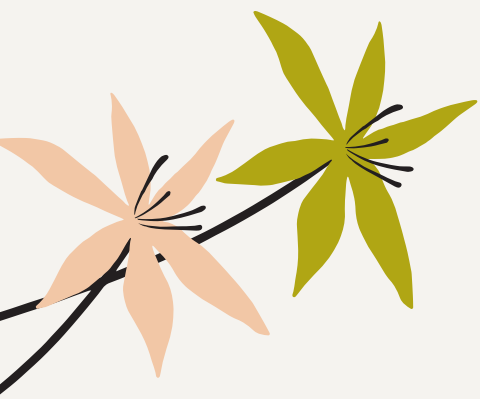




WILD WEB WOMEN®

PERSONAL BRANDING  
ACTIVITY FILE





## Positioning (Value)

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### PERSONAL BRAND EXPERIENCE

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What do you want people to think and feel when your name comes up, work with you, communicate who you are and what you do?

### PERSONAL BRANDING PURPOSE

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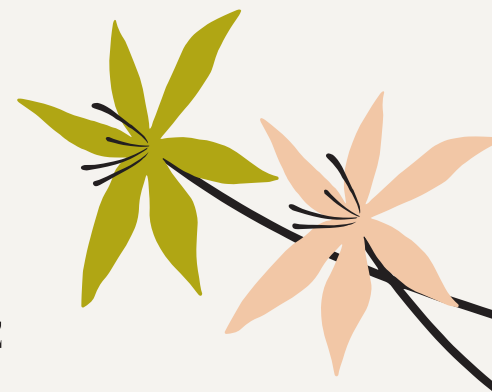
What is the purpose of managing your personal brand? Do you want to grow professionally, solidify your personal brand, position yourself better for promotion?

### HOW DO YOU WANT TO BE KNOWN?

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How do you want to be known professionally?

## Personality (Values)



### IDENTIFY YOUR UNIQUENESS AND VALUE

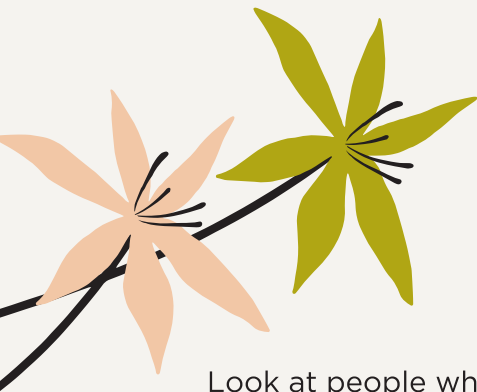


What makes you YOU? Distinction can be in the way you think, approach to work, philosophies, style, web presence and career experience.

What do you have to say? What could you teach?  
What can you influence? Or what do you want to influence?



## Presence (Voice)



### DO YOUR RESEARCH

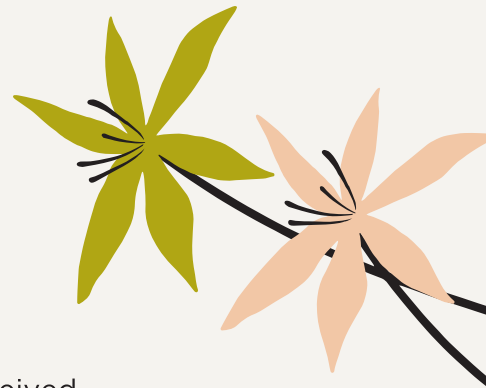


Look at people who have a status position that you desire. What are they doing? Are they writing? What comes up when you Google their name or a specific title that you seek?  
Write down anything noteworthy.

## WALK YOUR TALK!

Represent yourself (appearance, conduct) the way you want to be perceived.  
Cultivate your personal brand with the simple Assess, Optimize and New Channels system.

## Cultivate Your Personal Brand



### #1 ASSESS:

#### 1 | EXPERTISE

Represent yourself (appearance, conduct) the way you want to be perceived.  
Cultivate your personal brand with the simple Assess, Optimize and New Channels system.

What kind of content can you create to support this?  
Examples: Social media posts, content (Value + your Values = an authentic Voice)

## 2 | DIGITAL IDENTITY

Google yourself! Do you come up? If so, where and how well? Do you own your domain name?

Do you have any of these online assets?

- |                                    |                                    |  |
|------------------------------------|------------------------------------|--|
| <input type="checkbox"/> Facebook  | <input type="checkbox"/> Twitter   | <input type="checkbox"/> Blog            |
| <input type="checkbox"/> LinkedIn  | <input type="checkbox"/> Pinterest | <input type="checkbox"/> Profile Picture |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> YouTube   | <input type="checkbox"/> Website         |

## 3 | APPEARANCE

Look critically at the way you present. Are you and your assets “dressing” the part?

### #2 OPTIMIZE:

#### 1 | EXPERTISE

Expert to Authority

## 2 | DIGITAL IDENTITY

Of your online assets, does anything need copy improvements? Privacy setting changes? Design optimizations? Is there consistency in your photos and messaging?

- Facebook
- Twitter
- Blog
- LinkedIn
- Pinterest
- Profile Picture
- Instagram
- YouTube

## 3 | APPEARANCE

Look critically at the way you present. Are you and your assets “dressing” the part? What needs attention?

- Wardrobe
- Content
- Media profiles
- Content
- Imagery
- Social media profile picture
- Blog
- Social
- Communications (email style, etc.)

## #3 NEWS CHANNELS:

Now that you have optimized areas of your personal brand that needed finessing, what are new channels that you can use to grow your credibility and visibility?

How can you use marketing® and write to show what you know? What gems of web wisdom can you share coupled with your opinions?

**Don't forget** to measure quantitative and qualitative points as you manage your personal brand. Ideas need to be created, executed then monitored.

Examples of quantitative metrics include: website statistics, blog statistics and goal conversions (email signups, number of contact form submissions on a website) Qualitative metrics include reactions, comments or general feedback.

