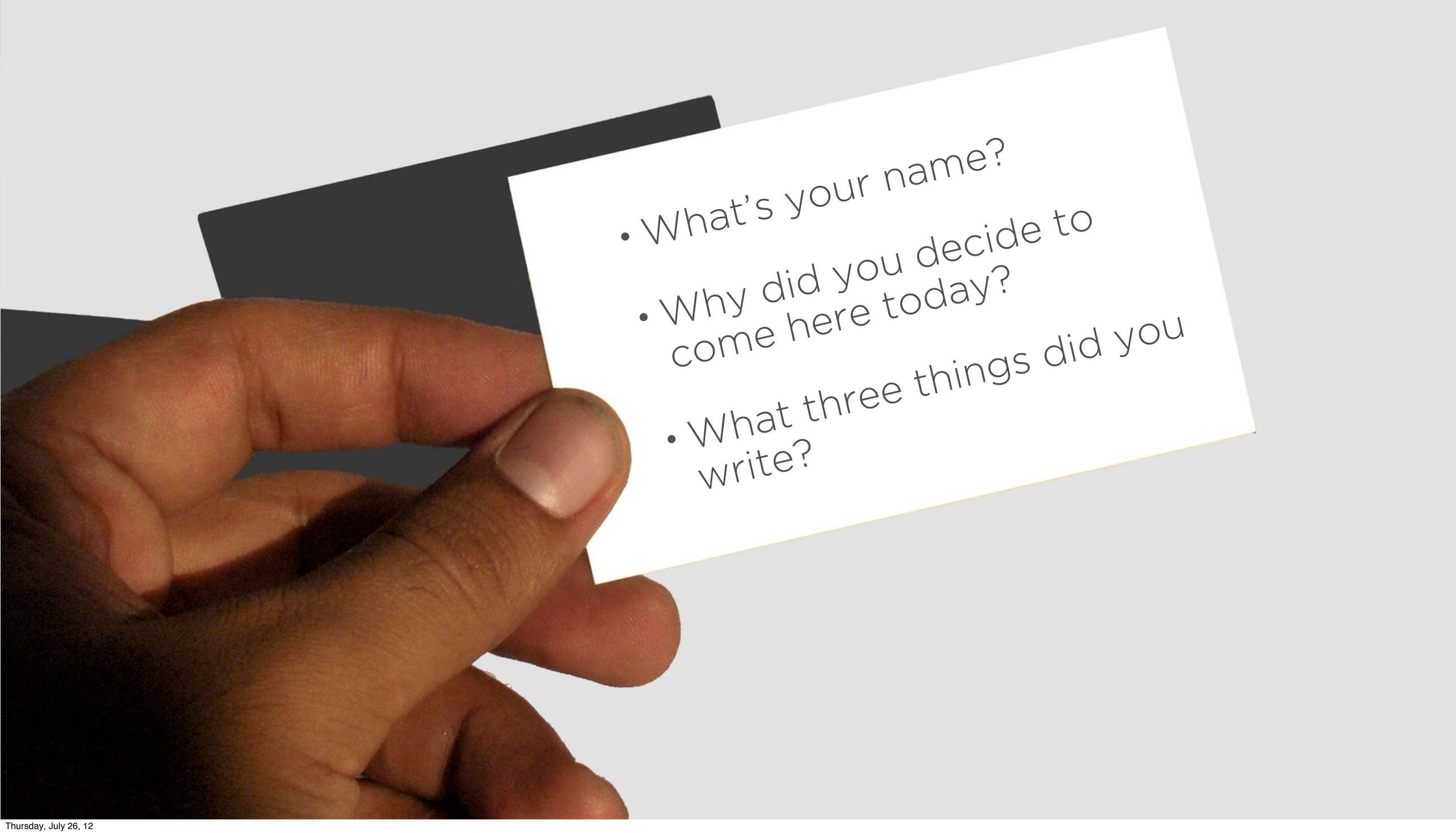
menrva labs

Personal Branding with
Michael B. Maine

michaelbmaine.com | @michaelbmaine

ACTIVITY - DESCRIBE YOURSELF

- There should be six blank pieces of paper in front of you
- Please take three (3) and write one (1) word or phrase that describes you on each


• What's your name?
• Why did you decide to come here today?
• What three things did you write?

ACTIVITY—SPEED DATING

- Partner with the person seated next to you
- Spend 5 minutes talking with them (focus on one person)
- Switch
- Spend the next 5 minutes focusing on the other person
- Use the remaining 3 cards to write 3 words/phrases about your partner

Who are you? What do you call yourself? What do you hope to get out of this today?

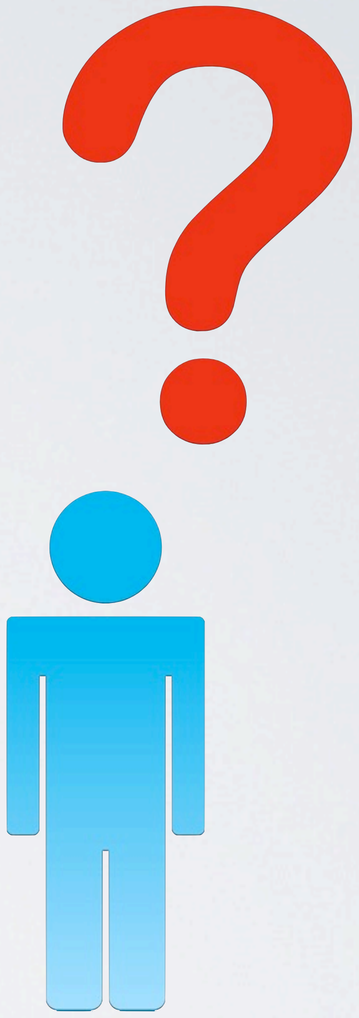
RULES OF ENGAGEMENT

- Actively Participate
- Be respectful
- Ask questions
- Feel free to tell me if you need me to slow down or speed up
- Take care of yourself (restroom break, get up and stretch, etc.)
- What else?

GOALS

1. Introduce you to personal branding
2. More strongly identify your values across various media
3. Learn how to effectively communicate who you are, what you do (or would like to do), and why it matters?

What questions would you like to ask or topics you would like to make sure we cover?



What comes to mind when you think of personal branding?

PERSONAL BRANDING IS **NOT**...

- just a buzz word or passing fad
- ego-stroking and self-promotion
- an attractive logo, tagline, and/or elevator pitch

What comes to mind when you think of these brands?

SO...WHAT *IS* PERSONAL BRANDING

"Personal branding describes the process by which individuals and entrepreneurs differentiate themselves and stand out from a crowd by identifying and articulating their unique value proposition, whether professional or personal, and then leveraging it across platforms with a consistent message and image to achieve a specific goal. In this way, individuals can enhance their recognition as experts in their field, establish reputation, and credibility, advance their careers, and build self-confidence." - Dan Schawbel

WHY DOES IT MATTER?

Thursday, July 26, 12

5 in 6 Americans are actively seeking new employment. You can expect to have 10 careers in your lifetime. Besides work, finding happiness and fulfilling relationships is a wonderful thing.

POSITIVE-NEGATIVE ASYMMETRY

"People pay closer attention to the bad stuff, remember it longer, and weight it more heavily in assessing the person overall."

Switch: How To Change Things When Change Is Hard

POSITIVE ILLUSION

"Mirror Mirror On The Wall..."

POSITIVE ILLUSION

"Mirror Mirror On The Wall..."

"A full 25% of people believe they're in the top 1% in their ability to get along with others."

YOU DO NOT OWN YOUR BRAND

- Your brand is the collective sentiment held by people who know you or know of you.
- You have the power to influence that sentiment by building trust, setting proper expectations, and continually exceeding them.

THREE C'S OF BRANDING

- Clarity
- Consistency
- Constancy

TRUST

Trust is probably the most important element to branding. Building trust is the foundation of a strong reputation.

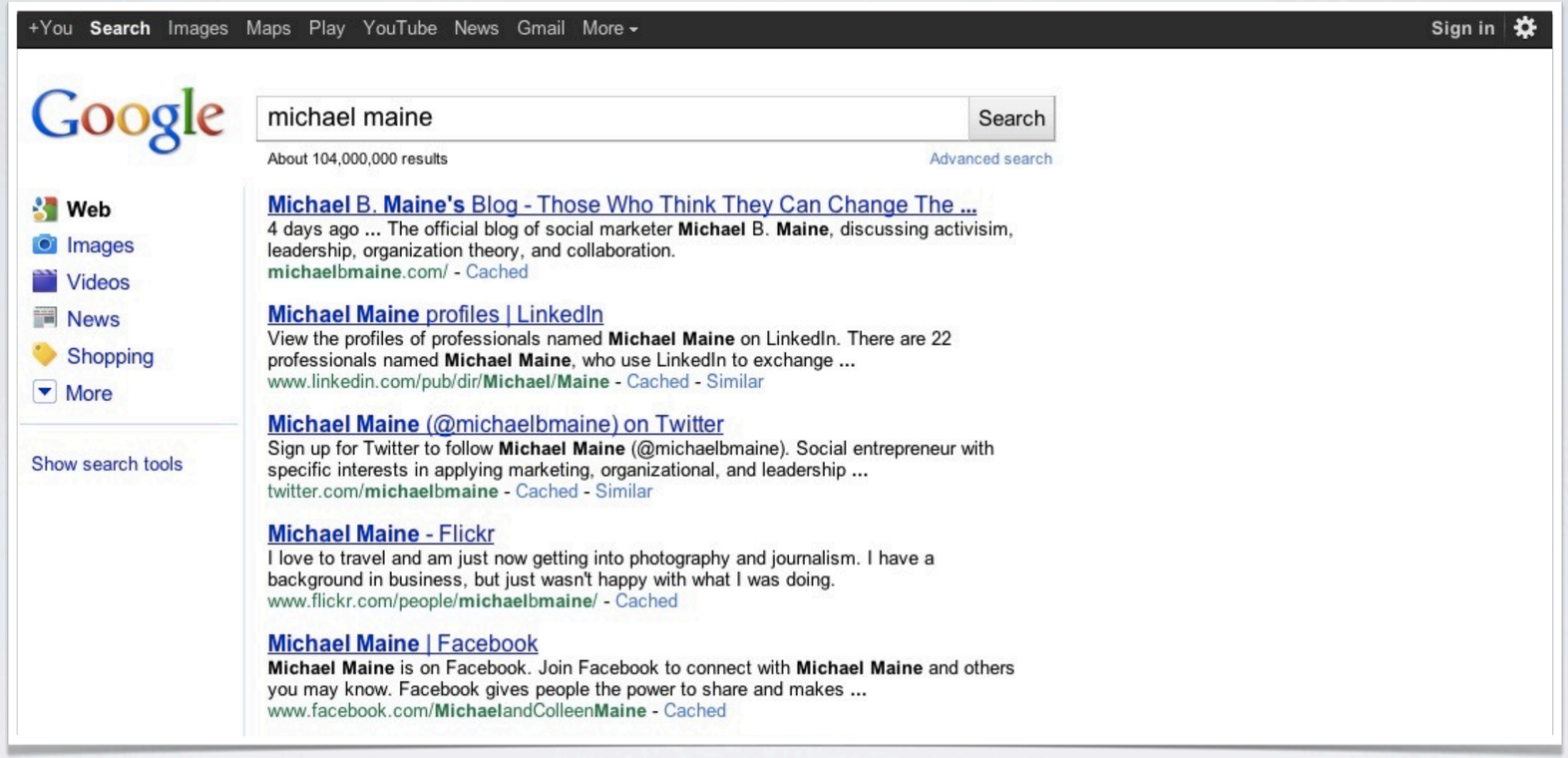
It used to be much easier to maintain different identities. Your work life could be kept separate from your personal life, etc. Now it is becoming much more difficult to maintain separate identities. Increasingly, a single identity spans across the various aspects of your life.

There have been several shifts that has caused an increase in the importance in personal branding. Businesses are no longer providing pensions, values have shifted, and Google is becoming the primary research tool.

There have been several shifts that has caused an increase in the importance in personal branding. Businesses are no longer providing pensions, values have shifted, and Google is becoming the primary research tool.

ORIGINAL SEARCH RESULTS

When I performed (at the time) an AltaVista search on Michael Maine, this was the #1 search result.



CURRENT GOOGLE SEARCH

This is what it is now.

FML

After reading this I decided I wanted to share the things I was doing for myself and various companies with individuals.

FML

"Today, I was turned down for a job as a cashier at Best Buy. I worked like hell to get into and then graduate from one of the top Telecommunication schools in the country. I spent all my time with extracurriculars to help my resume instead of partying like my friends. I can't even be a cashier. FML"

After reading this I decided I wanted to share the things I was doing for myself and various companies with individuals.

BACK IN THE DAY

Activity

WHAT ARE YOUR VALUES?

Activity

Boring
Broad Minded
Business Like
Calm
Carefree
Careful
Caring
Cautious
Changeable
Charismatic
Cheated
Cold
Commercially Aware
Committed
Competent
Competitive
confident
Confused
Conservative
Consistent
Content
Cool
Cooperative
Courageous
Crazy
Creative
Credible

Curious
Customer-Focused
Daring
Decisive
Defeated
Deferential
Defiant
Deliberate
Dependable
Dependent
Depressed
Detail-Oriented
Determined
Diligent
Diplomatic
Disappointed
Disciplined
Discreet
Disdainful
Dismayed
Disorganized
Dominant
Down to Earth
Dynamic
Easygoing
Efficient
Effective

Emotional
Empathetic
Energetic
Enterprising
Enthusiastic
Exceptional
Exciting
Expedient
Experienced
Expert
Firm
Flexible
Focused
Foolish
Forgiving
Forthright
Friendly
Frustrated
Fun-Loving
Generous
Gentle
Gloomy
Grateful
Grounded
Guarded
Happy
Helpful

Helpless
Hostile
Humiliated
Humorous
Hysterical
Idealistic
Imaginative
Impatient
Impulsive
Indecisive
Independent
Indifferent
Individualistic
Industrious
Influential
Initiative-Taker
Innovative
Insightful
Intellectual
Introspective
Jealous
Joyful
Judgmental
Kind
Knowledgeable
Lacking Ambiti
Light-Headed

Choose 10
Write down what they mean to you
Ask a friend to circle the ones they believe suit you

WHO ARE YOU?

WHAT DO YOU DO?

WHY DOES IT MATTER?

Activity

CREATING A PURPOSE STATEMENT

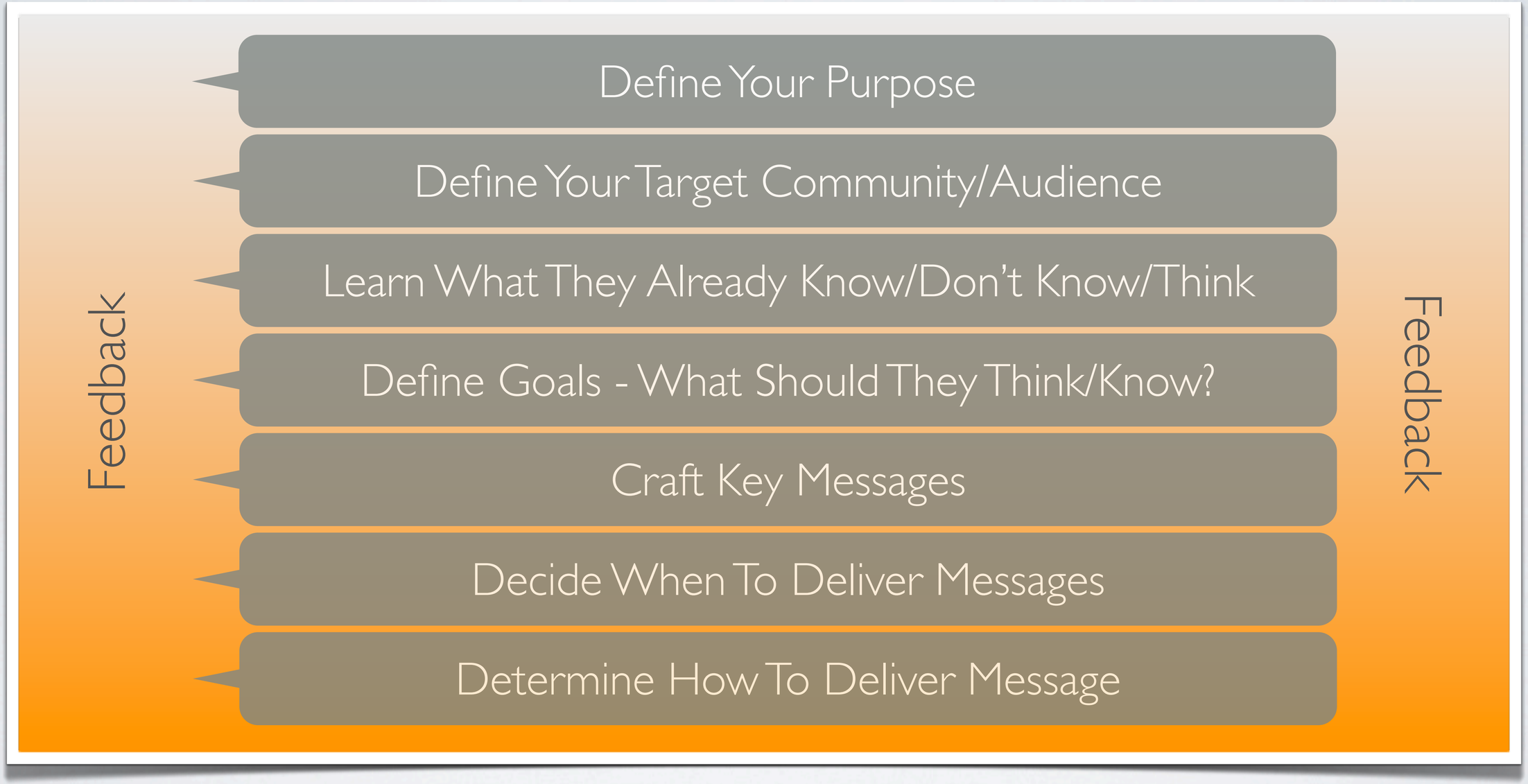
- Describe THREE to FOUR activities you will most enjoy
- Describe several people or groups w/ whom you would like to spend your time
- Use THREE or FOUR action words to describe specifically how you will help others
- Complete the chart in your packet

I'd like to	help (verb)	people (noun)	by doing **activity** (verb).
	develop	people in transition	by helping them identify their core strengths and values

COMMUNICATIONS STRATEGY

Let's take a look at developing a communications strategy. There are several versions of this kind of model, but I like this one. This is where most of us in the room are now.

YOUR TURN



Thursday, July 26, 12

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THE RÉSUMÉ

Michael B. Maine

ADDRESS
Providencia 091, Depto. 10-B
Santiago de Chile

PHONE
US: +01 (214) 609-0151
CHILE: +56 (9) 439-8874

WEB/EMAIL
michaelbmaine.com
mail@michaelbmaine.com

objective

I am seeking an opportunity to develop my professional skills in writing strategic planning, communication, research, and analysis.

education

Bachelor of Arts in Business (Minors in Communication and Sociology) May 2007
Southwestern University Georgetown, TX
Cumulative GPA: 3.063 / 4.0

Relevant Course Work
Consumer Behavior
Contemporary Issues in Business
Mass Media
Managerial Accounting
Financial Accounting
Visual Communication
Money and Banking
Social Patterns and Processes

sales/management experience

2008-2009
San Antonio, TX
Investment Service Representative
USAA Investment Management Services
- Facilitate the financial security of members by providing sound financial advice.
- Handle day-to-day transactions of investment accounts for both individual and institutional clients.

2007-2008
Austin, TX
Financial Advisor
Waddell & Reed, Inc.
- Prospect and evaluate the financial positions of clients
- Create a fee-based financial plan to help them reach their goals

May 07 – Aug 07
Austin, TX
Small Business Owner
Maine Street Mobile Entertainment
- Founded and operated successful small business while pursuing full-time undergraduate college education
- Sold custom computers and car electronics
- Created website for business (e-commerce functionality)
- Provide disc jockey services
- Learned to secure vendors and suppliers and find and market products and services to niche market
- Handle business-to-business transactions and communication

business research experience

2009-present
Santiago, Chile
Research Associate | International Business Strategist
Albagli Zaliasnik
- Research international trademarks and discover possible trademark infringements.
- Develop the international marketing strategy utilizing new media, public relations, and print.

2007
Georgetown, TX
Business Consulting Project: The Caring Place
Dr. Don Parks, Southwestern University
- Worked in a five member team environment to tackle an imminent concern
- Faced the question of whether or not it would be feasible for TCP to handle on-site child care
- Researched the business model and available resources
- Researched and communicated with several similar organizations and child care organizations
- Performed SWAT analysis ad concluded that child care may be an option in the future but was not recommended at the time of research
- Wrote and presented the data to The Caring Place

2006
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Independent Research Project: TCM: Management of Today
Dr. Don Parks, Southwestern University
- Researched TCM (Total Control Management) in contemporary business
- Wrote six-page paper explaining how implementing controls in manufacturing and management processes can dramati-cally increase efficiency and allow for focus and energy to be used in other aspects of business, thus increasing business' chance of being successful and better able to adapt to business and constituent needs

2005
Georgetown, TX
Independent Research Projact: Relationship Marketing
Dr. Don Parks, Southwestern University
- Researched relationship marketing by studying history of Ben and Jerry's Homemade Ice Cream, Inc.
- Wrote 10-page paper describing Ben and Jerry's managerial history, focusing on marketing triumphs and failures
- Investigated how company created a following of loyal customers by building relationships through ice cream, creating jobs and community involvement

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Hi

How can we improve this résumé?

Sonja A. Skvarla

: igniting social capital in business and community

Education

Master of Sustainable Business, **Bainbridge Graduate Institute, Bainbridge, WA** — In Process

- Concentration in Community Development, Diversity and Social Justice Committee

Bachelor of Business and Public Administration, **Drake University, Des Moines, IA** — Spring 2001

- Leadership Activities: Student Activities Board President, Speakers and Issues Committee Chair

Experience

Social Ignition, Portland, OR — Consultant

Work with small organization's to ignite their social capital (employees, donors, boards, etc) to further their true purpose.

Stoop. Kitchen, New York City, NY — Founding Board Member

The purpose of Stoop.Kitchen is a to create a community kitchen that will serve as a teaching facility and community center for local kids of low-income families and other residents of Brooklyn.

- Mapping of budgeting projections for investment prospects
- Supply industry expertise on kitchen design, startup inventory and potential class requirements
- Provide guidance on responsible non-profit reporting

KLS Foundation, Glenview, IL — President (Present), Advisory Board Member (Previous)

- Provide direction for volunteer board in granting thousands of dollars in scholarships to students and volunteers in underserved communities in Namibia, the Marshall Islands, Chicago and other regions of need
- Plan and execute annual fundraiser in Chicago (100+ guests); negotiate with locations and vendors
- Work closely with copywriters to develop pieces which highlight KLSF's global accomplishments

Protein Bar, Chicago, IL — General Manager

- Directed day-to-day business through a 54% increase in sales over seven months
- Developed, implemented and documented operating procedures; establishing best practices to facilitate opening other locations; SOPs address critical items such as inventory control, cash handling, tools for managing labor costs and other COGS
- Hired and coached all employees, worked with Assistant Manager to provide training for new employees

Zeeks, Seattle, WA — General Manager, Assistant Manager

- Broke single-day sales record and increased monthly sales an average of 2.6% over the previous last year, despite challenging economic conditions
- Responsible for day-to-day operations resulting in over $600,000 in annual revenue and associated costs
- Created and implemented new systems designed to provide a customer focused environment

Report Footwear, Bellevue, WA — Customer Service Manager

- Increased department productivity 2.5% in 9 month
- Developed guidelines and procedures for proofing customer orders to insure accuracy and reduce financial charge-backs based on entry errors
- Actively managed the efforts of all customer service staff

Vending Solutions, Seattle, WA — Key Accounts Manager/Operations Coordinator

- Managed 133 service contracts with vending program clients
- Increased customer retention by attending to stale renewals
- Supported sales team by qualifying leads based on projected return on investment
- Assisted with the development of sales material and client presentations

Antique Boat Museum, Clayton, NY — Membership Manager/Volunteer Coordinator

- Solely responsible for selection of fundraising software, and training all museum employees
- Managed employee and volunteer involvement for benefit events and maritime festivals
- Increased membership among college students, through discounted membership rates and focused internships

The Bio

Sonja Skvarla serves as President of KLS Foundation, a non-profit organization dedicated to "discovering human potential" by granting scholarships to youth and volunteers in underserved communities who strive to explore and positively change our world. Over her last 10 years with the Foundation, she has coordinated and led a talented team of volunteers to ensure that thousands of dollars find a path toward extending the reach of applicants pursuing community-based initiatives in Namibia, the Marshall Islands and her native Chicago. Sonja is also working with Stoop Kitchen in Brooklyn, NY to address the food security and community needs of the underserved population in that area. Since graduating from Drake University with a Bachelor of Business and Public Administration she has worked with several restaurants and small businesses to create sustainable programming and operating procedures. Sonja looks forward to contributing to her global community through her sustainable MBA studies at Bainbridge Graduate Institute in the state of Washington.

WHAT IS SOCIAL MEDIA?

WHAT IS SOCIAL MEDIA?

An umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words and pictures

KEY QUESTIONS

- How will you define success? (Make this measurable)
- What is the best way to reach your target audience/community?
- How will you prepare the message for delivery?
- How will you elicit feedback and conversation?
- How will you know your message was received and understood?
- How will you follow up?

KEEP IN MIND...

- Identities are much more pervasive and longer lasting than ever before
- It's more difficult to reinvent yourself than before
- Privacy policies can change - What is secure today may not be tomorrow
- Even if you mean for something to be private, if somebody shares it, it becomes public

SECURITY

- Don’t post your personal phone number, home address, or other information you don’t want made public. If you need a safe number, get a Google Voice number.
- Think twice about posting that you are going to be away or alone for a prolonged period of time.
- Be careful when “checking in” at various locations.
- Also be careful when “checking in” other people. Make sure they are okay with it.

CLEAN UP YOUR DIGITAL DOSSIER

- Completely fill out the information on your social media profiles
- Remove (don’t just mark as private) any images you don’t want seen available
- If it’s on the Internet, it’s on the Internet
- Remove unnecessarily inflammatory or offensive material
- Untag yourself from photos and videos that portray you in a manner you don’t wish to be public. Ask them to be removed from the

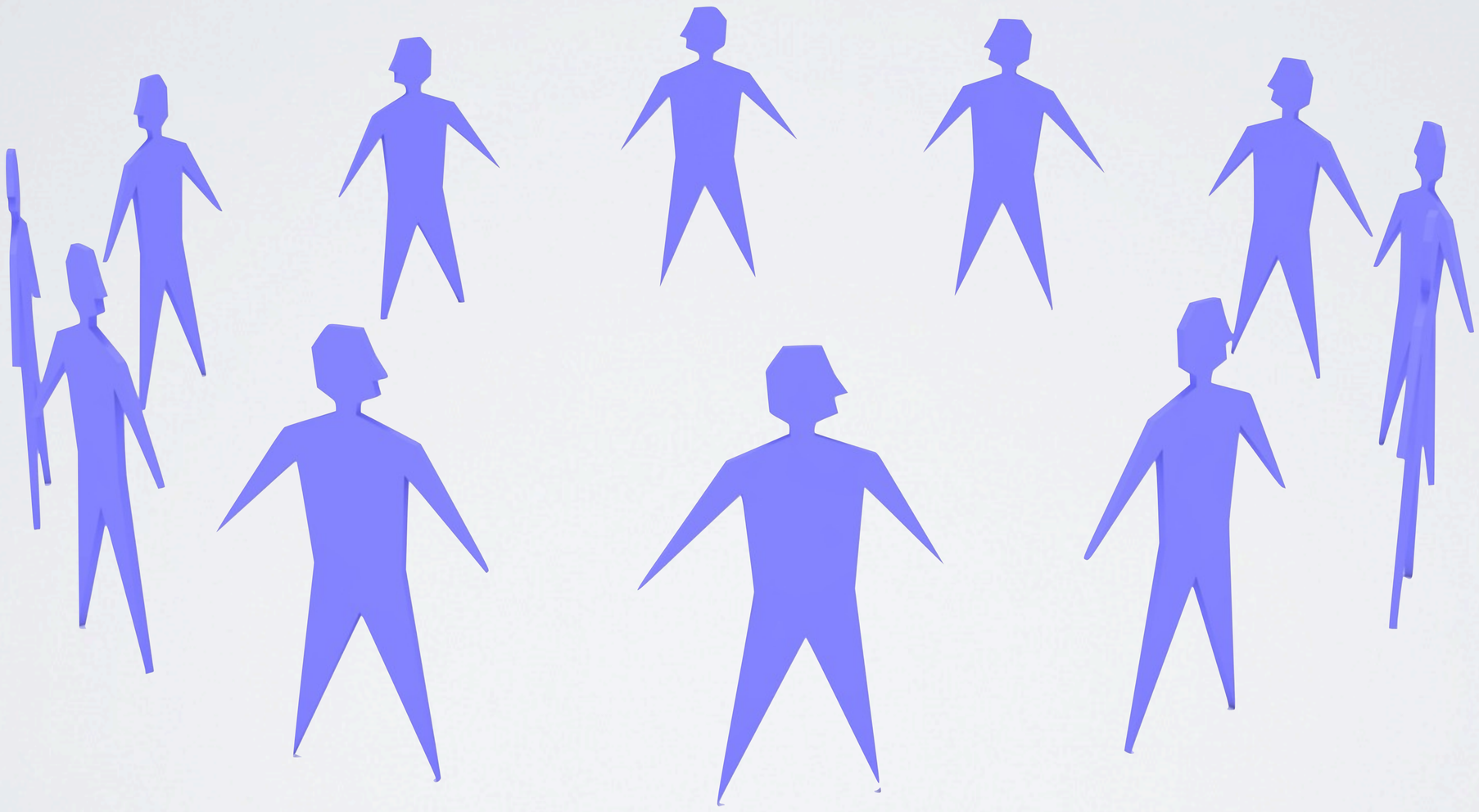
BUILD YOUR DIGITAL DOSSIER

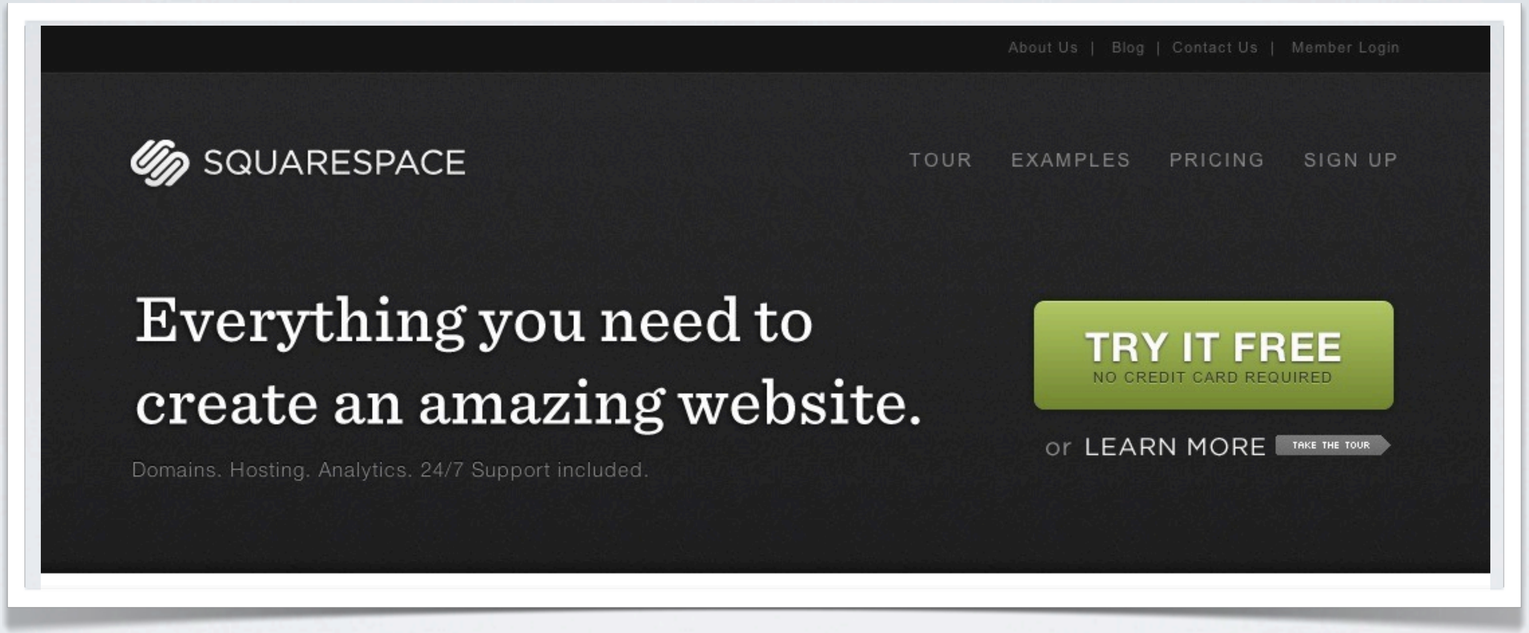
- Website/Blog
- Email List
- Social Media Profiles
- Web-Ready Résumé, Graphics, Photos, Videos
- Mobile Optimized Media

?'S TO ASK—SOCIAL MEDIA

- What is my goal with this platform?
- How is this in line with my overall goals?
- How is this going to help me do what I'm doing better?
- How much time do I have to devote to these activities?
- How will this help me forge "real" relationships?

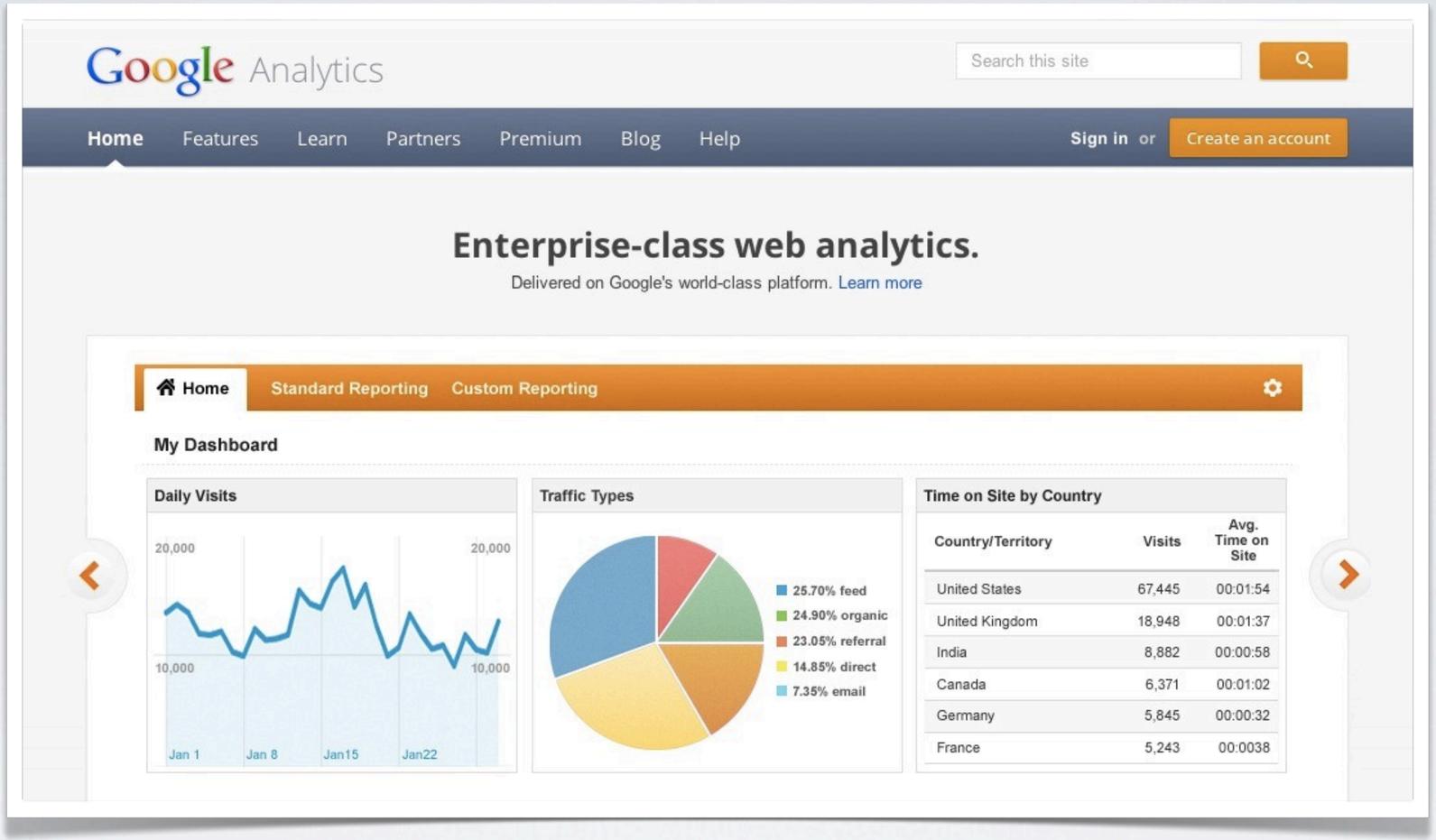
BUILD A CIRCLE OF INFLUENCE





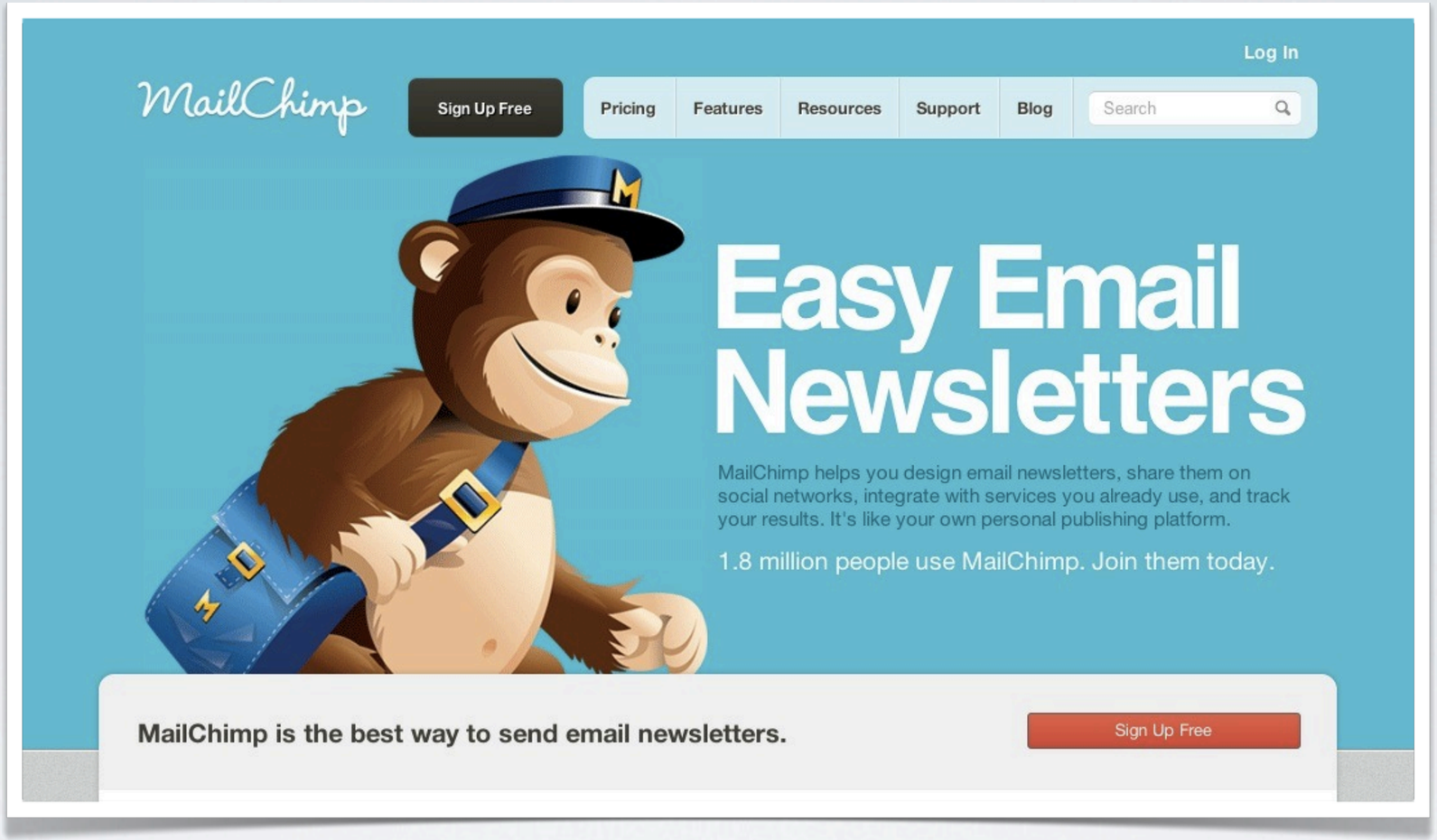
SQUARESPACE

There are many website and CMS (content management system) platforms out there. There's Wordpress, Drupal, Typepad, Tumblr, Joomla, and The New Hive just to name a few. Thus far, I've stuck with Squarespace due to the ease of use and the fact that the interface is so smooth that I can focus on the content more so than the system. Also, their customer service is top notch.



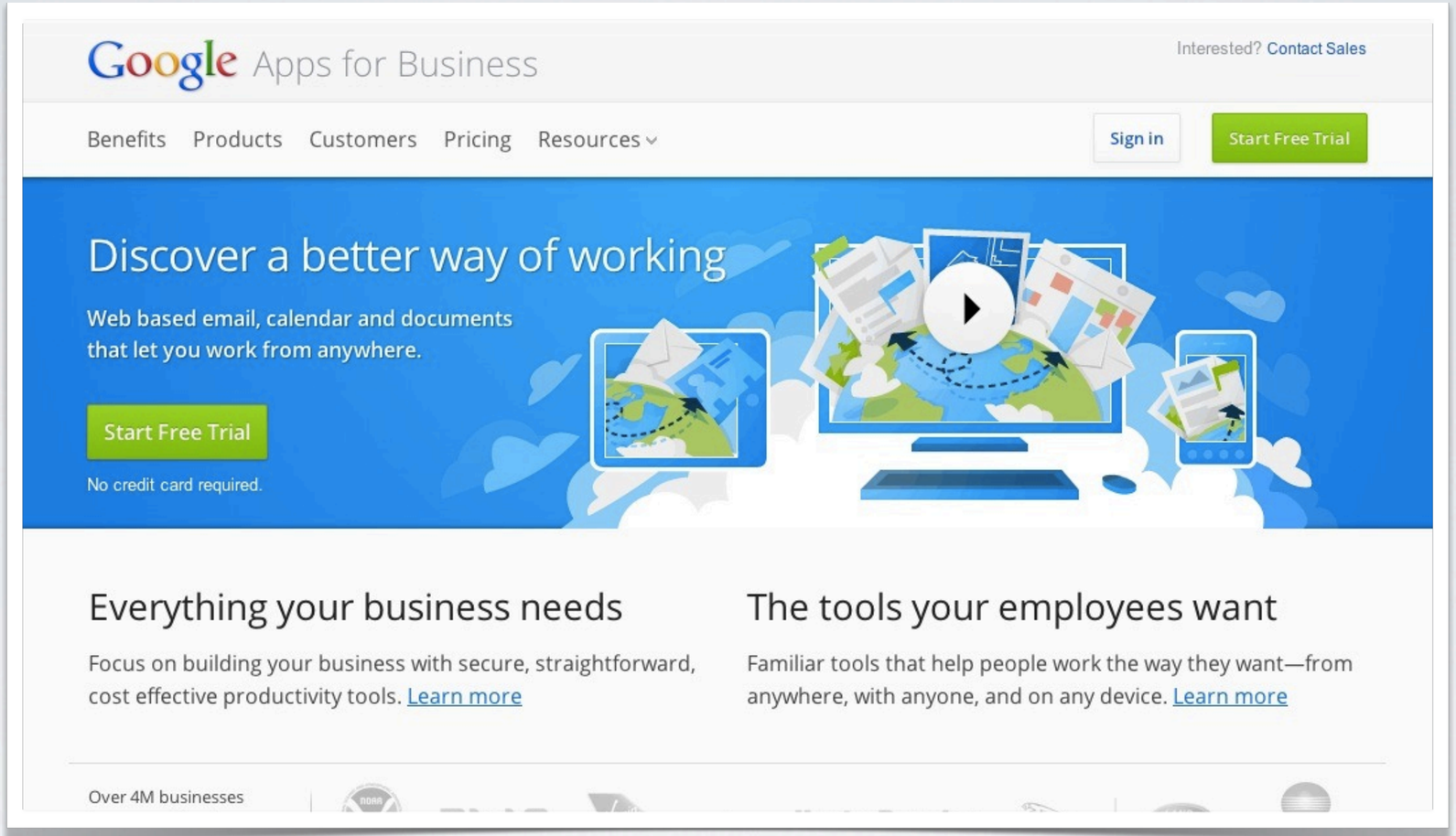
GOOGLE ANALYTICS

Google Analytics allows me to track every piece of information that I want in my website. I look specifically at the number of new visitors vs. returning ones, geographic region, what content is popular, how people find the site, and how people navigate it. Also time at website. I use this information to identify pain points and remedy those problems, and identify what works well and build upon that.



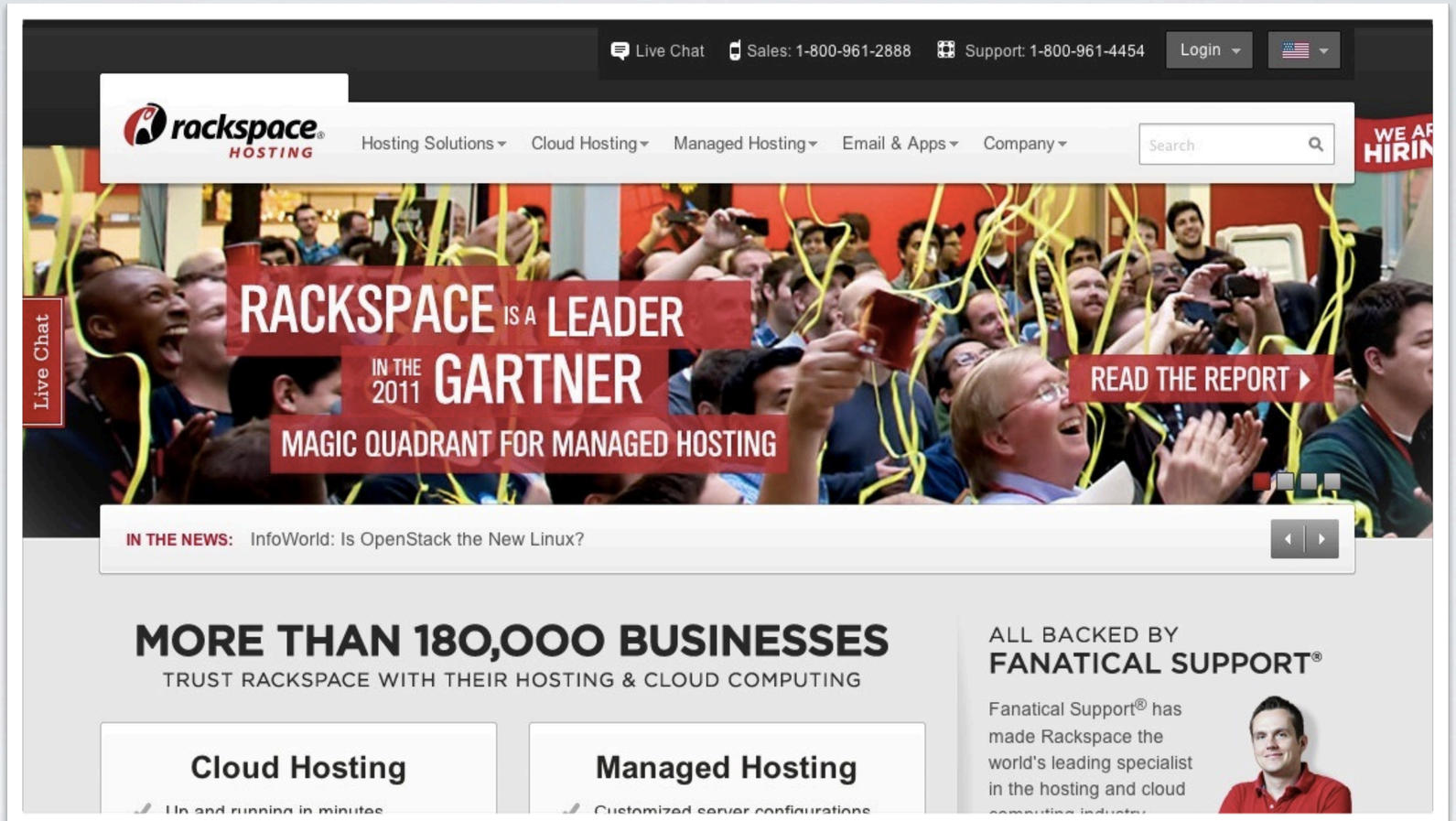
MAILCHIMP

Constant Contact and MailChimp are probably the most popular email marketing tools for individuals. I use MailChimp because it's free up to 2,000 email subscribers, I like the interface, and it provides all the statistics I need. If you are going to email more than a handful of people at once, then not only will this protect the privacy of your recipients, but it's also the legal way to do it. As the community grows, I'll investigate more robust systems more thoroughly. However, right now, MailChimp more than gets the job done for me.



GOOGLE APPS

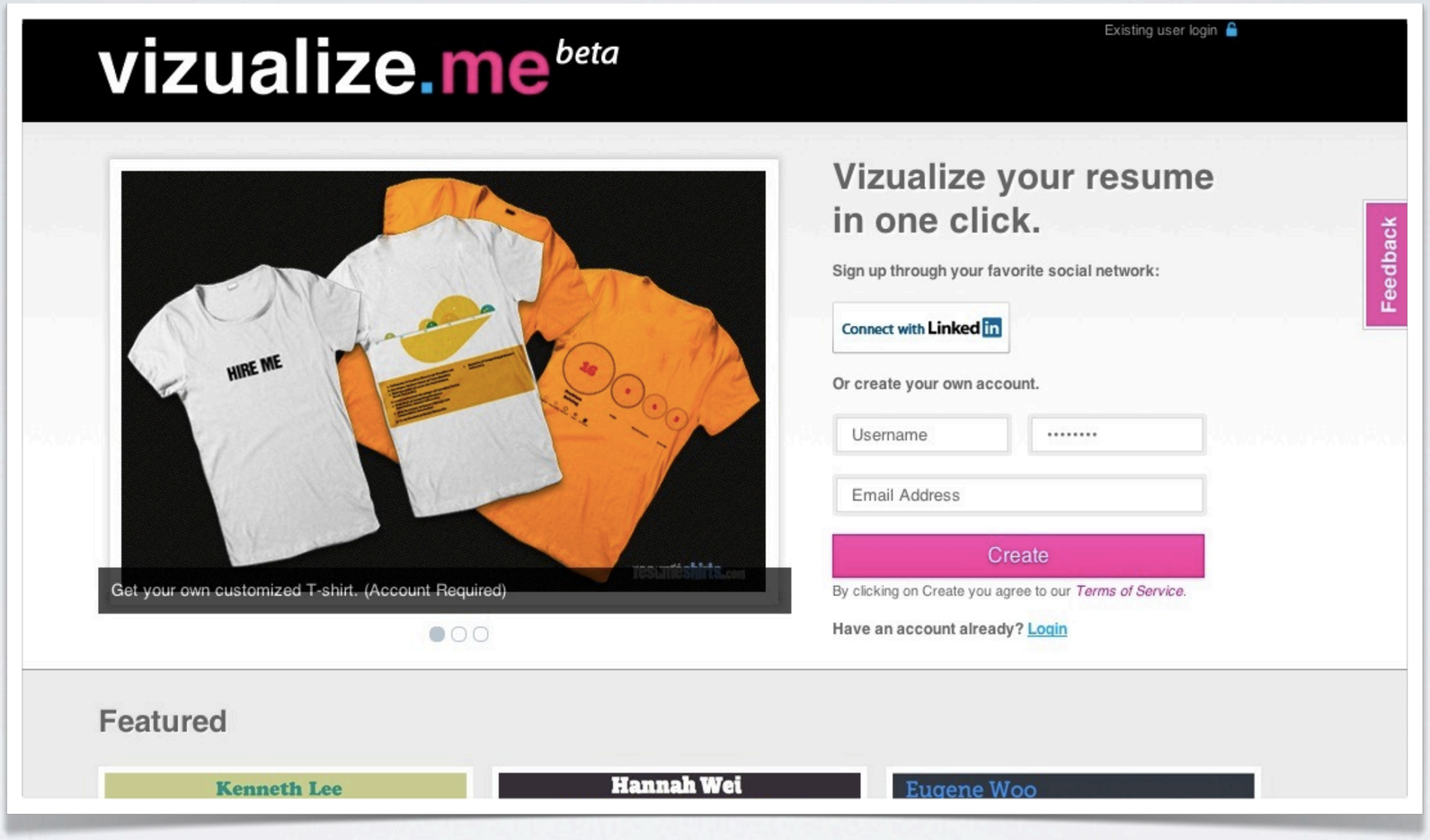
I use Google apps to host my email, calendar, and other Google services. This allows me to use my domain name for everything rather than “@gmail.com.”



RACKSPACE

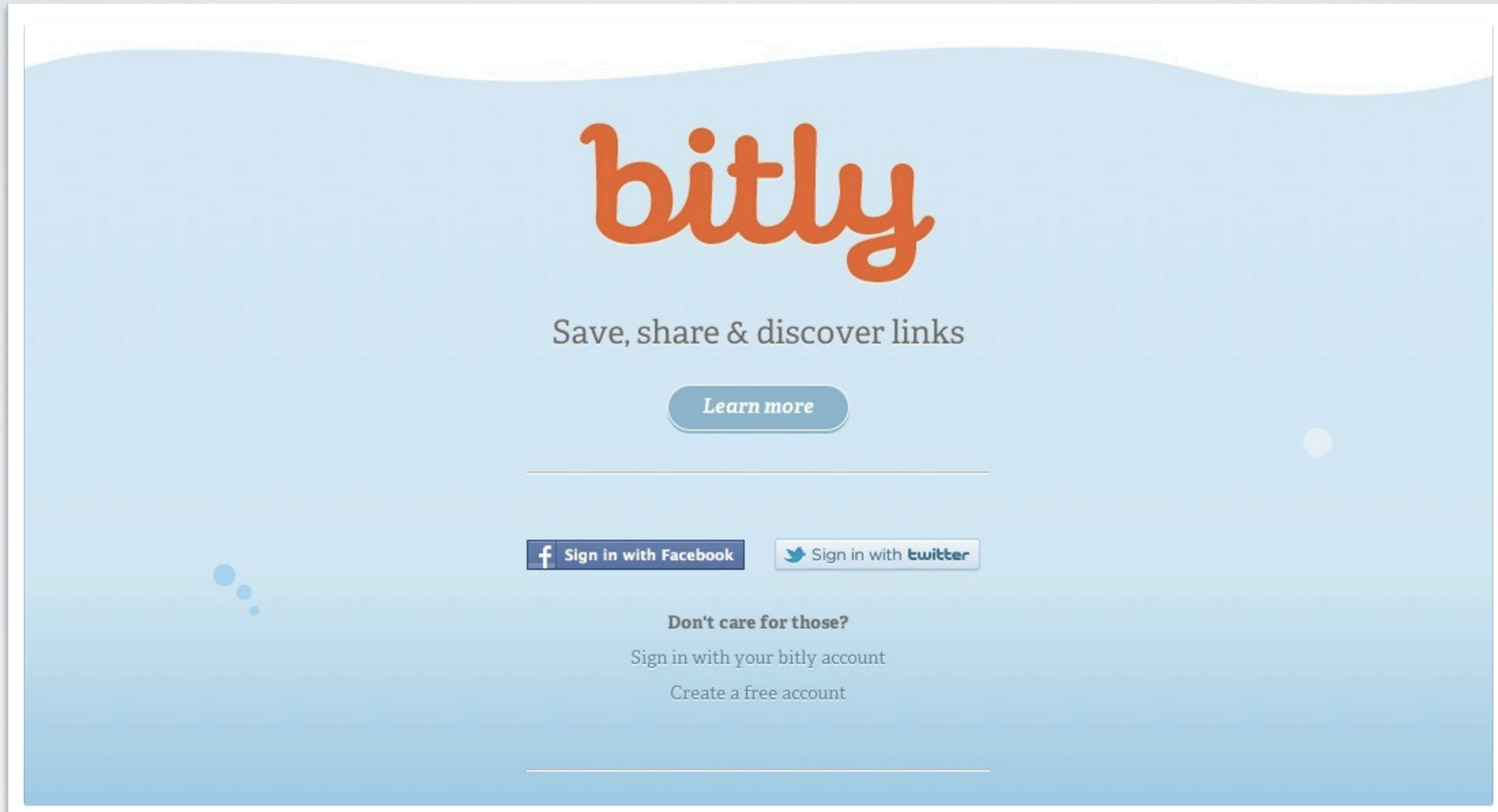
Thursday, July 26, 12

I use Rackspace Cloud Services to host the large files for my podcast, resources, etc. I chose Rackspace over Amazon because of quality of product, overall cost, ease of deployment, and I truly respect the leadership and people over at Rackspace. ¡Viva San Antonio! Graham Weston truly cares about the people he serves inside and outside of the organization.



VIZUALIZE.ME

Have you noticed the huge number of infographics at various blogs and news sites. Vizualize.me allows you to use the information you have on LinkedIn and creates an infographic resume. They can live on your website. Also consider taking a printed copy to your next interview. (Tip provided by Solveig Whittle - @shadesofsolveig).

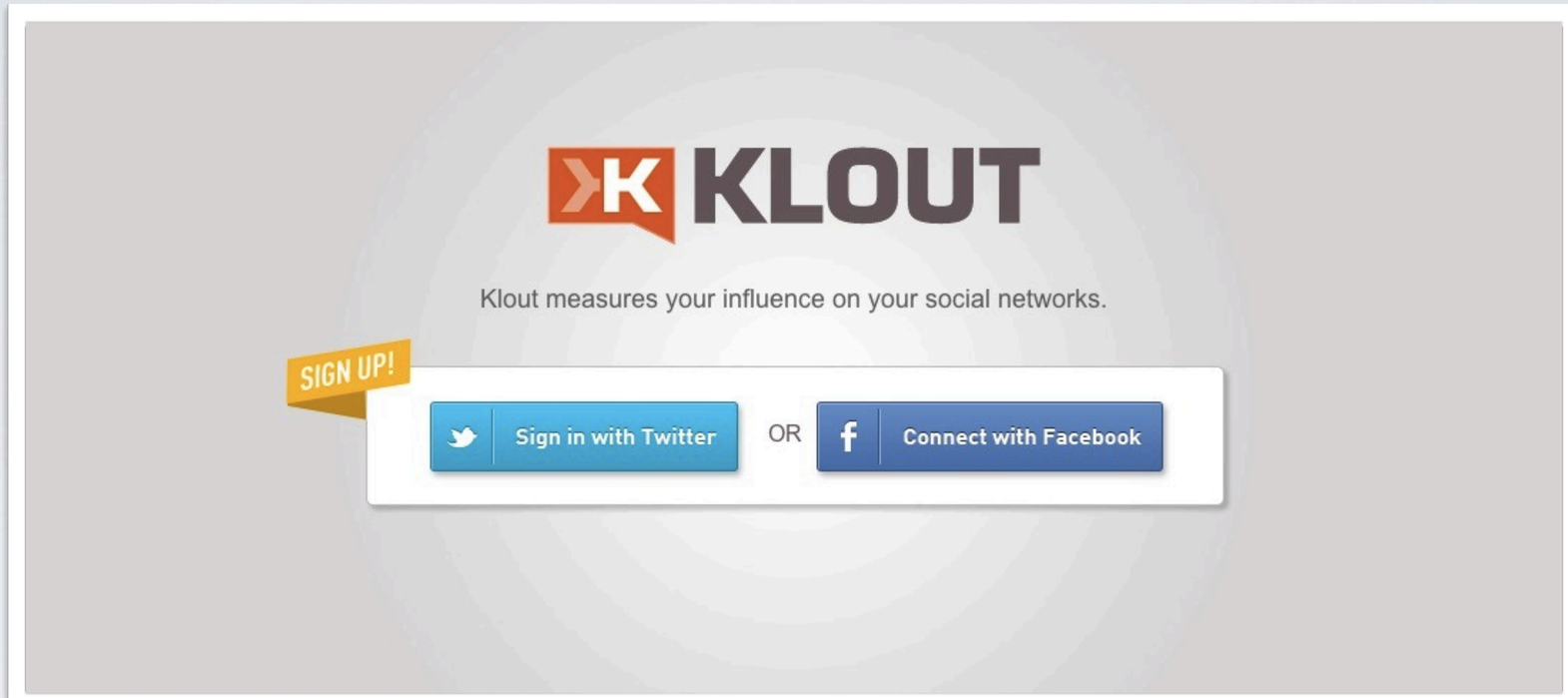


BIT.LY

I use bit.ly to shorten my links. It's good for places like Twitter, where you're the number of characters you can use is limited. But you can also keep track of key stats across various platforms when you use this service to shorten your links. I like it better than competing services goo.gl and short.url.

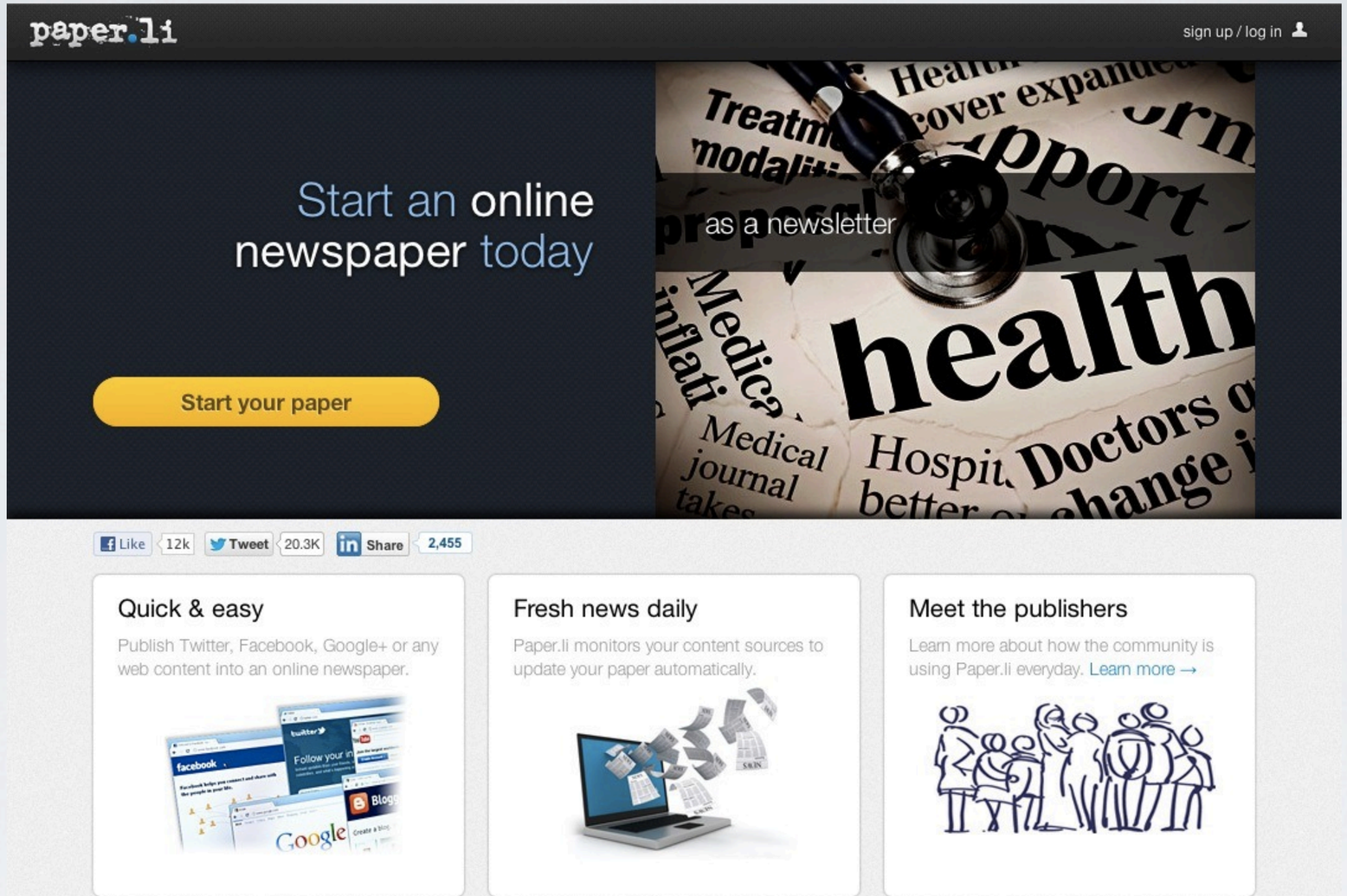
SPROUT SOCIAL

Using a dashboard such as Sprout Social or Hootsuite allows you to keep track of statistics, schedule posts, and maintain your presence on multiple platforms (e.g., Facebook, Twitter, LinkedIn) in one place.



KLOUT

Klout measures your “influence” in social media. There are multiple critiques of services that do this (I’m a critic myself). However, you can still use the information to identify key people in your subjects you find interest.


paper.li
sign up / log in
Start an online newspaper today
as a newsletter
Start your paper
health
Like 12k
Tweet 20.3K
Share 2,455
Quick & easy
Publish Twitter, Facebook, Google+ or any web content into an online newspaper.
Fresh news daily
Paper.li monitors your content sources to update your paper automatically.
Meet the publishers
Learn more about how the community is using Paper.li everyday. Learn more →

PAPER.LI

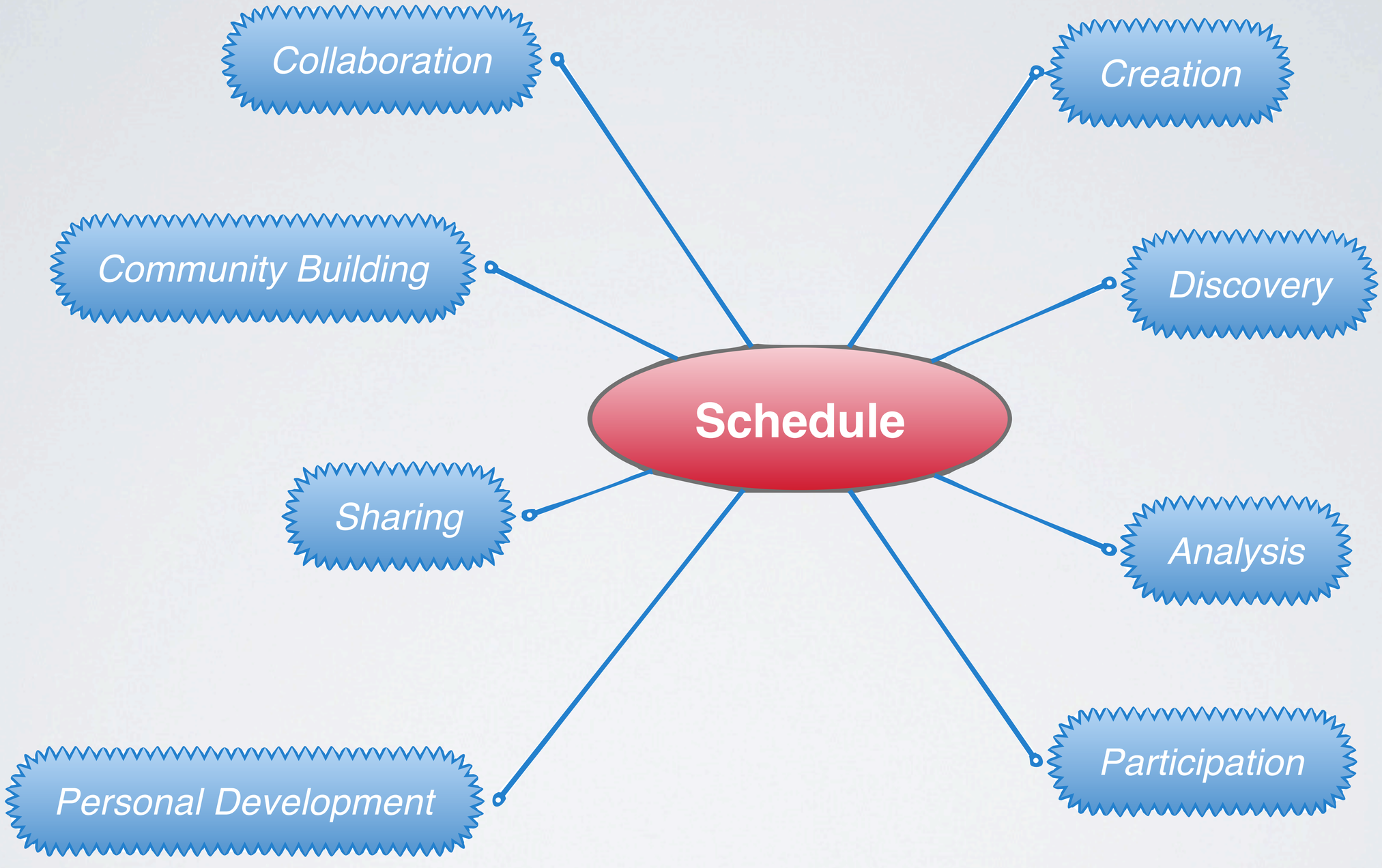
EDITORIAL CALENDAR

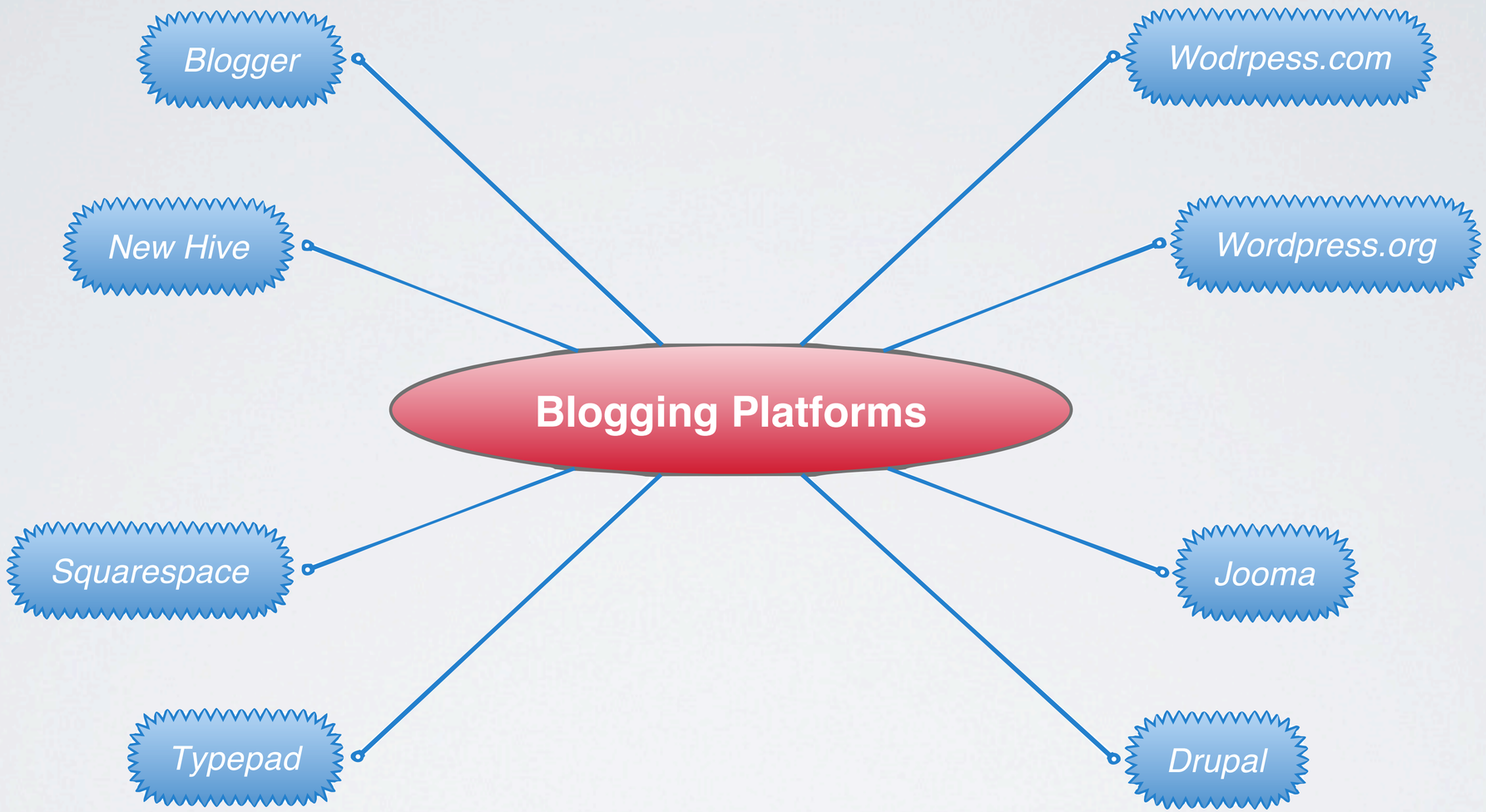
Thursday, July 26, 12

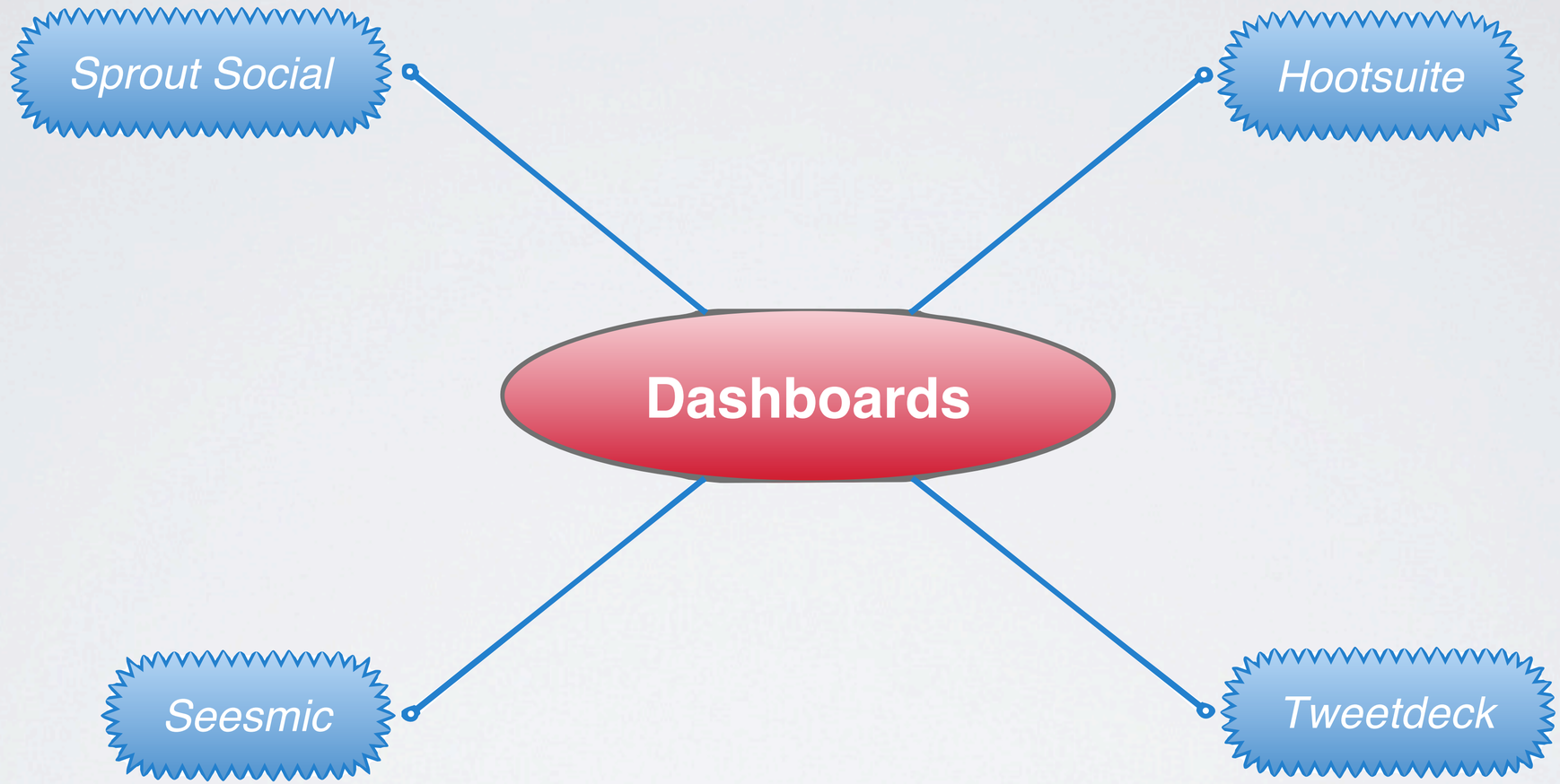
Click the logo to download a free editorial calendar template you can use to plan out your traditional and social media. Hey, I have to leave you with something you can use right away.

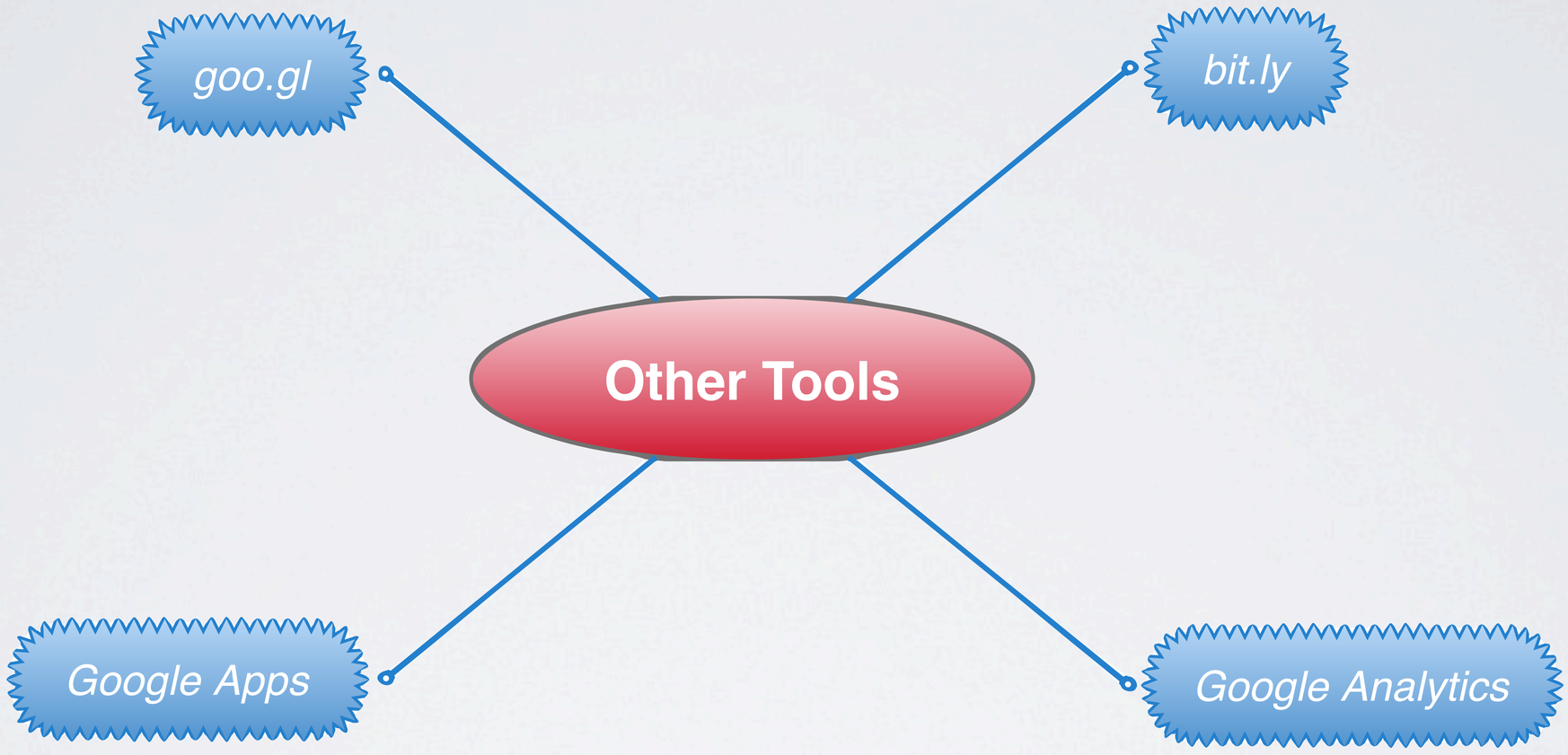
APPENDICES

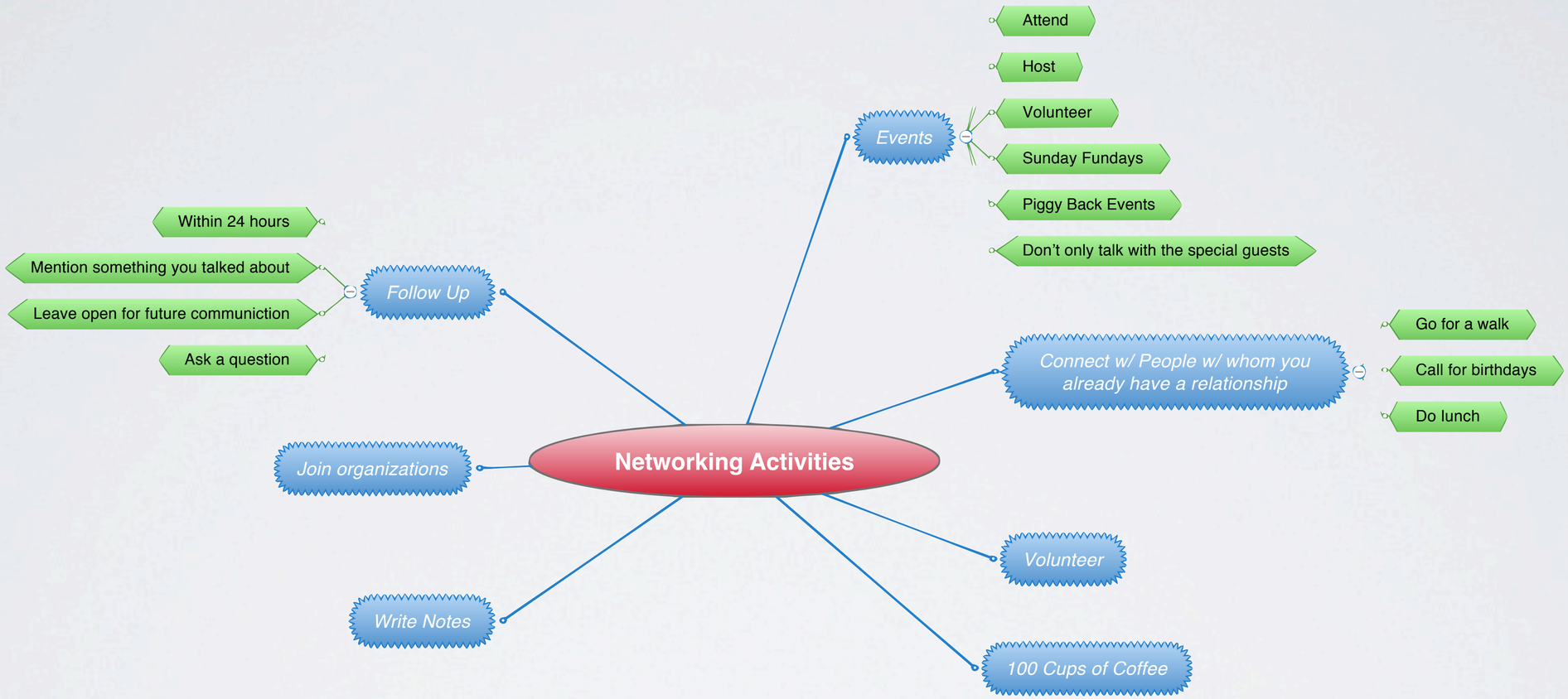
The following slides are simply some quick mind maps that help me think about activities, strategies, tactics, and questions. Hopefully they'll help you out too.

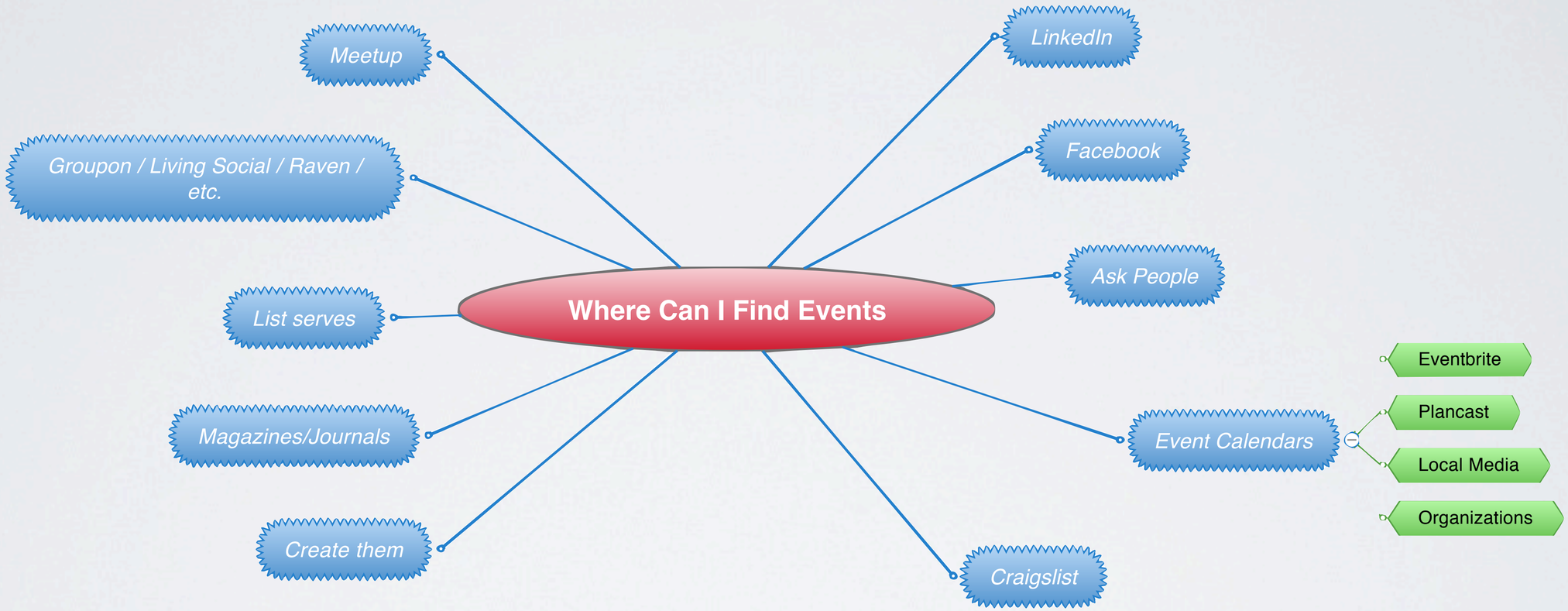

Collaboration
Creation
Community Building
Discovery
Schedule
Sharing
Analysis
Personal Development
Participation


Blogging Platforms
Blogger
Wodrpess.com
New Hive
Wordpress.org
Squarespace
Jooma
Typepad
Drupal


Sprout Social
Hootsuite
Dashboards
Seesmic
Tweetdeck


goo.gl
bit.ly
Other Tools
Google Apps
Google Analytics


Networking Activities
Events
Attend
Host
Volunteer
Sunday Fundays
Piggy Back Events
Don't only talk with the special guests
Follow Up
Within 24 hours
Mention something you talked about
Leave open for future communiction
Ask a question
Connect w/ People w/ whom you already have a relationship
Go for a walk
Call for birthdays
Do lunch
Join organizations
Volunteer
Write Notes
100 Cups of Coffee


Where Can I Find Events
Meetup
Groupon / Living Social / Raven / etc.
List serves
Magazines/Journals
Create them
LinkedIn
Facebook
Ask People
Event Calendars
Eventbrite
Plancast
Local Media
Organizations
Craigslist