



Personal Branding

Minnesota PRSA

May 14, 2020



1968

*I had no idea how illuminating and transformative
that year would be for me*



BUSINESS MEETING

Circa 1969

*My mother always said,
"Think before your speak, Rose."*





THE QUESTIONS ARE
the answers

~



YOU
*are the most valuable, rewarding
and long-lasting brand*

~



PROCESS, *yes, because*

~



INTAKE, WORKSHOP, INTERVIEWS,
COMPETITIVE ANALYSIS



BRAND PLATFORM
& CREATIVE BRIEF

KEY MESSAGING MATRIX

RECOMMENDATIONS FOR BRAND
EVOLUTION & ROLL OUT



WHO IS YOUR
marketing department?
your agency?

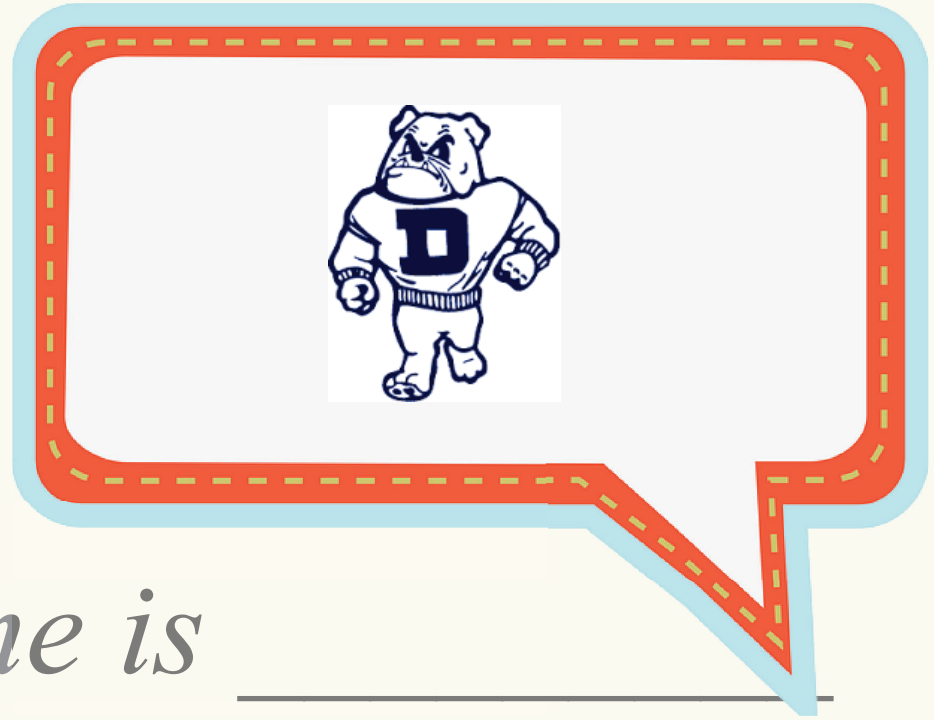
~



PERSONAL BRANDING:

3 simple steps

~



hello, my name is _____



1:
define
~



1: *define* ~

- Core Values
+ Differentiators

- *Approach*
- *Character*
- *Experience*
- *Skills*
- *Style*

- Use adjectives, adverbs

- Back it up with examples and anecdotes

- Inputs & Feedback

- *Performance reviews*
- *LORs, LinkedIn recommendations*
- *Assessments*
 - *Myers Briggs, DISC, StrengthsFinder2.0, Strengths-based Leadership, etc.*
- *Career profiles and job descriptions*



1: *define* ~

- What are three words or phrases that describe Rose McKinney?
- I can count on Rose McKinney to:

- Professional Connection, Personal Connection or Other?

●○○○○ AT&T 8:35 AM 96%

SurveyMonkey Inc.

Collect Responses → [Analyze Results](#)

RESPONDENTS: 55 of 55 [Export All](#)

Question Summaries Data Trends Individual Responses

Respondent #40

#40 COMPLETE

Collector: Social Media Post 1 (Facebook Link)
Started: Tuesday, March 28, 2017 2:52:20 PM
Last Modified: Tuesday, March 28, 2017 2:55:02 PM
Time Spent: 00:02:42
IP Address: 207.87.189.250

PAGE 1: Personal Brand Survey for Rose McKinney

Q1: What are three descriptive words or phrases that best describe Rose McKinney?

1.	Professional
2.	Well-connected
3.	Respected

Q2: I can count on Rose McKinney to:

Offer up good ideas; be responsive

Q3: Rose McKinney is a:

Professional connection



TAG CLOUD: ROSE 2011





2:
declare
~



2: *declare* ~

- Think about it:
- *Shorthand*
- *Advertising headline*
- *Tagline*
- *Twitter profile*
- And it needs to be everywhere you are and everywhere your target audience is





2: *declare* ~

BRAND STORIES

Answer Three Questions

What?

So what?

Now what?

The Trifecta

Distinct

Relevant

Consistent





2: *declare* ~





3: *deliver* ~



3: *deliver* ~

- Words, Images and Actions
- Work Your Plan
 - *Goals, Audience, Milestones, Timeline, Channels, Tactics, Evaluation, Feedback & Adjustment*
 - *Consistency drives trust and leads to confidence*
- The power and potential of your brand is up to YOU!
 - *Must be able to deliver on the promise; if not, reconsider the promise you're making*





IT WORKS

it's not just me

it's friends, neighbors, students

~



*“You can't sit around
and wait for somebody
to say who you are. You
need to write it and
paint it and do it.”*

Faith Ringgold, artist





mahalo!

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