

# Build a Personal Brand to Boost Your Career



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slides available at [raniwise.com/jrleaguelondon](https://raniwise.com/jrleaguelondon)



Rani Wise Co.

# The Benefits

Get people important to you to **recognize your accomplishments.**

Expand your reach to **make a bigger impact.**

Focus your time and energy to **reach your goals faster.**



# My Personal Brand



- Female Founder & CEO
- Boston-based, Northeastern alumni
- Marketer and consultant focused on small business and non-profits
- Host of Woman-Owned, Woman-Operated podcast
- Passionate about empowering female and BIPOC founders
- Mom to a one year-old



# Your Brand Interview

Answer these 5 questions to help you identify what makes you unique and who needs to notice so you can achieve your goals.



# Q1.

## **Differentiate yourself.**

## **What makes you unique?**

List three or more achievements or experiences (personal and/or professional) that make you different from others in your profession.

Examples: panel participation, articles you've had published, volunteer experience



# Q2.

## Define your professional goals.

Your goals should be measurable. You can also include causes or social justice issues important to you and personal goals that affect your professional life.

Examples: moving closer to family, working remotely, promotions, public speaking



# Q3.

## Identify the Buyer Personas needed to reach your goals

These are groups people that must “buy-in” to your personal brand for you to be successful. Be as detailed as possible— title, age, education, motivations, etc.

Examples: your boss, industry peers, clients, press.



# Q4.

**Identify channels each persona uses to gather information or opinions.**

Channels can be online (e.g., LinkedIn), published works (e.g., industry magazines), in-person encounters (e.g., referrals, networking groups), etc.





# Q5.

**List experiences or qualities you need to achieve each goal.**

What is important or meaningful to each of your buyer personas?

Examples: years of experience, job title, Instagram followers, education, reviews





# You're Ready to Launch Your Personal Brand

Use details from 'Brand Interview' to create your personal brand strategy.



# Brand Strategy Steps



Tell Your  
Story

Make Your  
Impression

Attract  
Attention

Provide  
Value



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# Tell Your Story

Your story should speak directly to your buyer personas (Q3) so they understand who you are, what you do, and what's important to you. Incorporate experiences and qualities that they value (Q5).

- **Create an impactful tag line.** Be memorable, clever, and/or humorous. This should be written in the 1<sup>st</sup> person.
- **Write your professional bio.** Include your unique achievements and experiences (Q1). This should be written in the 3<sup>rd</sup> person. Be ready to update as you start to achieve your goals.
- **Collect public reviews.** Let others write your story, too. Acquire online recommendations, press features, and engagement on your profiles from managers, colleagues, friends, and influencers.



# Tell Your Story

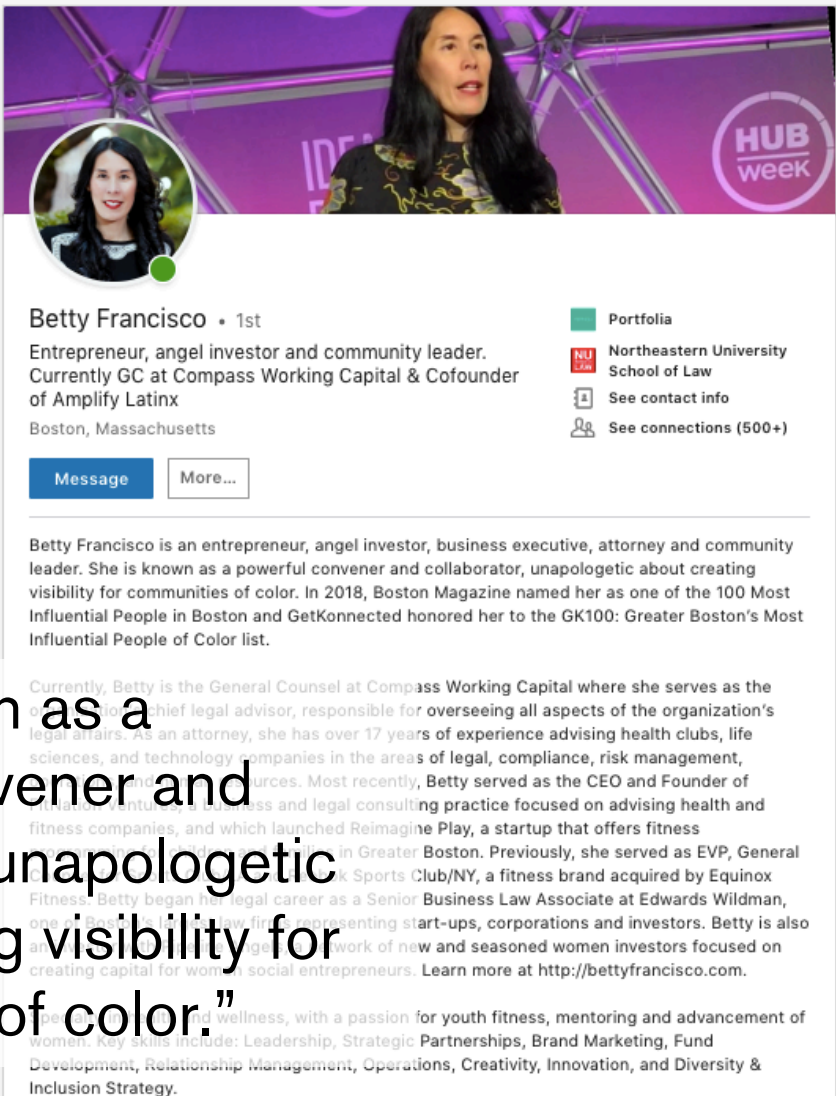


**isa watson**  
@isadwatson

founder, ceo @withyoursquad. people always talk about community, but i actually build them. MIT, Cornell and HU grad. pianist. classic INTJ. 🇺🇸 🇩🇪

“...people always talk about community, but I actually build them.”

“She is known as a powerful convener and collaborator, unapologetic about creating visibility for communities of color.”



**Betty Francisco** • 1st

Entrepreneur, angel investor and community leader.  
Currently GC at Compass Working Capital & Cofounder of Amplify Latinx  
Boston, Massachusetts

- Portfolia
- Northeastern University School of Law
- See contact info
- See connections (500+)

Message More...

Betty Francisco is an entrepreneur, angel investor, business executive, attorney and community leader. She is known as a powerful convener and collaborator, unapologetic about creating visibility for communities of color. In 2018, Boston Magazine named her as one of the 100 Most Influential People in Boston and GetKonnected honored her to the GK100: Greater Boston's Most Influential People of Color list.

Currently, Betty is the General Counsel at Compass Working Capital where she serves as the chief legal advisor, responsible for overseeing all aspects of the organization's legal affairs. As an attorney, she has over 17 years of experience advising health clubs, life sciences, and technology companies in the areas of legal, compliance, risk management, and business and legal consulting practice focused on advising health and fitness companies, and which launched Reimagine Play, a startup that offers fitness classes in Greater Boston. Previously, she served as EVP, General Counsel at Equinox Sports Club/NY, a fitness brand acquired by Equinox Fitness. Betty began her legal career as a Senior Business Law Associate at Edwards Wildman, one of Boston's largest law firms representing start-ups, corporations and investors. Betty is also an active member of a network of new and seasoned women investors focused on creating capital for women social entrepreneurs. Learn more at <http://bettyfrancisco.com>.

...and wellness, with a passion for youth fitness, mentoring and advancement of women. Key skills include: Leadership, Strategic Partnerships, Brand Marketing, Fund Development, Relationship Management, Operations, Creativity, Innovation, and Diversity & Inclusion Strategy.

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# Make Your Impression

Join organizations and networks where your buyer personas (Q3) are active. Create professional accounts on channels (Q4) where your personas will find you. Be distinctive to stand out from the crowd.

- **Invest in your imagery.** Acquire a professional photo for your profiles. Create a distinctive business card, website, and/or logo.
- **Be consistent in messaging.** Update profile descriptions and public bios with your story. Make small adjustments based on which persona(s) are active on each channel.
- **Remove distractions.** Make private or remove accounts that do not align with your goals.





# Make Your Impression

Twitter

Binja  
@AfricanCocktail  
Africancocktail | Afropolitan | @Northeastern Double Husky 🐶 | Insta: @Africancocktail | Platform 📺 | Sapeuse | Writer  
Boston, MA  
africancocktail.com

Tweets	Following	Followers	Likes	Lists
6,479	1,395	1,830	14.8K	23

Tweets Tweets & replies Media

Binja Retweeted  
Northeastern Alumni @AlumniNU · 14h  
#Northeastern alumni Aashray Thatai and Ashish Gurnani cc to wear in New Delhi, so they co-founded PostFold. #NUEx; bit.ly/2EkK6

Instagram

africancocktail Follow

1,101 posts 9,212 followers 6,229 following

Binja | The Africancocktail  
👉: A generally overdressed #sapeuse in Boston  
✈️: An #Afropolitan perpetually catching flights  
🍷: A non alcoholic #Africancocktail  
📺: A platform  
africancocktail.com/fitness-roundup-february

Pinterest

Africancocktail  
18.7k monthly viewers

Boston, MA  
www.africancocktail.com

A Boston Based In African Blogger: B

Africancocktail

HOME STYLE TRAVEL LIFESTYLE VISA LIFE ABOUT CONTACT

TRAVEL

- ADVICE: YOU ARE EITHER FOR ME OR FOR MY PRAYER LIST ... BOSTON
- ADVICE: SETTING 2019 INTENTIONS BOSTON
- FITNESS: FITNESS ROUNDUP: FEBRUARY BOSTON
- ACTIVEWEAR: BEST ATHLEISURE WEAR FOR THE CURVY GIRL BOSTON
- STYLE: I AM 'THAT' GIRL ... HOW DRESSING UP BUILT MY CONFIDENCE BOSTON



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# Attract Attention

Actively participate on channels (Q4) where your buyer personas (Q3) are engaged and influenced. Draw positive attention to your profile and provide a reason to connect.

- **Find relevant conversations.** Follow hashtags on social media related to your industry or goals. Attend gatherings and events—use event hashtags, tag organizers and other participants.
- **Authentically Engage.** Like, share and comment on content your personas share. Your engagements should reflect your brand.
- **Be timely with a follow-up.** Connect on LinkedIn or follow on social media while they still remember you. Provide a way they can access additional information about you after the encounter.



# Attract Attention

## Women's Co-Working Space

**Sarah Lord**  
February 27 at 4:17 PM

Hey ladies!

Introducing myself here for any newbies that might not know about [Top Knots CoWorking](#)

Top Knots CoWorking is a women's centric co-working space located in Newburyport, MA and Dover, NH that was founded by myself and my bestie [Callie](#) 🥰🥰

Top Knots CoWorking specializes in offering both shared office space as well as private office space. Amenities include wifi, coffee, tea and water. Newburyport location offers a full kitchen. Networking opportunities include member directory, social media posts, email newsletter as well as access to private events and workshops.

Feel free to send us a PM/email or submit your email on our site for our monthly newsletter at [www.topknotscoworking.com](http://www.topknotscoworking.com)



**Erica Weinstein**  
Owner and Event Planner @ Erica Paige Event



**Erica Weinstein** · 1st  
Owner and Event Planner @ Erica Paige

JAN 10



**Rani Wise** · 11:36 AM

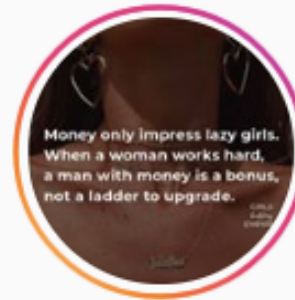
Great meeting you briefly at Jay & Debbie's wedding. Would love to grab coffee and learn more about your company. Feel free to email me at [rani@raniwise.com](mailto:rani@raniwise.com) when you have a free moment!)

Erica Weinstein is now a connection.



Add a message when connecting on LinkedIn

Follow Hashtags on Instagram



[#womeninbusiness](#)

6,545,116 posts



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# Provide Value

Offer something your buyer personas (Q3) need so they find you helpful and knowledgeable. Share content specifically on the channels (Q4) where they gather information and opinions.

- **Share your expertise.** Publish original content e.g., blogs, videos, eBooks, articles, podcasts. Ask for input from your buyer personas so they feel invested in the success of your content.
- **Engage thoughtfully.** Share your insights and comments on content shared by your buyer personas to spark conversation with the author and their network.
- **Connect your network.** Make introductions and host events to bring your network together. They usually return the favor!



# Provide Value

Our Post



Her Post



## FEATURES

### Chalk It Up To Untapped Talent: How Boston's Joan Aylward Went From A Server To Certified ChalkBos

Tara McCollum

"I winged it the whole way," said Joan Aylward, a chalkboard artist better known throughout Boston, as ChalkBos. "I had no choice but to dive head first into..."



# See if it's working and adjust...



- Google yourself. Are the top results what you want?
- Be honest about your time in order to prioritize.
- Redefine yourself and goals whenever necessary.





# Questions

Download these slides at [raniwise.com/jrleaguelondon](https://raniwise.com/jrleaguelondon)



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@raniwiseco

