

Personal Branding:

What people say about you &
Why Social Intelligence matters

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Cost-effective OR
reasonable

Resourceful

Strategic



LISTENS!

Innovative

Results / Solutions
Focused



Brand•ing

The process to establish a significant and differentiated presence in the market that attracts and retains loyal customers in a defined marketplace

-Robert Alotta

JMU Communications Professor

Soc•ial In•tell•i•gence

The ability to form and maintain rewarding relationships with other people

-Dictionary.com



The Future

Problem
Free

Cool!



The Best

Unique

Innovative



Family Friendly

Greatest Place
on Earth

clean & safe



Memories

A must for kids

Innovative



Per•son•al Brand•ing

The practice of marketing one's self and their career aspirations. The concept that promotes success as the result of positive self-packaging

1) Presence

2) WIFM

3) Access/ Awareness





Classy

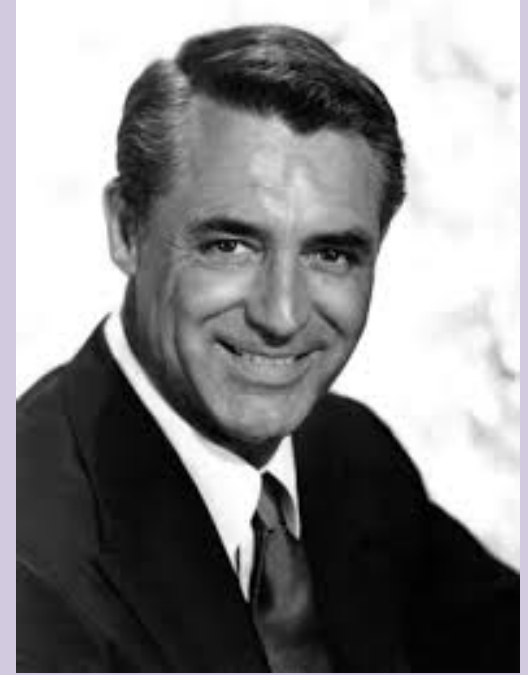
Lady

Proper

Playful

British

Gentleman



The YOU!

- How you dress
- How you GREET people
- The company you keep
- The expectations when you are present

We teach others how to treat us!

- Dr. Phil

PRESENCE



What's In it For Me!

- Are you ALWAYS asking
- What RESOURCES do you offer and WHEN
- How are you a solution/ unique
- What have your results been

WIFM



Digital Etiquette

- Devices are the tool NOT YOU!
- Set the Agenda
- Be present!
- We functioned well before them, make a choice

ultimately, it is about relationships!

- PBEJ marComm

PAUSE



Access/ Awareness

- What do I find?
- Does the what I find match the key words
- How do I keep top of mind awareness
- Know your analytics (ask)
- Whatever you do, do it well
- How do I partner

ACCESS



Comments or Questions

§ Thank You

