

dear jane Inc.

a career services
company

Build a Better You!

Discover, Communicate, and Monetize your Brand!

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dear jane inc...a career services company*

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What's Inside

- What is a Brand?
- What does your Brand say about you? What helps to create your Brand?
- Discover your worth and define your Brand.
- Communicate your key message/value.
- People buy from people. How does your personal Brand contribute to your company's bottom line?
- The Groundswell. What is it?
- Monetize your brand by using Social Media platforms
- Recommended reading to help you succeed in business.

What is a Brand?

- A Brand differentiates You from others. It influences how people feel about you, your company, your products and/or services.
- There is an emotional component to your brand. It motivates people to call you and gets them excited about who you are and what you are offering.

What does your Brand say about you? What helps to create your Brand?

- **Your Behavior, Knowledge, Communication and Personality,**
- **Your Style, Integrity, Results, and Reputation.**
- **It's the "Buzz" about you.**

Discover your worth and define your Brand

- Describe what is unique about you as a professional.
 - Industry expertise
 - Creative/Innovative
 - Technology Savvy/Proficient
 - Marketing through Social Media

Communicate your key message/value

- Professional Headline – Robert Mondavi, World Famous Winemaker
- Tag Line - Legendary Wines, World's Finest
- Elevator pitch – 30 seconds to 2 minutes.
Robert Mondavi, Winemaker, creates Napa Valley Wines that stand in the company of the world's finest. His passion and love of food, wine and art, creates themed events.

People buy from people. Does your personal Brand contribute to your company's bottom line?

- You are the image of your company
- Your dynamic personality, professional expertise and the discovery of your brand will give you a fresh perspective
- Your renewed energy will motivate you and propel you forward to create new business ideas, opportunities, etc.

The Groundswell. What is it?

- A social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations.
- (Excerpted from the book by Charline Li and Josh Bernoff: “groundswell, winning in a world transformed by social technologies”)

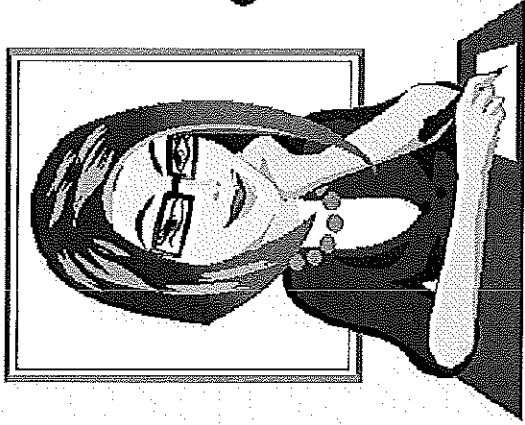
Monetize your brand by using Social Media platforms

- What social networks are you using to communicate with your new and existing clients? Or to market your products and services?
- Are you using LinkedIn, Facebook, Youtube, MySpace, Blogs and Twitter?
- Are you consistent with your messaging on each platform? Is your content appropriate?
- Privacy settings? Who and what are you sharing with the public?

Reading List

- groundswell, winning in a world transformed by social technologies by Charline Li and Josh Bernoff
- Brag: The Art of Tooting Your Own Horn without Blowing It by Peggy Klaus
- The World is Flat by Thomas Friedman

For more information:



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