Personal Branding for Professional Success

Sima Dahl
Speaker, Trainer & Coach
Sway Factory, Inc.

This session is eligible for
1.5 Continuing Education Hours.

To earn these hours you must:
  1. Have your badge scanned in and out at the door
  2. Attend 90% of this presentation
  3. Fill out the online evaluation for this session

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Personal Branding for Professional Success: Leverage Every Employee’s Digital Footprint

Why Should I Care?
Get Social

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@NECAconvention
#NECA15

Sima who?

• 20-year senior corporate marketer turned Speaker, Trainer & Coaché
  • Personal Branding & Social Networking
  • Keynotes, Workshops, Group Training & Private Coaching
  • Sales Teams, Corporate Staffs, Business Owners, Independent Consultants and Executives
• Adjunct Faculty at DePaul University & Lake Forest Graduate School of Management, published author
• Clients are B2B businesses and professional services firms who care about their brandé
Agenda

- Personal Branding 101
- From Community to Conversion
- Personal Brand 🍀SEO균
- Marketing Brand You on LinkedIn
- Homework!

What Is A Brand?
Classic Marketing

Price  Product  Place  Promotion

The Social Media Revolution
Social Marketing

Community  Content  Conversation  Conversion

We Have Left The Information Age

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In The Age Of Referral, The Brand Is You

Own Your Ellipsis
Personal Brands Areé

Equal parts attributes and aspirations

- How do you want to be known?
- What type of opportunity do you wish to attract?
- Why would someone refer you?

Build Brand Champions

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“You are the Chief Marketing Officer of Brand You!"
Personal Brand Powerhouses

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Sima Dahl | America's Personal Branding and Social ...
www.simadahl.com/ -

Sima Dahl America's Personal Branding and Social Networking Champion Link
COMING WITH CHICAGO - Digging Deeper Media and Network

Sima Dahl | LinkedIn
https://www.linkedin.com/in/simasays
Greater Chicago Area | Speaker, Trainer | Expert | Social Media | Social Network...

View Sima Dahl’s professional profile on LinkedIn. LinkedIn is the world’s largest business network, helping professionals like Sima Dahl discover inside ...

Images for sima dahil

More images for sima dahil

Sima Dahl (@simasays) | Twitter
https://twitter.com/simasays -
278 tweets • 393 photos/videos • 22.1K followers. "Ouch. 😞"

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The Sway Factor™ System

1. Practice Consistent Indirect Marketing
2. Make Frequent Digital Deposits
3. Pledge Unwavering Personal Commitment
Your Personal Brand ≠SEO≈

Â SEO = Skills & Expertise Optimization
Â Keywords fuel the search function
Â Etch your unique personal brand in your network’s mental Rolodex®
Â Increase rate of referrals via keyword recall, profile visibility, and sharing

Name It To Claim Ité
Sima Dahl

Articulate Your Brand Value Proposition

- Education and experience
- Skills & areas of expertise
- Target markets / clients
- Industry focus
- Line of business focus
- Certification or specialized training
- Delivery mechanism (how)
- Geographic preference

Sima Dahl

Pick Your Keywords & Phrases

- My primary clients can be described as:
- Problems I help my clients solve:
- I am uniquely qualified to help because:
- Results I can reproduce for my clients are (top 3):
- The higher level results my clients can produce because of my work:
- Skills I use to perform my work:
- This work is meaningful to me because:
Example

- Personal Branding
  - Employees, Executives, Professionals in Transition
- Social Networking for Sales
  - Corporate, Business Owners, Agents
- Social Media for Marketing
  - B2B, Professional Services
- Keynote Speaker, Workshops, Coaching
- Associations, Trade Groups
- LinkedIn, Facebook, Twitter
- International Speaker

Exercise

- Identify your keywords and phrases
Marketing **Brand You** On LinkedIn

- Headline = Banner Ad
- Headshot = Trust Indicator
- Summary = Press Release
- Experience = Proof Points
- Skills and Expertise = Third Party Validation
- Contact Information = Call to Action
- Status Updates = Billboards

Profile > Edit Profile (to make changes)
Headline = Banner Ad

Sima Dahl
Speaker, Trainer & Coach | Social Media | Social Networking | LinkedIn for Sales | Personal Branding for Professionals

Lensey C. King Jr.
Master Electrician / Electrical Contractor
Birmingham, Alabama Area | Construction

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Exercise

Â Draft your keyword rich Headline
Headshot = Trust Indicator

1. Current
2. Taken by a professional
3. Close-up
4. Modest
5. Direct eye contact
6. Fill the space
7. Be the brand
What Not To Do

People *buy from, refer, and hire* people they know, like and trust.

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Summary = Press Release

After 20 years as a senior corporate marketer, I followed my heart and founded Sway Factory, (formerly Parlay Communications,) I teach executives, sales teams and corporate staffs how social media can be used to build a brand; increase visibility; generate referrals; position experts; and drive sales. My core beliefs are:
* Enterprise sales staff & business owners can use social networks to generate referrals, quicken a sales cycle and retain customers; the key is intent
* Your staffs’ behavior either supports or sinks your company’s digital footprint; education is paramount
* B2B companies and professional service firms can benefit from social media but it’s no magic bullet; content is still king
Summary = Press Release

I am perhaps best known for my Sway Factor™ system for social networking success - a simple yet effective framework that any rainmaker or job-seeker can apply to generate more referrals and uncover leads. I offer corporate and individual training, workshops, and keynote presentations.

I enjoy writing and am a co-author of two anthologies and will publish my first solo project on the Sway Factor system later this year. I teach personal branding & career management at DePaul University, and deliver corporate training for Lake Forest Graduate School of Management. I am a proud member of the National Speakers Association, serve on the board of the Business Marketing Association and the Metropolitan Club of Chicago; and love skiing, cycling and live music.

Andrew (Paul) Acosta
Statistical Data Scientist
Greater Chicago Area | Management Consulting

Current Lead Data Scientist at Mileius Capital Resources, LLC
Previous Illinois Institute of Technology, Exelon, Mileius Capital Resources, LLC
Education PhD, Information Systems Management at Walden University

Summary - Professional speaker invited to deliver presentations in economic theory, finance, econometrics, financial regulation, biostatistics, and information systems management.
- Knowledge of linear and non-linear optimization theory, statistical analysis, probability modeling and Bayesian networks) and enterprise risk analysis. Experience with numerical analysis packages and scripting languages.

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Summary

I’m Josephine Valente the Director of Virtual Bldg Technologies for Rosendin Electric, Inc. I have over 16 years of experience with the company & I play an integral role in BIM/VDC technology for the firm.

I have a certificate in Virtual Design & Construction from Stanford University’s Center for Integrated Facility Engineering (CIFE) Program, along with AGC’s Certificate of Management - Building Information Modeling (CM-BIM).

I have been featured in Electrical Contractor Magazine “3-D Electrical Design Comes of Age” http://www.ecmag.com/?fa=article&amp;articleId=6552 as well as (ENR) Engineering News Record Magazine “New Certification Course for Professionals Uses Holistic Approach” http://enr.construction.com/education/2009/1028-VirtualDesignCertification-2.asp

I’m an active member of the Building Smart Alliance as well as the National BIM Standard (NBIMS)-United States Project Committee.

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Tagline: Social Media Speaker, Trainer & Coach | LinkedIn for Sales | Social Networking for Business | Personal Brands for Staff

Introduction: After 20 years as a senior corporate marketer, I followed my heart and founded Perlay Communications. I help professional service firms, B2B companies and their staffs understand how social media can be used to build a brand, increase visibility, generate referrals, and drive sales. My core beliefs are:

- Enterprise sales staff and business owners can use social networks to generate referrals, quicken a sales cycle and retain customers; the key is intent.
- Every employee either enhances or tarnishes a company’s digital footprint; education is paramount.
- Executives can no longer ignore the social movement; success is reserved for those who take action.

I am perhaps best known for my Sway Factor™ system for social networking success - a simple yet effective framework that any opinion leader can apply to generate more referrals. I offer corporate and individual training, workshops, and keynote presentations.

I enjoy writing and am a co-author of two anthologies and will soon publish my first full-length effort, “Sway Factor: How to Unleash the Law of Attraction on LinkedIn and other Social Networks.” I am the co-founder of MarketMyCareer.com, teach personal branding and career management at DePaul University, and deliver corporate training for Lake Forest Graduate School of Management. I am a proud member of the National Speakers Association.
Exercise

What will you include in your Summary?
What is YOUR story?

Experience = Proof Points

Adjunct Faculty | Personal Branding & Career Management
DePaul University
October 2012 - Present (1 year 9 months) | Greater Chicago Area

I teach personal branding, social networking, and career management to graduate level students in the College of Communication. I may be dating myself, but I wish they taught that when I was in school!

Faculty & Corporate Trainer | Social Media and Personal Branding
Lake Forest Graduate School of Management
January 2011 - Present (3 years 6 months) | Greater Chicago Area

I deliver corporate training and workshops to help business professionals embrace social networking as a means for personal branding, professional growth and sales success. And I love it!
Experience

**Electrical Contractor**
Electrical Maintenance & Troubleshooting
September 2013 – Present (1 year 7 months)

As the owner of Electrical Maintenance & Troubleshooting, my responsibilities include but are not limited to:
- Meeting your electrical needs safely and with professionalism.
- Obtaining contracts
- Ensuring our customers are pleased with our quality of work
- Making sure our services are competitively priced
- Strengthening customer relationships

Some of our services are as follows:
- Residential/ commercial, industrial installations & troubleshooting
- Residential, commercial & industrial preventive maintenance/consultations
- Commercial & industrial lighting maintenance
  - Installs
  - Ballast replacement
  - Consultations
- Plug installations/ ground faults for break rooms, kitchens and baths
- Outdoor lighting/ flood lights, landscape lighting

Skills & Endorsements = 3rd Party Validation

- Social Media Marketing
- Social Networking
- Social Media
- Marketing Communications
- Content Strategy
- Public Speaking
- Marketing
- Personal Branding
- Facebook
- LinkedIn
Exercise

For which skills are areas of expertise do you want to be known? Found?

Contact Info = Call To Action

<table>
<thead>
<tr>
<th>Email</th>
<th><a href="mailto:sima@simadahl.com">sima@simadahl.com</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>IM</td>
<td>Simasays (Skype)</td>
</tr>
<tr>
<td>Phone/Address</td>
<td>312-884-1888 (work)</td>
</tr>
<tr>
<td></td>
<td>233 S. Wacker Drive</td>
</tr>
<tr>
<td></td>
<td>Suite 8400</td>
</tr>
<tr>
<td></td>
<td>Chicago, IL 60606</td>
</tr>
</tbody>
</table>

@simasays
To Tweet Or Not To Tweeté

@simasays

Drive To Action

@simasays
Exercise

List up to 3 websites you can add to your profile.

Customize Your Personal URL

<table>
<thead>
<tr>
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</table>

<table>
<thead>
<tr>
<th>Phone</th>
<th>312-864-1888 (work)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>233 S. Wacker Drive</td>
</tr>
<tr>
<td></td>
<td>Suite 8400</td>
</tr>
<tr>
<td></td>
<td>Chicago, IL 60606</td>
</tr>
</tbody>
</table>

Twitter                  simasays
Websites
- Sneak Peak Of My New Website
- MarketingJobWire.com
- Sima on YouTube

www.linkedin.com/in/simasays/
On Brand ï Top to Bottom

Education

Los Angeles Southwest College
Associate of Arts and Sciences (A.A.S.), Construction Management, 4.0
1988 – 1990
Completed Electrical Workers Local #130 IBEW Joint Apprenticeship Program-1980-84.
Activities and Societies: International Brotherhood of Electrical Workers Union Electrical Contractor.

International Brotherhood of Electrical Workers Joint Apprenticeship Program
1980 – 1984

Know, Like & Trust

- Organizations
- Volunteer Experience & Causes
- Honors & Awards
- Publications
- Projects
- Recommendations
- Video, Photographs and Sales Material
“You Cannot Get From The Universe That Which You’re Not Willing To Ask For”

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@NECAconvention
#NECA15

Status Updates = Billboards
On-Brand Status Updates

Sima Dahl is prepping for a presentation to BOMA Suburban Chicago on Social Networking. It's all about your Sway Factor!
17 hours ago · Comment · See all activity »

On-Brand Status Updates

Sima Dahl is prepping for a presentation to BOMA Suburban Chicago on Social Networking. It's all about your Sway Factor!
17 hours ago · Comment · See all activity »
Status Update: Twitter

Blinders On! Prepping for a keynote this afternoon to BOMA, suburban Chicago chapter. Gotta tweak the deck :) #later

Status Update: Facebook

Sima Dahl T minus 60 minutes before my Sway Factor training for Jones Lang LaSalle. Nervous? Who me? Never! Not all. Really. No way...
Status Update: Facebook

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Sima Dahl
Bumped to talk Personal Branding in my keynote for the National Council for Marketing & Public Relations district conference in Nashville this week!
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Like (14) • Comment (2) • Share • 13h ago

- Donoley Williams, DTM, Wendy Lalli and 12 others
- Wendy Lalli Wish I could be there! I'm sure you'll WOW them!
  7h ago
- Sima Dahl Thank you Wendy!
  6h ago

Exercise

Å Draft a status update for LinkedIn
Exercise

Now give Facebook a try.

Success Is Reserved For Those Who Doò

@SimaSays
@NECAconvention
#NECA15
Turn Off Activity Broadcasts (for now)

![Image of settings menu]

@simasays

Turn Off Activity Broadcasts (for now)

![Image of profile settings]

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Your Sway Factory Homework

1. Solidify your personal brand keywords
2. Toggle off your activity broadcasts (for now)
3. Optimize your LinkedIn profile using your keywords: Headline, Headshot, Summary, Skills & Endorsements, Experience, Contact Information
4. Customize up to 3 website URLs
5. Select your personal profile URL

Your Sway Factory Homework

6. Toggle on your activity broadcasts again
7. Update your status
8. Add 10 new connections
9. Request a recommendation or two
10. Engage in the social stream (and stay there!)
Leverage The Laws of Social Networking

1. Law of Attraction
2. Law of Specificity
3. Law of Reciprocity
4. Law of Abundance
5. Murphy’s Law

Click or Call ~ Sima Dahl

Call: 312-884-1888
Email: sima@simadahl.com
Connect: Linkd.in/SimaSays
Tweet: @SimaSays
Like: Facebook.com/IAmSimaSays
See: Instagram.com/SimaSays
Follow: Gplus.to/SimaSays
Questions

Up Next: Lunch in Biscayne and Chopin

Plenary Session at 1:45 in Versailles

Havana Nights Desert Party and Casino at 8:00 PM on the Pool Deck