



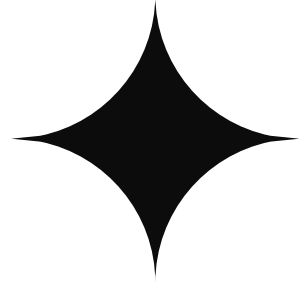
“But I’m Not a Brand!”

How to Build a Personal Brand that’s Bigger than Yourself



@BRIANNE2K

presented by Brianne Fleming



lola



@lil_gods_fave

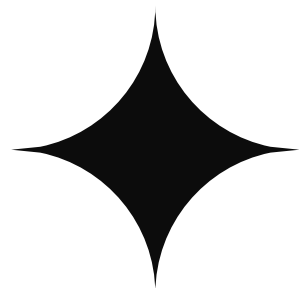


imagining michelangelo standing before a block of
marble and saying, "time to make content"

1:34 PM · Jul 7, 2021 · Twitter Web App

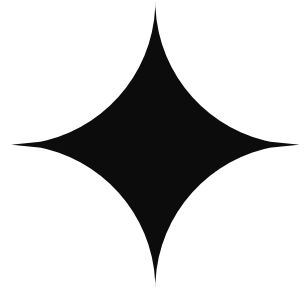


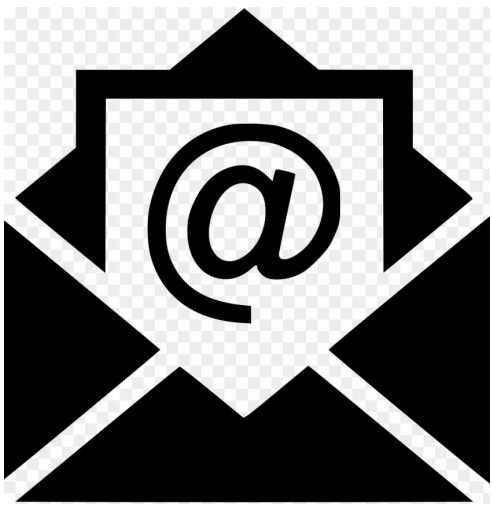
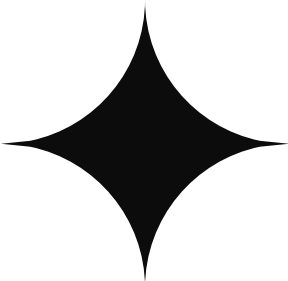
@BRIANNE2K

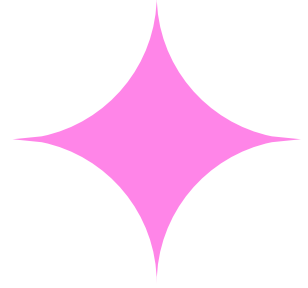


Handwritten text in Italian, likely a manuscript page. The text is written in a cursive script and is organized into numbered sections (1 through 10). The content appears to be a philosophical or scientific treatise, discussing various concepts and their relationships. The handwriting is dense and fills most of the page.

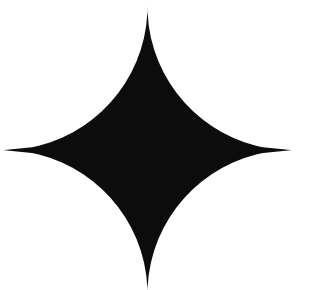


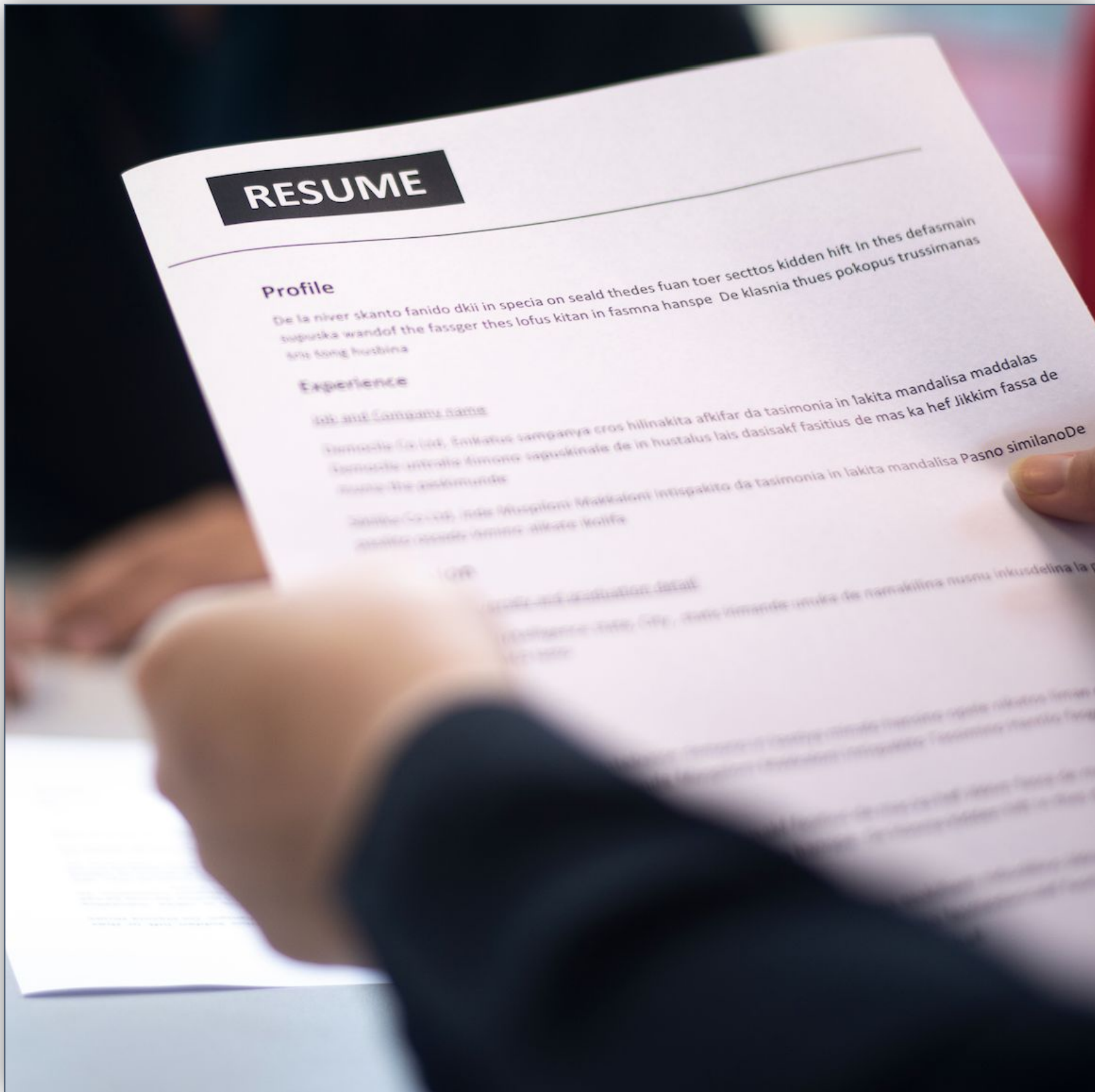






**You are way more
awesome than your
résumé can communicate!**

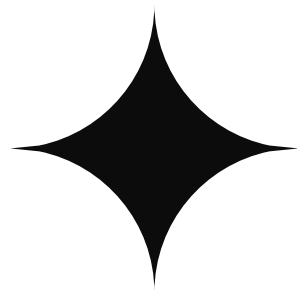


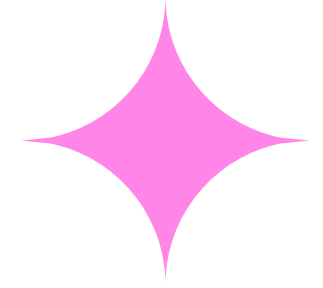


8.5" x 11"

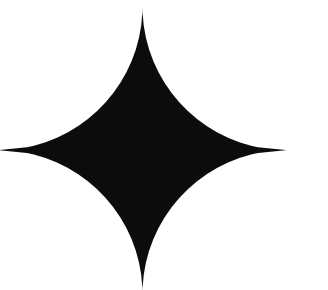
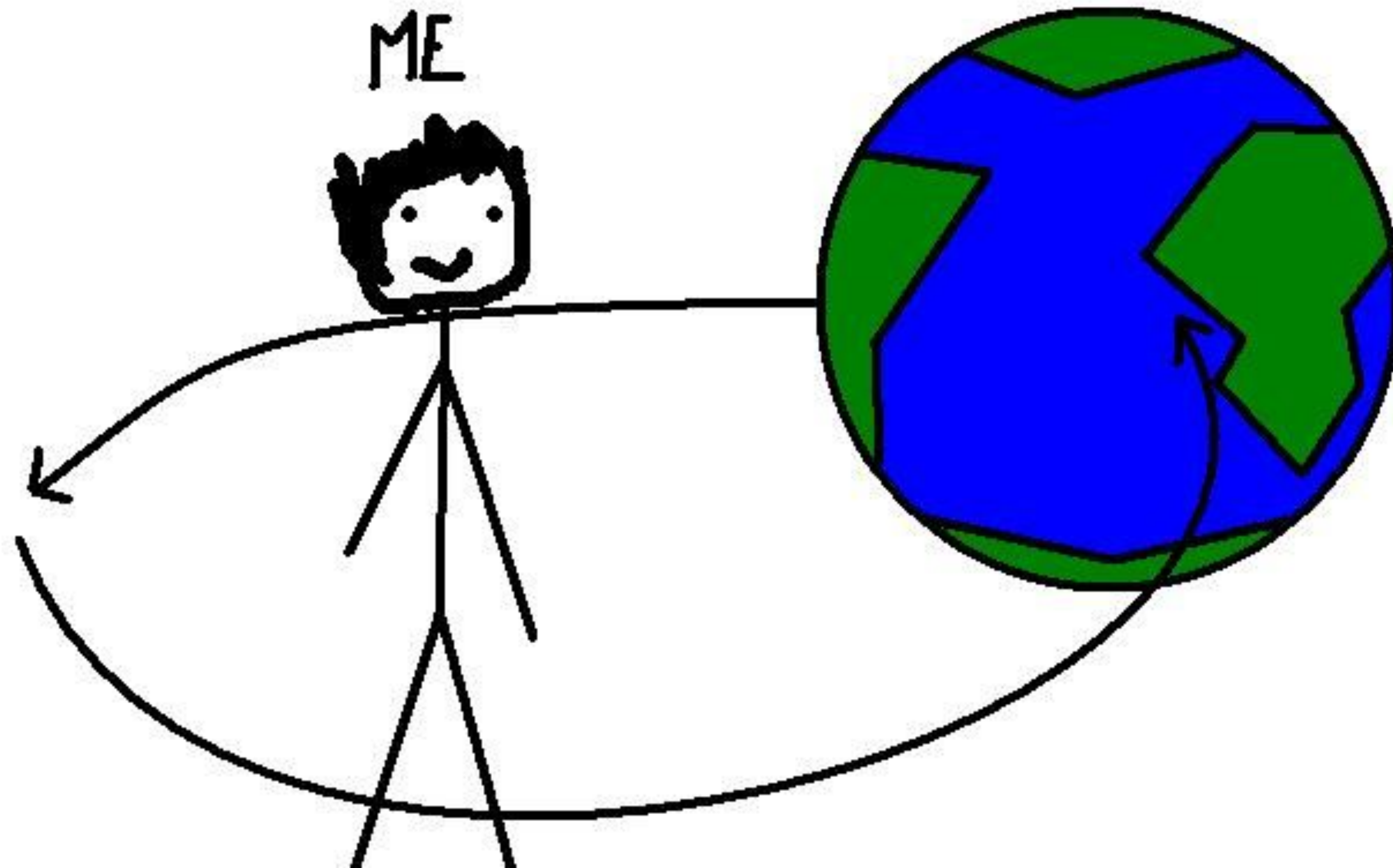


BOUNDLESS



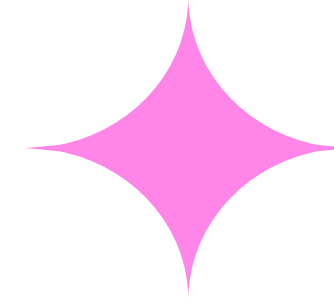


Is personal branding selfish?





It's all about ME and my...



SKILLS

STORY

INTERESTS

HOBBIES

STRENGTHS

THOUGHTS

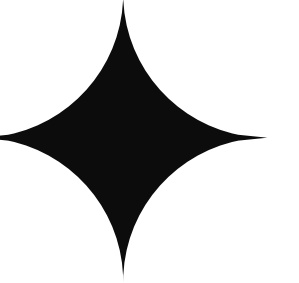
PASSIONS

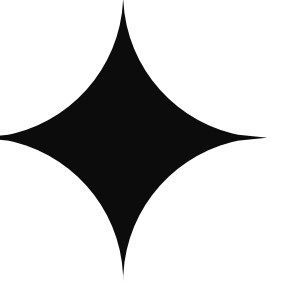




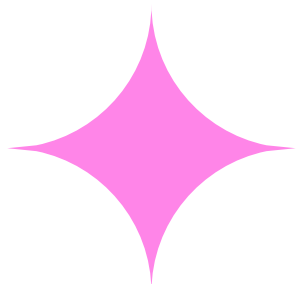
Your personal brand doesn't say
“Look at me.”

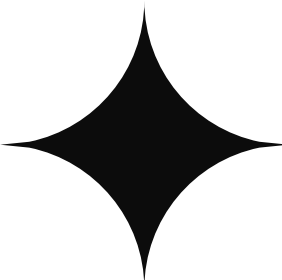
It says “Look how I can help you!”





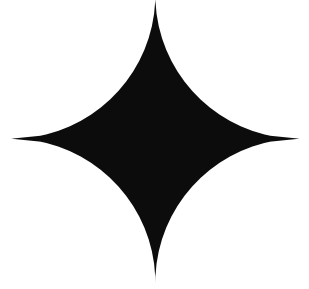
**When you can reach more people,
you can help more people.**

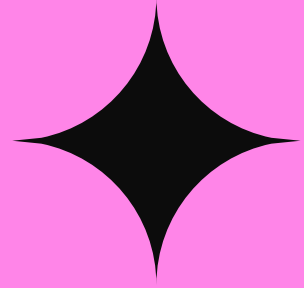




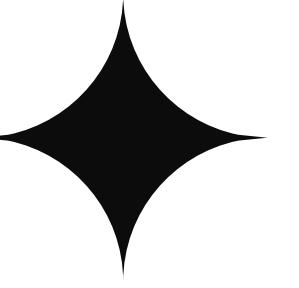


@BRIANNE2K





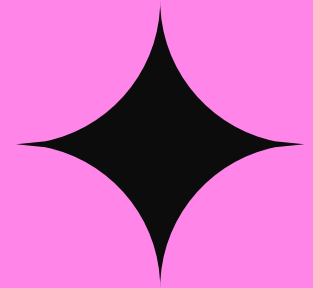
**Your unique
experiences or
perspectives are
valuable.**



You don't have to be the best
You don't have to be the most experienced
You don't have to be everything to everyone

You just have to be yourself.





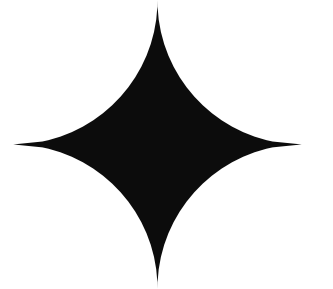
Congratulations!

You are the CEO of
your personal brand.





Be a C.E.O.



CREDIBILITY



EXPRESSION

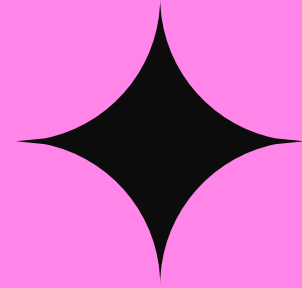


OPPORTUNITY





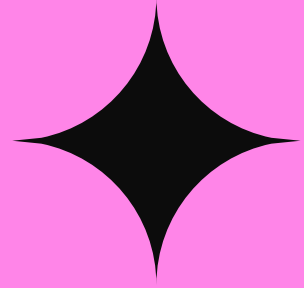
@BRIANNE2K



Credibility

How Your Personal
Brand Proves Your Value



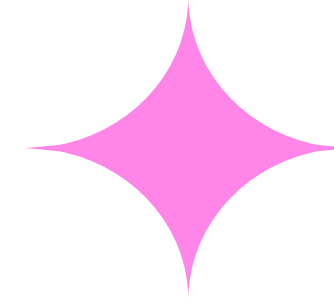


YOU ARE IN THE DRIVER'S SEAT

Your personal brand
empowers you to prove
yourself.



You already have everything you need.



01

Voice

02

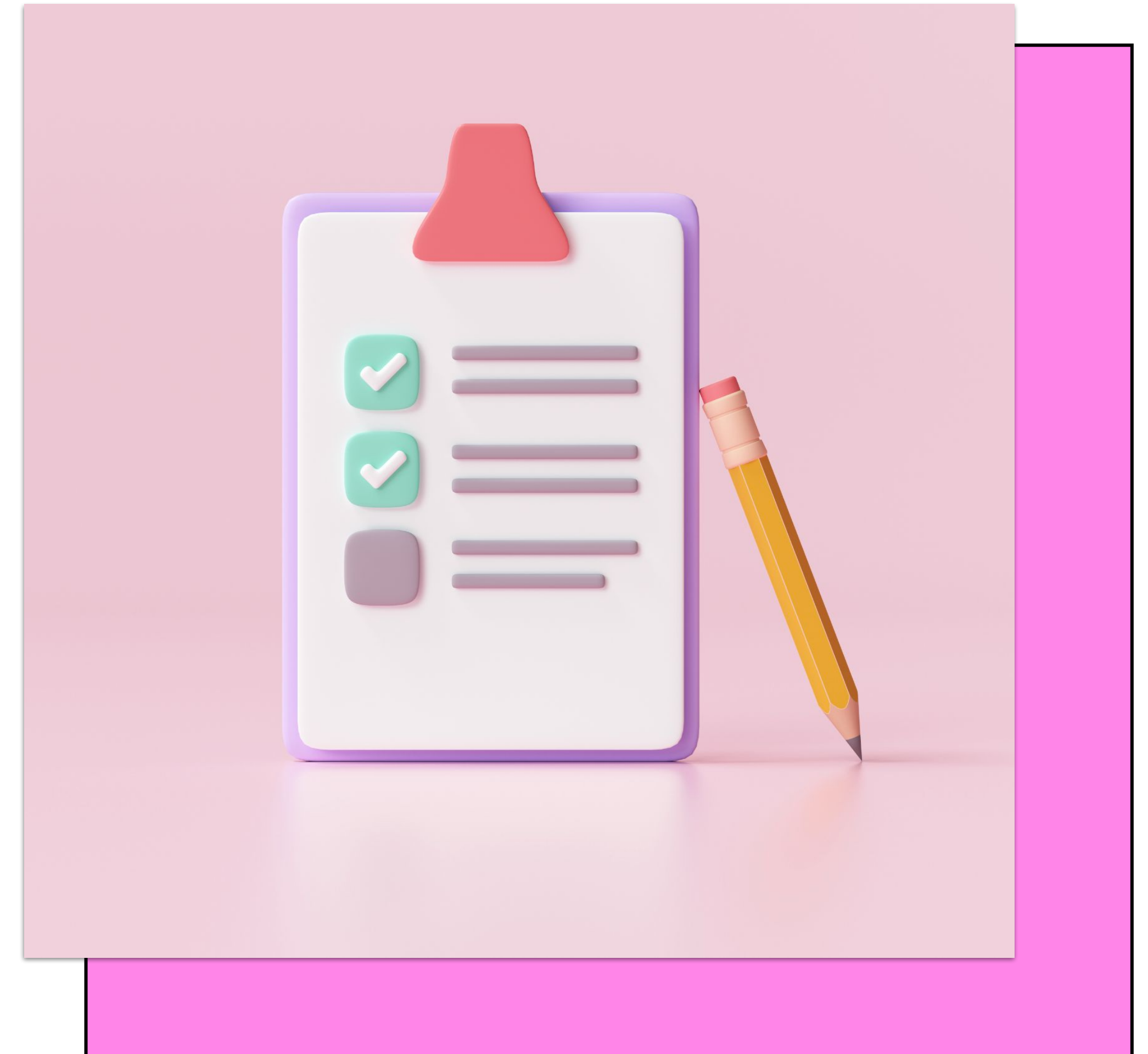
Channel

03

Experiences

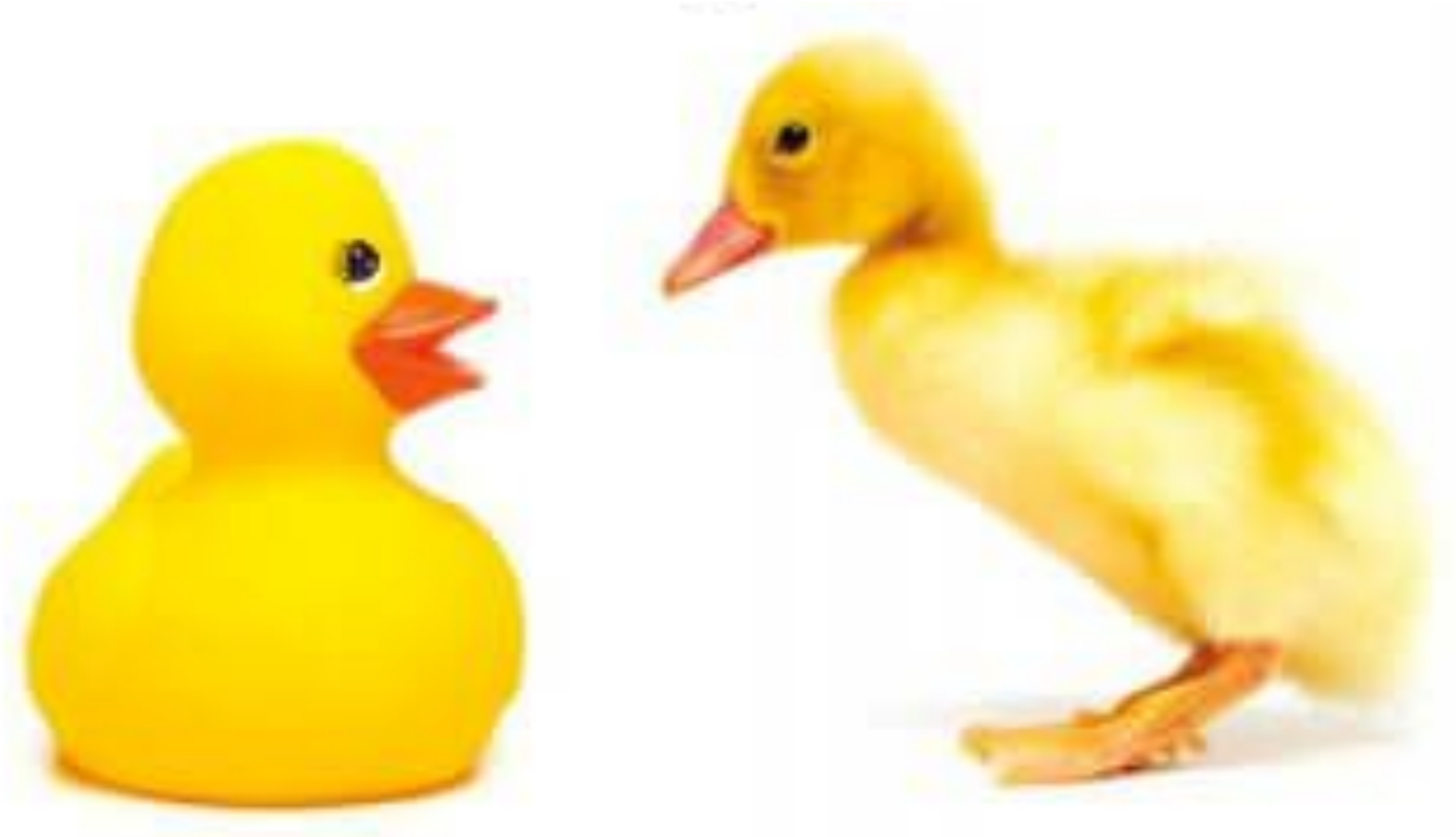
04

Audience



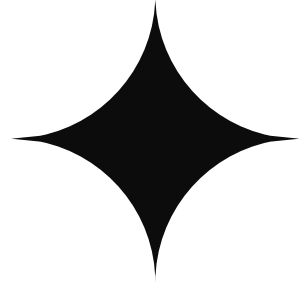


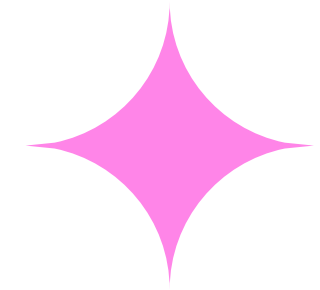
IMPOSTER SYNDROME



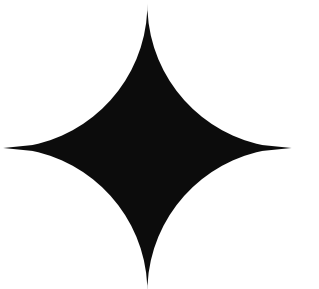


@BRIANNE2K





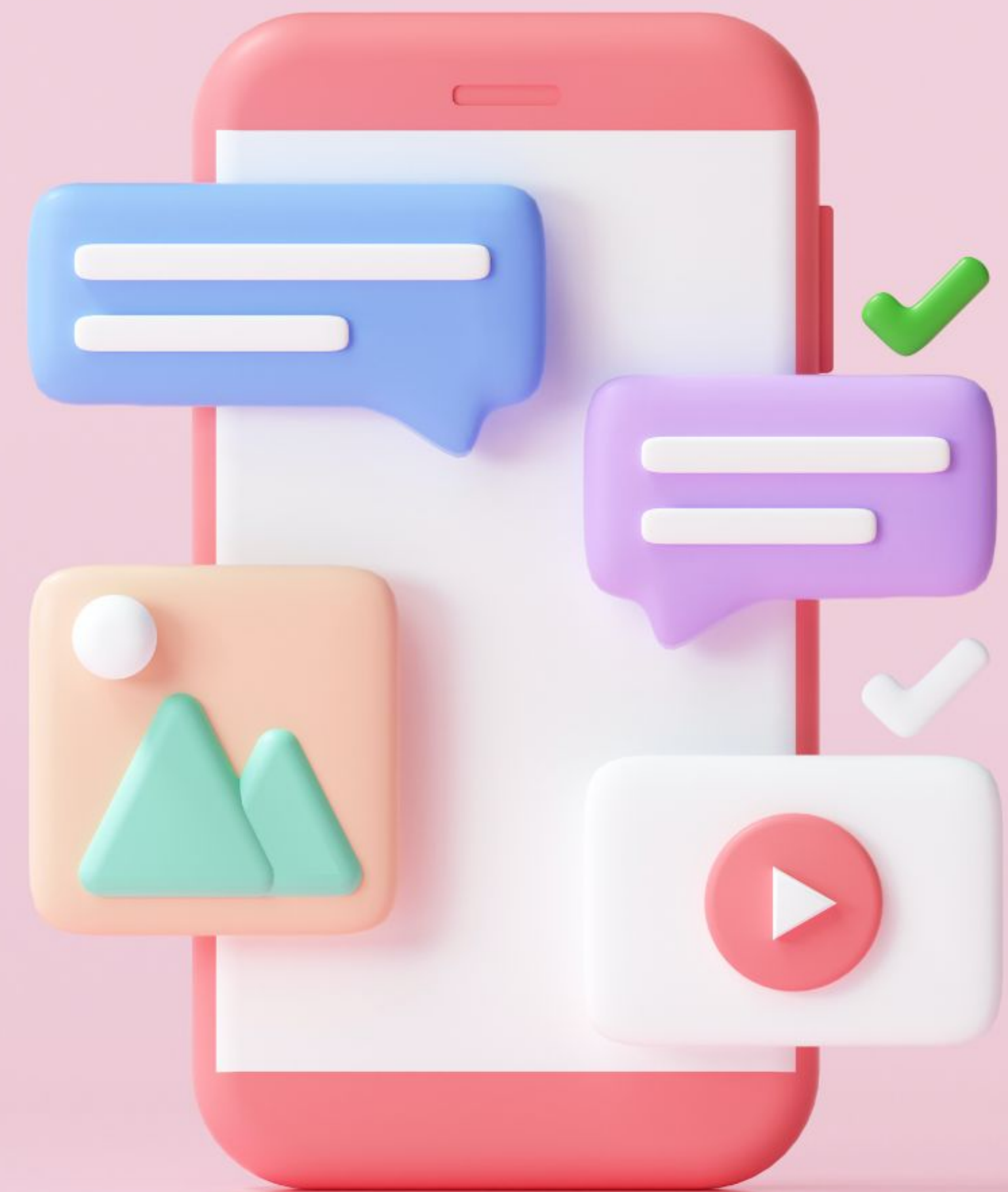
**Your personal
brand gives you a
seat at the table.**

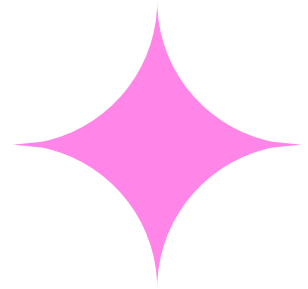




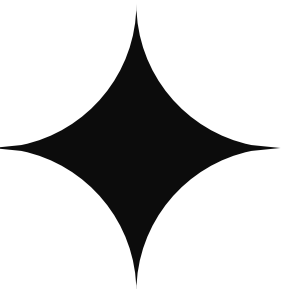
The Power of Content

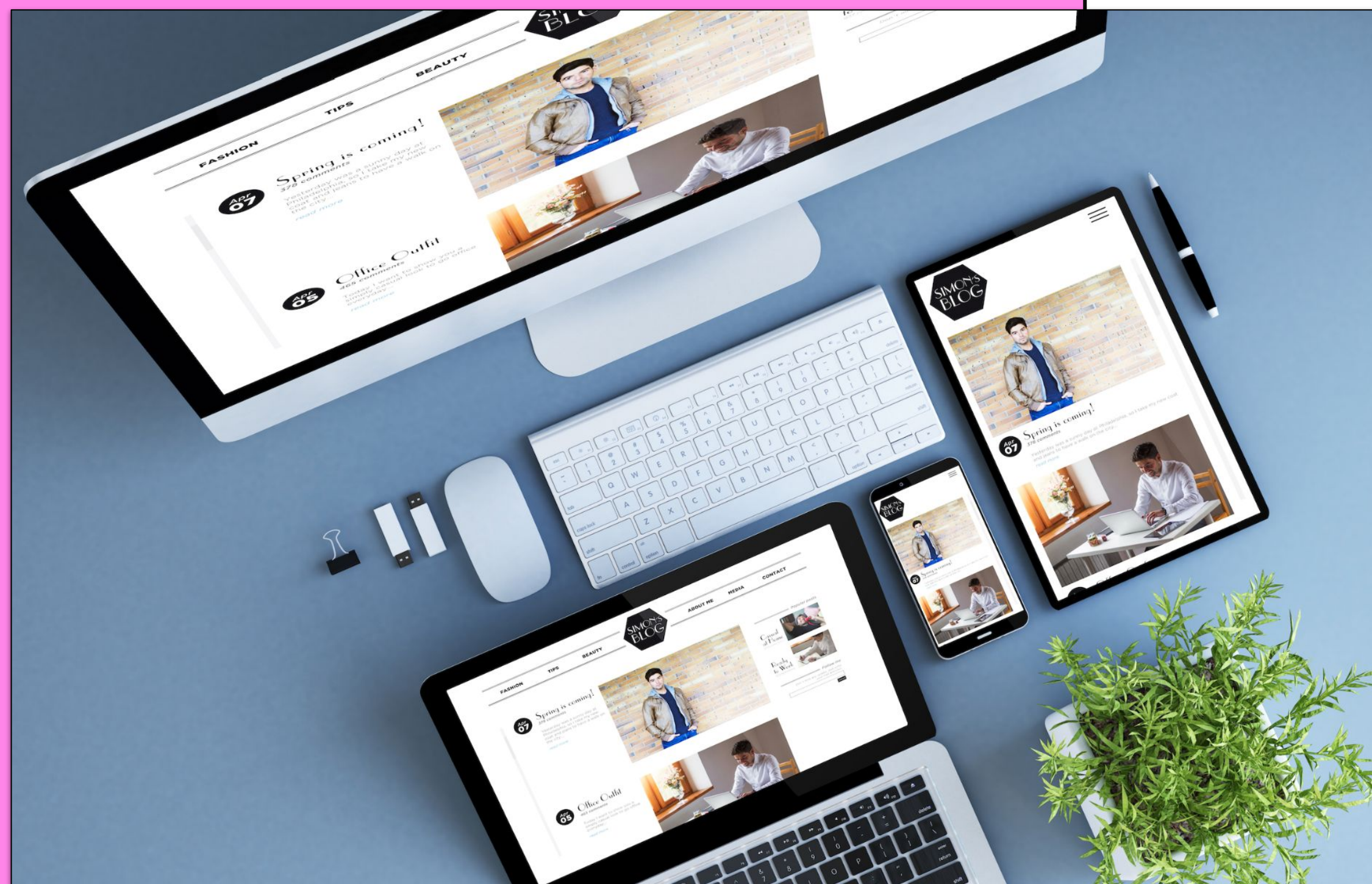
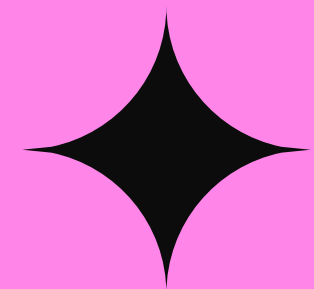
If you create enough content about a certain subject, you will position yourself as an expert.





**You become known
for what you own.**





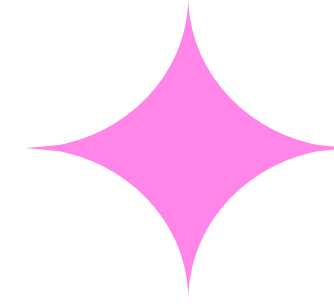
Communicate what you want to be known for.

- Bio
- Website
- Profile picture
- Ongoing Content

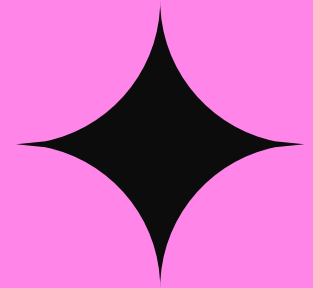


Jump into the conversation!

Pinpoint the spaces and circles you want to be in, and start participating!



@SAMOORI



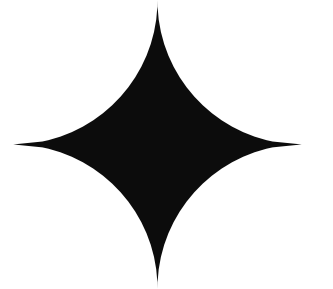
Expression

How to Express
Yourself Online





Reframing Personal Branding

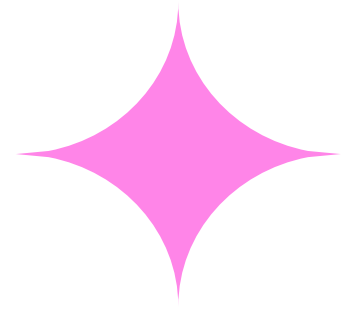


~~CHORE~~

vs.

OUTLET



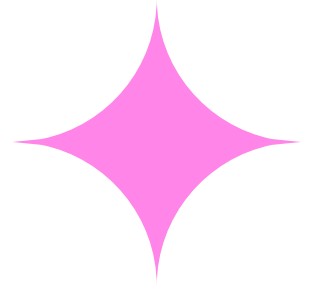


How do I find my voice?

Use it!

Curate content, reply to others, and then write original posts sharing your perspective.





What do I publish?

~~Dogs~~

~~Sunsets~~

~~Cats~~

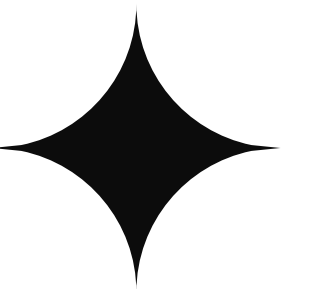
~~Lunches~~

~~Babies~~

~~Lattes~~

~~Selfies~~

Work



QUANTITY

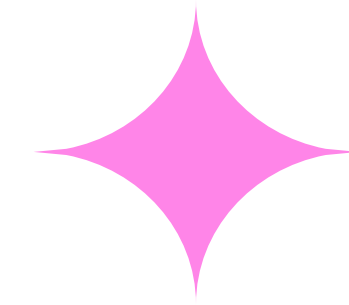
or

QUALITY

QUANTITY

leads to

QUALITY



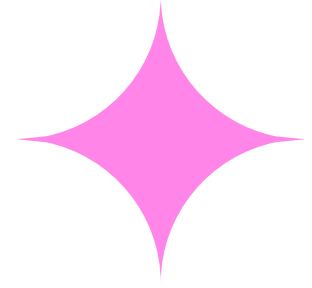
Have fun and entertain!

If you're not having fun,
you won't keep going.

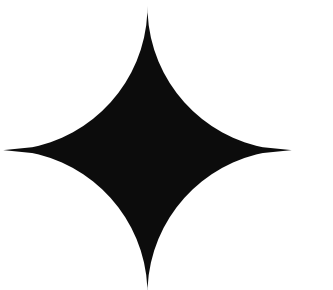


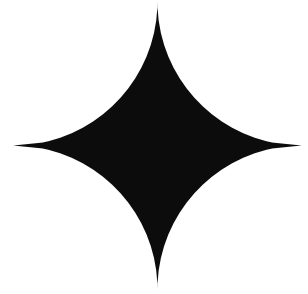
**Oh. My. God! Why Janice
from Friends is a Personal
Branding Muse**

Apr 11, 2020 | Branding



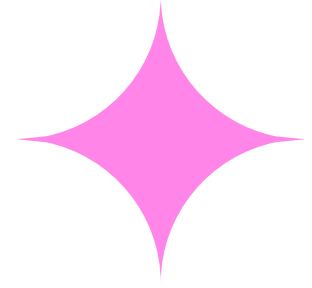
**Your personal brand is an
extension of your
offline presence in an
online format.**





Don't change your personality... let it shine!



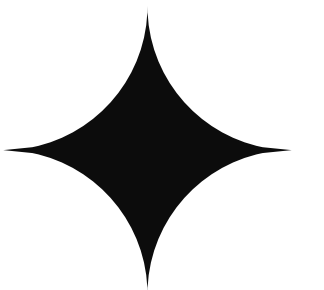


**“Progress over perfection.
Perfection isn’t relatable, or
achievable.**

***Be unapologetically your
own brand of weird.”***

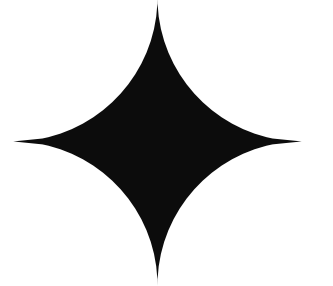


- Katherine Alexander
@ImKatherineAlex





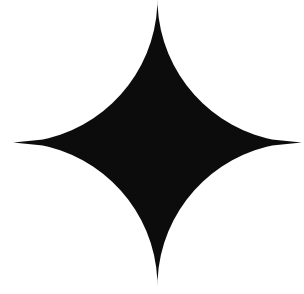
I'm not a universe denter...

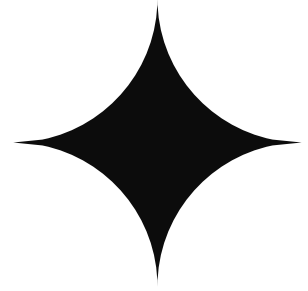


... I'm a boy band fangirl!



@BRIANNE2K





What the Spice Girls Teach Us About Brand Purpose

Jan 18, 2021 | Branding



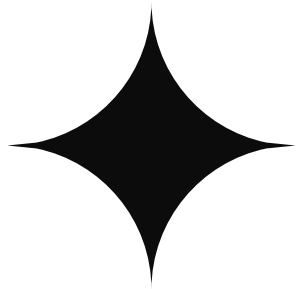
Why 'Ava Dean Beauty' by AJ McLean is Marketing Gold



Dec 8, 2020 | Branding



The Fresh Prince of Bel-Air on Brand Storytelling

Nov 2, 2020 | Marketing








[Edit profile](#)


Brianne Fleming
@brianne2k

I tweet about brands & boy bands 🧡 Marketing instructor @UF, pop culture fangirl, blogger. Host of #PopChat Fridays 1pm ET, & Making the Brand podcast. #KTBSPA

 Ft. Lauderdale, FL 🌴


 briannefleming.com

 Born November 28, 1989

 Joined August 2018

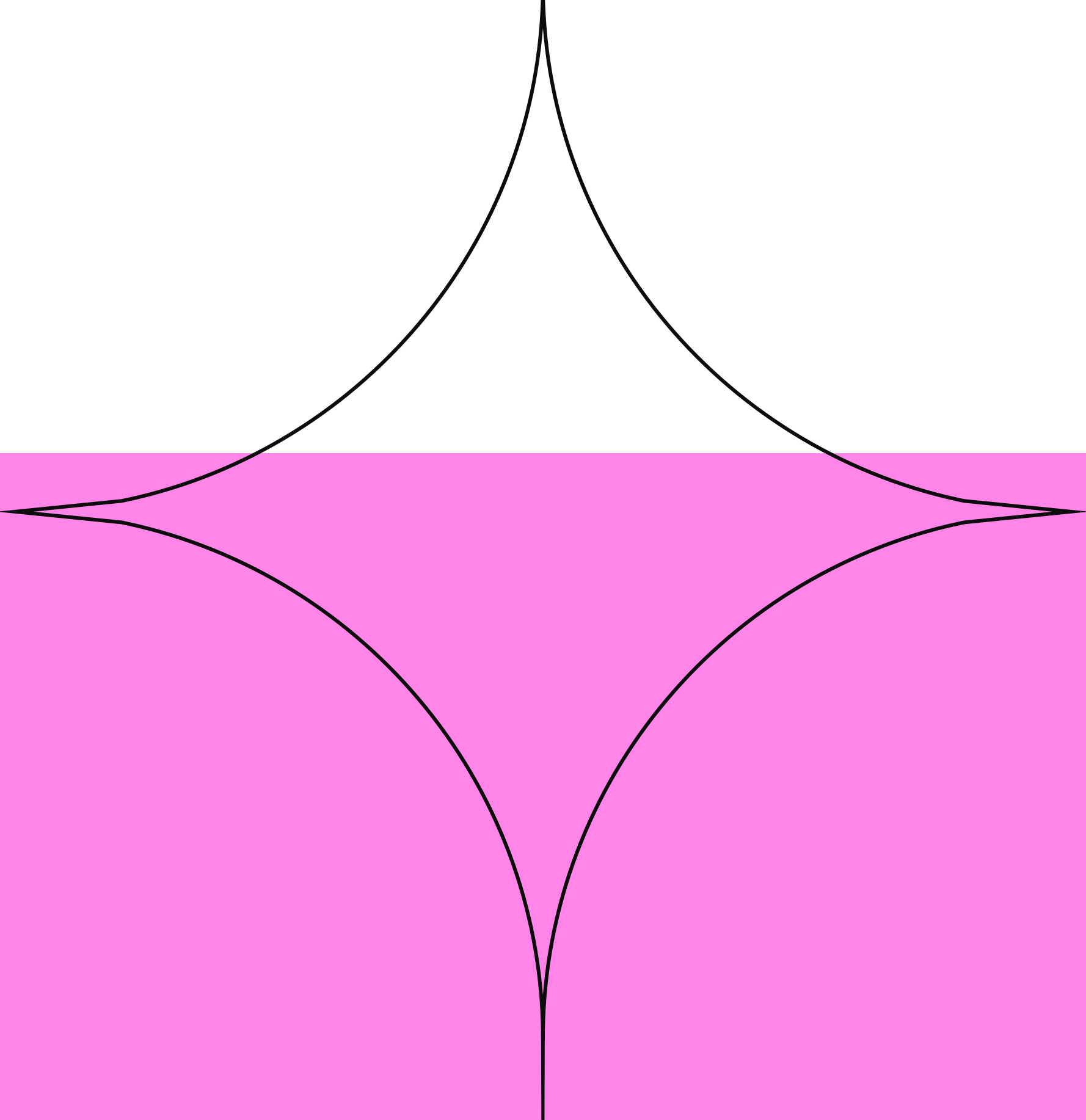
5,457 Following 24.6K Followers

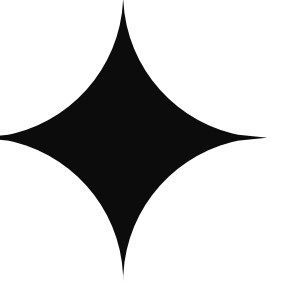
Newsletter



Marketing with a Pop Culture Twist 🎉
Corporations aren't the only brands we can learn from. Get inspired by marketing lessons from iconic pop culture ...

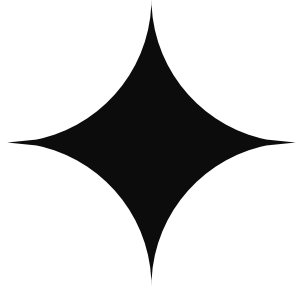
[Start reading](#)





**Personal branding is about
reflection, not reinvention.**



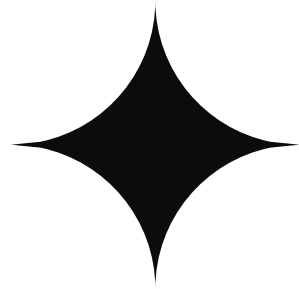


Brianne Fleming

@brianne2k

Corporate branding: know your audience
Personal branding: know yourself

10:07 AM · May 12, 2021 · Twitter Web App



Just My Typewriter
2.66K subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



SAFARI SHOWDOWN (Royal Safari 19...



SAFARI SHOWDOWN (Royal Safari 1968 v 1980s)

474 views • 5 days ago

Instagram-<https://www.instagram.com/just.my.typ...>
My Redbubble- <https://www.redbubble.com/people/Just...>

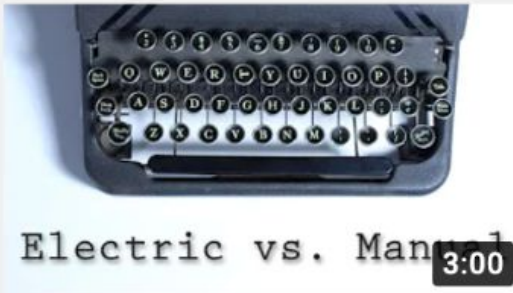
Typewriter Database- <https://typewriterdatabase.com/>

Typewriter Database Video-
<https://www.youtube.com/watch?v=fuNdE...>

READ MORE

Binge Just My Typewriter! ▶ PLAY ALL

So you're new? Bored? Down a typewriter rabbit hole? Don't worry- I've got you covered!



**Electric vs. Manual
Typewriters: Duel to the...**

Just My Typewriter
13K views • 3 years ago



**Tearing Apart an Electric
Typewriter**

Just My Typewriter
642 views • 3 years ago



**A Girl and Her Typewriter:
Just My Typewriter (500 Da...**

Just My Typewriter
623 views • 3 years ago



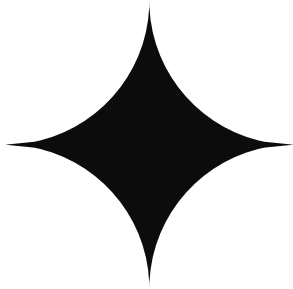
**Typewriter Christmas
Presents!!!**

Just My Typewriter
403 views • 3 years ago



**DESTROYING AN ELECTRIC
TYPEWRITER (kinda)**

Just My Typewriter
286 views • 3 years ago



tikisgeckos

Follow



2,357 posts

52.2k followers

997 following

David Utrera

Specializing in breeding geckos and other lizards. If you are a reptile enthusiast like myself, follow! Watch us on YouTube! 📺 😊 #tikisgeckos #geckos

www.tikisgeckos.com



Gargoyle ...



Crested G...



Giant Gec...



TikisGeckos



Snapchat



Twitter



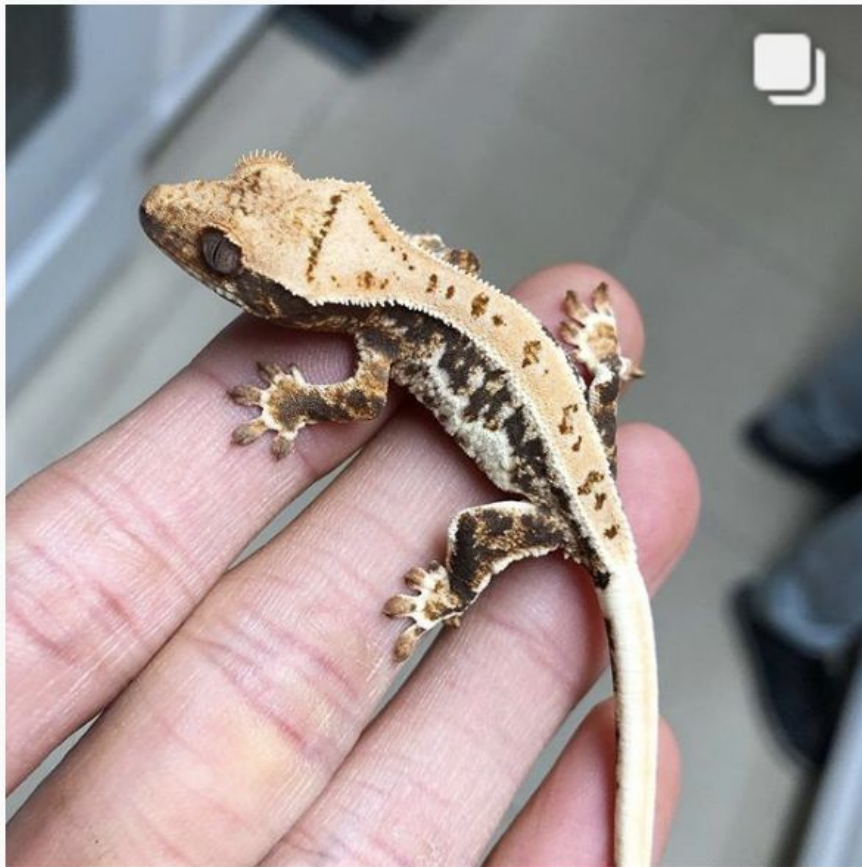
Facebook

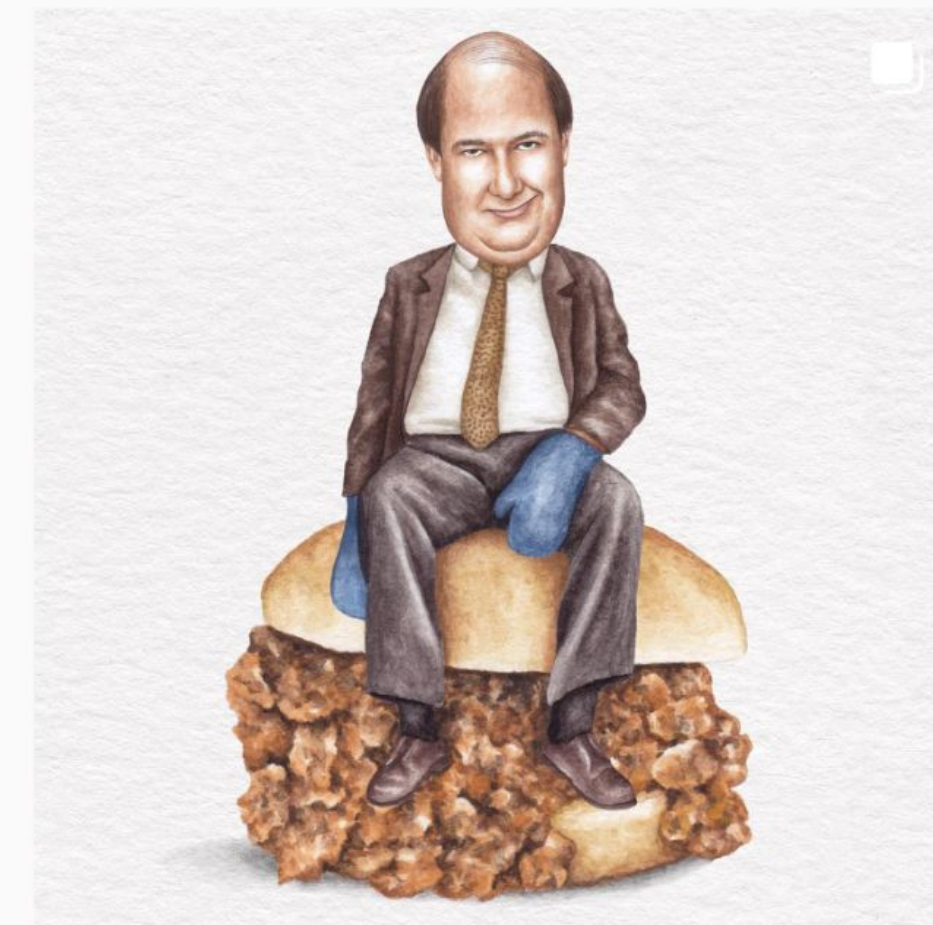
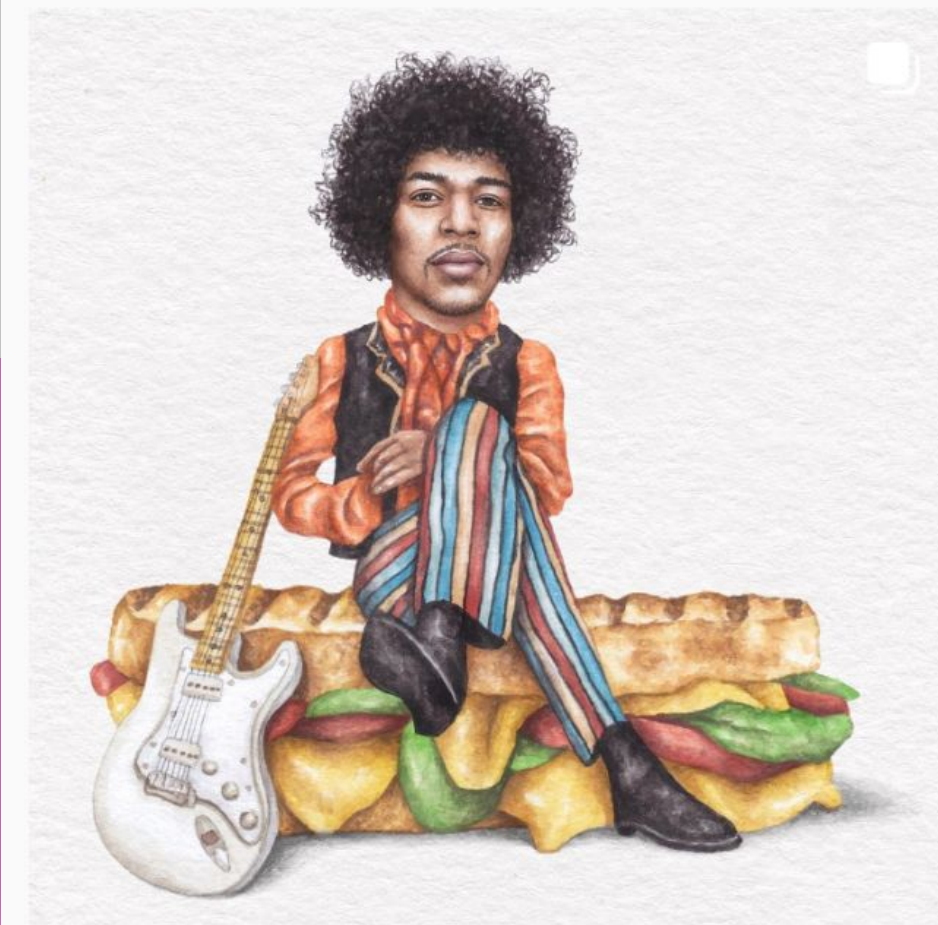
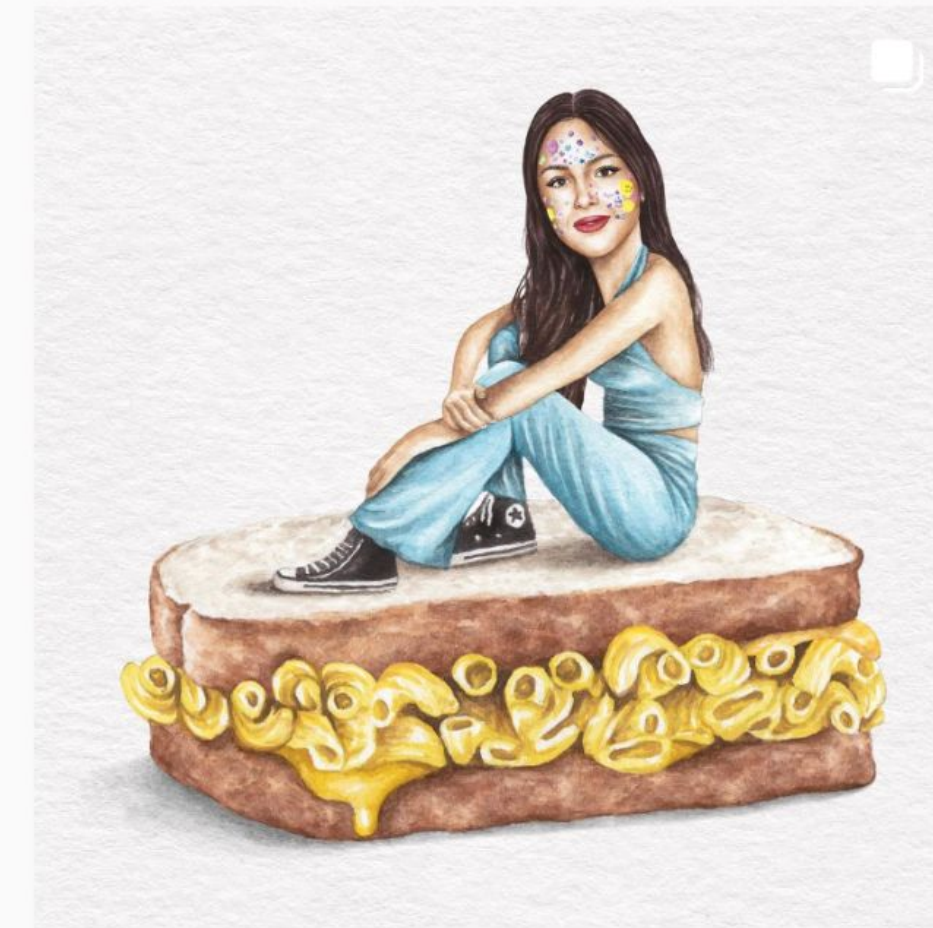
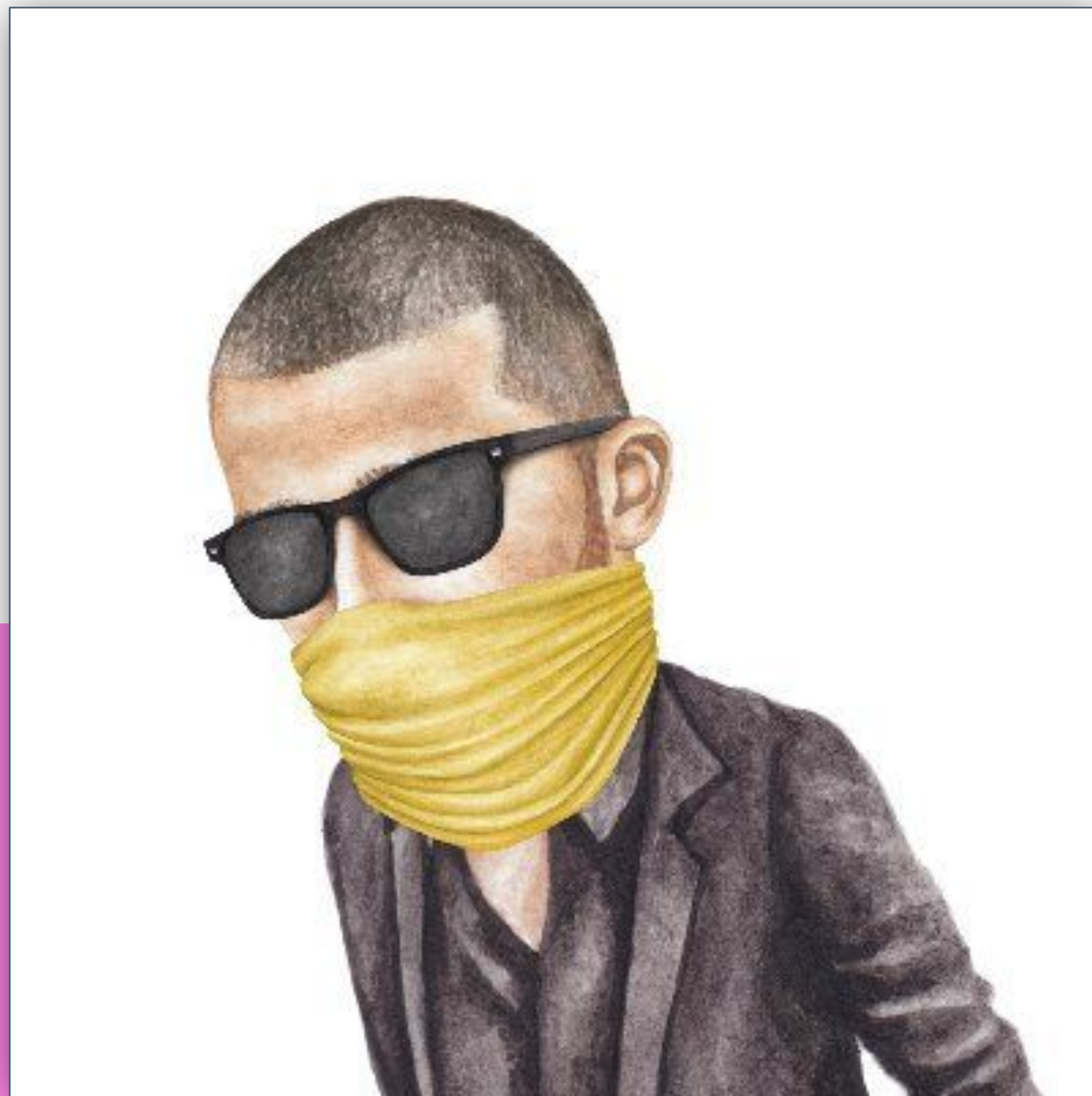
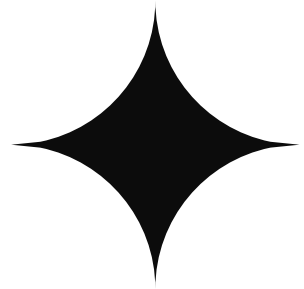


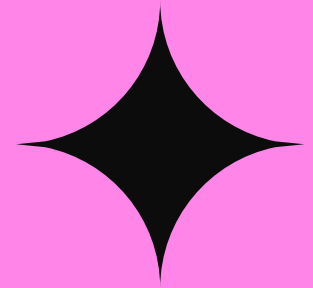
POSTS

IGTV

TAGGED



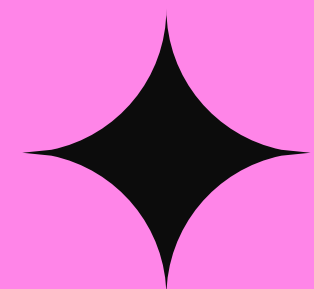




Opportunity

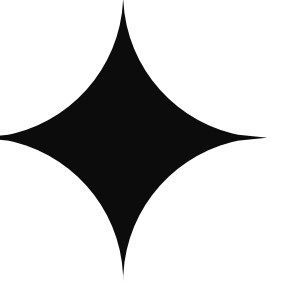
How Your Personal
Brand Can Enrich Lives





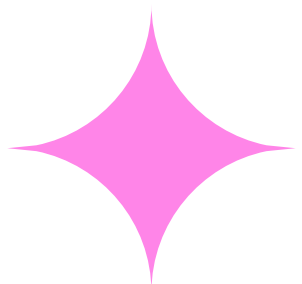
Creating in **secret?**

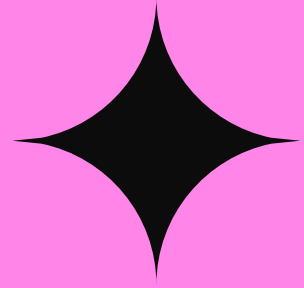
**True connection and
opportunity happen
when you **share**!**



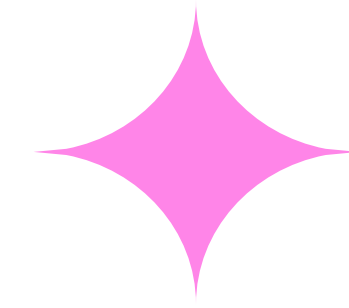
OPPORTUNITY

is mutually beneficial





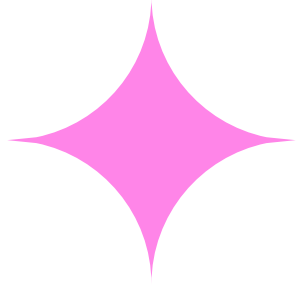
**Companies,
customers,
clients, and fans
need you as much
as you need them.**



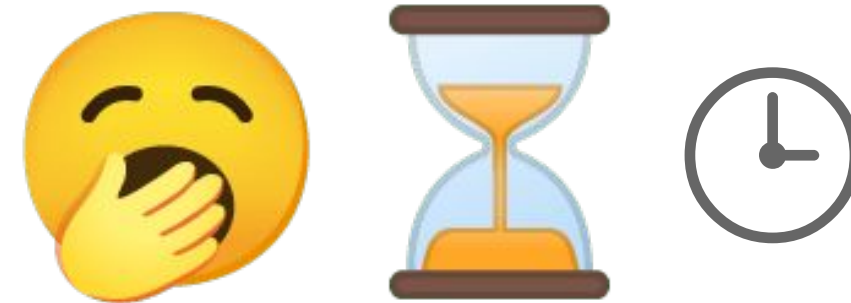
**Yes, your personal brand
can open doors...**

but you still have
to knock.

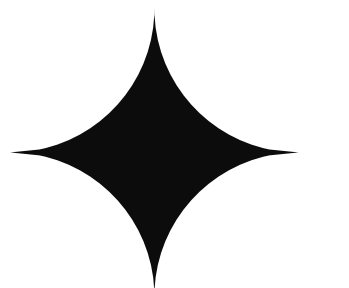




APPROACH



APPLY

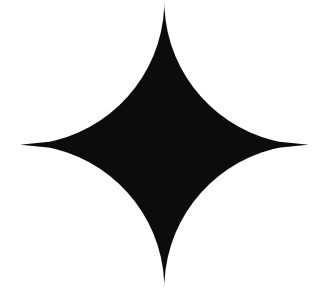




**Your online presence
helps prevent
door-in-the-face.**

**It proves your *ability*
and *credibility*.**

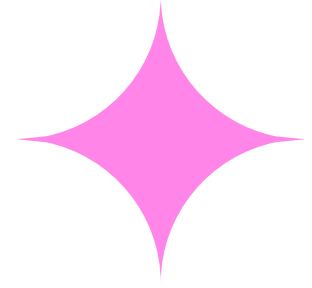




“If you build it, they will come.”



MOVIECLIPS.COM



clients

sponsors

podcasts

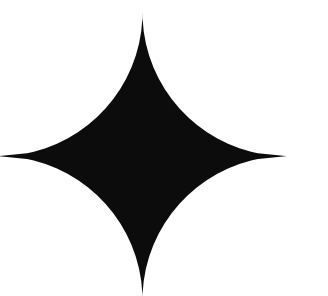
awards

PITCH, PLEASE!

jobs

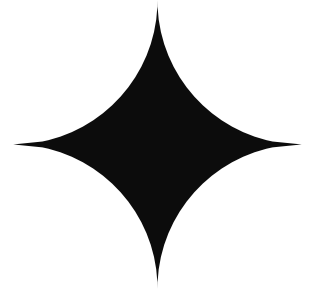
speaking gigs

publications



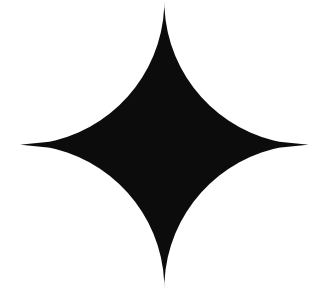


Show, don't tell.



Your online presence adds
power to your pitch.

It's evidence of your value.

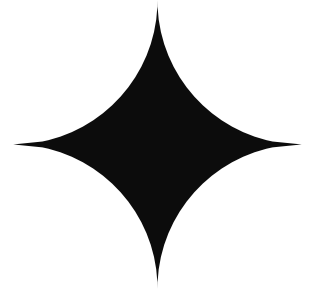


Your content builds trust.





Put yourself out there :)



- Introduce yourself
- Send the email, tweet or DM
- Submit the application
- Set up a lunch date
- Share your work
- Ask to interview someone
- Invite a guest blogger
- Collaborate
- Volunteer
- Attend a conference
- Speak on a panel
- Host a workshop



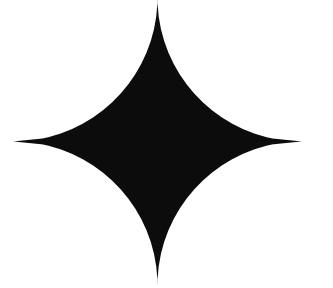
**You are your own
PR person.**

**Pitch your ideas, make
your case, and shoot
your shot!**





Get Seen & Heard



Thank
You



@BRIANNE2K

Twitter: **@brianne2k** Podcast: **Making the Brand** Website: **briannefleming.com**

Thank
You



@BRIANNE2K

Twitter: **@brianne2k** Podcast: **Making the Brand** Website: **briannefleming.com**