Building Your Personal Brand
Phone, Messages, Texting, IM, Facebook

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The value of a brand

How do you make this tee shirt worth twice as much...

As this tee shirt?

$40.00  $20.00
The value of a brand

Or this cup of coffee worth twice as much...

As this cup?

$2.50

$1.25
What is brand?

- The object by which **an impression** is formed.
- The process of forming this **impression**.
What is brand?

- The **personality that identifies** a product, service or company
  - Name, Sign, Symbol, Design, Characteristics, Behaviors, Combinations
- And **how it relates** to key constituencies
  - Customers, Staff, Partners, Investors, etc.
A brand is not just the products

• "Apple is about imagination, design and innovation. It goes beyond products and commerce. This business should have been dead 20 years ago, but people said we've got to support it.”
What influences YOUR brand?

- Your brand is the **sum of all experiences** people have with you at **all points of contact**.
Every contact either adds or detracts

- Every experience with you influences your brand – for good or for bad.
- Every contact either creates or destroys brand value.
You can’t completely control your brand...

- You can’t force people to perceive you a certain way.
But you can certainly influence it!

- Building your personal brand (you) requires intentional effort.
What is **YOUR** brand today?

- What do you want it to be?
- What will you do to build it?
Communications that build your brand

- We’ve talked about...
  - Personal greetings
  - Introductions
  - Conversations
- Now, I want to briefly cover...
  - Text messages
  - Voice messages
Text messages

• Four necessary components
  • Salutation
  • Brief message
  • Your name
  • Your phone number
Text messages

Hi, Nate. I emailed you the conference report from today’s meeting. Don Huntington 913-522-8110.
Voice messages

- Six necessary components
  - Salutation
  - Identify yourself
  - Message
  - Action required (if any)
  - Contact info
  - Closing
Voice messages

Put a smile on your face before you start speaking.

Salutation: Hi, Professor Huntington.

Identification: This is Jalene Brandom.

Message: Just wanted to let you know I emailed you the conference report from Thursday’s meeting.

Action Required: Please give me a call if you have any questions or comments.

Contact Info.: My cell number is 333-444-5555.

Closing: Thanks. I look forward to seeing you next week.
Your own voicemail message

- Think of who might hear it
  - Employer, prospective employer
  - Professors, parents, grandmother, etc.
- Is it polite, professional?
- How does it affect your image/brand?
Remember, you’re building…
THE BRAND CALLED **YOU**.

- What do you want it to be?
- What will you do to build it?