

PERSONAL BRANDING TODAY

Wendy Meadley | Next Phase Studio



SCAN IT



3 *things*

A large, bold, purple number 1 is positioned on the left side of the slide. To its left is a vertical decorative bar with a colorful gradient from red at the top to blue at the bottom.

1

who you are



2

*do you
want to be
digital?*



3

*tips + tools
to upskill
Your
Personal Brand*

THE RULES ARE CHANGING.
WELCOME TO A POST PANDEMIC WORLD

Personal Branding Today 2022

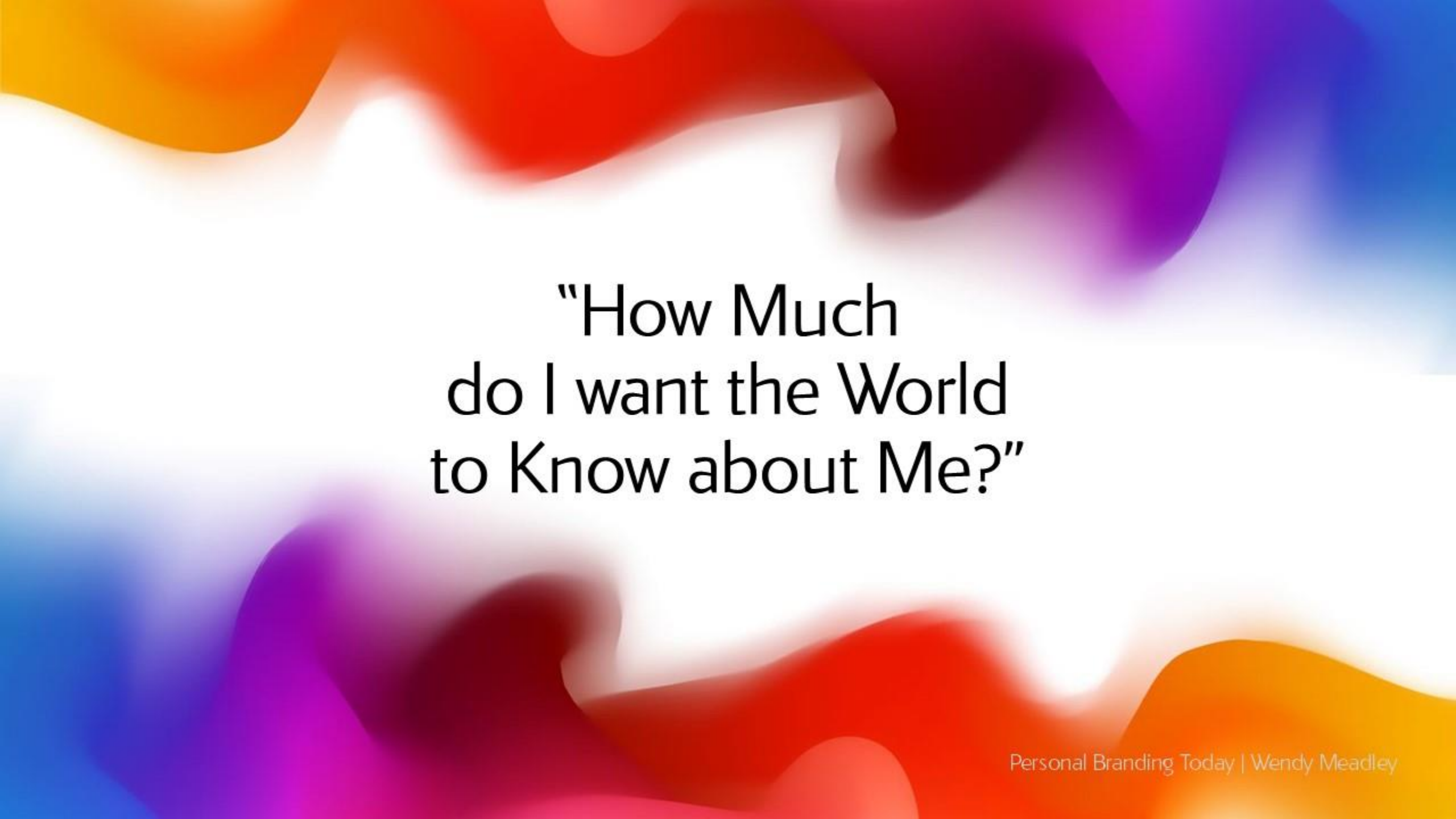
A QUICK PRIMER – IS IT TIME TO CONSIDER BEING MORE VISIBLE ONLINE?

What are your Business Goals?

What are your Personal Goals?

Content has never been easier to create and share

Which Social Channels are you on or interest you?



“How Much
do I want the World
to Know about Me?”

Open for
BUSINESS

The image features a vibrant background with a horizontal gradient from pink on the left to blue on the right. A dark gray chain-link fence pattern is superimposed over the entire background. Centered horizontally is the text "YOU'RE HIP" in a large, white, bold, sans-serif font. The letters are slightly shadowed, giving them a three-dimensional appearance as if they are floating or attached to the fence.

YOU'RE HIP



YOUR PROFESSION



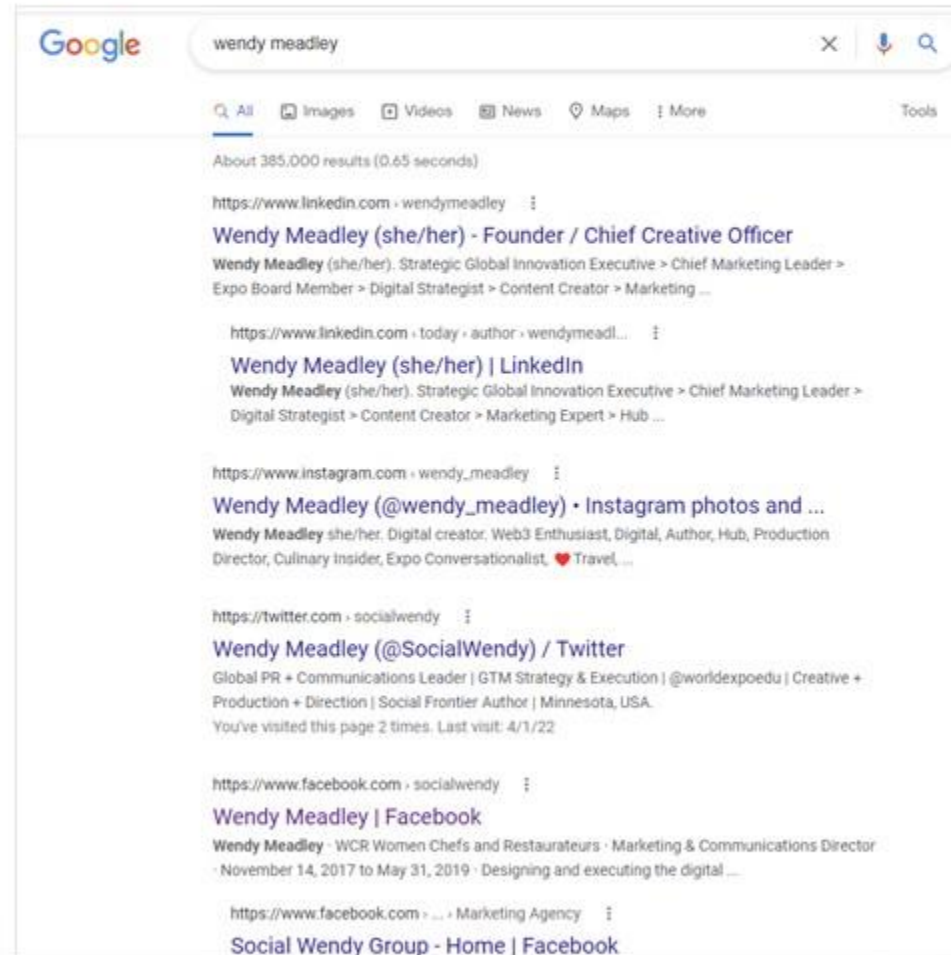
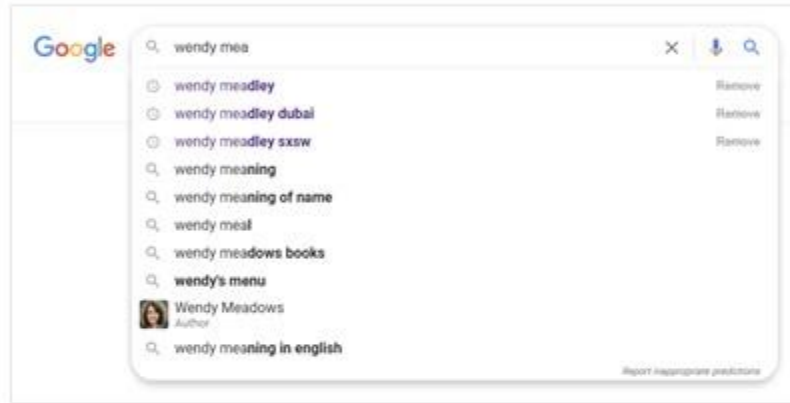
PROFESSIONAL ASSOCIATIONS

Personal Branding Today | Wendy Meadley

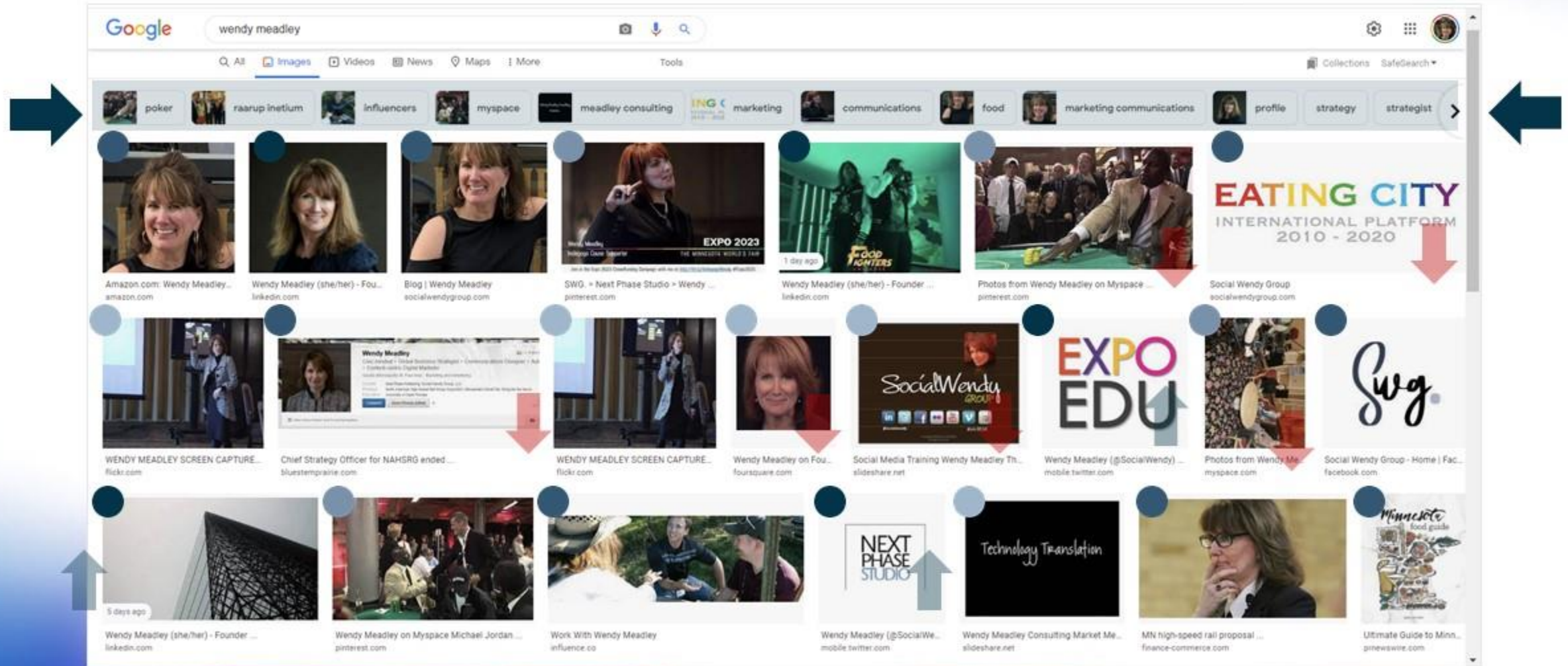


YOUR AWARDS

Your Google Search Results



What does Google Already Know about Me?





Google

wendy meadley

[All](#)
[News](#)
[Images](#)
[Shopping](#)
[Videos](#)
[More](#)
[Tools](#)

[Collections](#)
[SafeSearch](#)

digital strategist



Wendy Meadley (she/her) - Fou...
linkedin.com



Amazon.com: Wendy Meadley: ...
amazon.com



Wendy Meadley (she/her) - Founder ...
linkedin.com



Wendy Meadley Consulting Market Me ...
slideshare.net



Wendy Meadley (she/her) - Founder ...
linkedin.com



SWG - Next Phase Studio - Wendy ...
pinterest.com



Telling a Digital Eco-Story ...
gt.slideshare.net



SWG - Next Phase Studio - We ...
pinterest.com



Telling a Digital Eco-Story ...
pt.slideshare.net



Amazon.com: Wendy M...
amazon.com



SWG - Next Phase Studio - Wen...
pinterest.com



Wendy Meadley (she/her) - Foun...
linkedin.com



Social Frontier | Digital ...
slideshare.net



Social Wendy Group - Home | Fa...
facebook.com



LinkedIn profile: Wendy Meadley's role ...
bluestemprairie.com



interactive #digital #social | Social ...



Wendy Meadley [Social Wen...



Telling a Digital Eco-Story ...



University of Minnesota Landscape ...



TOP WOMEN CHEFS & RESTAURATEURS CAME TO ...



Social Wendy Group



Telling a Digital Eco-Story ...

Mona Lisa

Da Vinci

Date of birth: April 15, 1452
Date of death: May 2, 1519
(age 67 years)

Italy

Michelangelo

YOU ARE...



The Good News >
You Already
"OWN Content"!

CONTENT + CONVERSATION YOU CAN USE TO DEFINE YOUR PERSONAL BRAND

IMAGE FORMATS

SQUARE
PORTRAIT
LANDSCAPE

VIDEO FORMATS

SHORT
STORIES
LANDSCAPE
SQUARE

PRESENTATIONS

PPT
PIVO
ZOOM

SOCIAL PROFILES

LINKEDIN + CREATOR MODE
TWITTER + TWITTER BLUE
FACEBOOK + FB PAGE
INSTAGRAM
PINTEREST
YOUTUBE

SOCIAL CONVERSATIONS

STORIES
POSTS
REACTIONS
COMMENTS

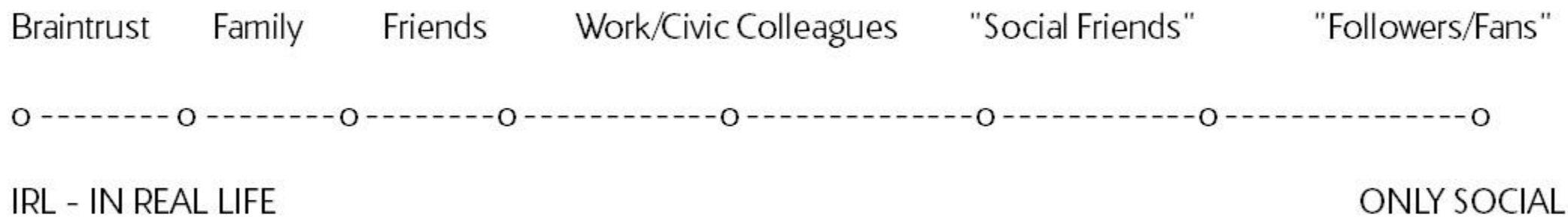


So, Let's Get to the Point,
Are You Looking to Grow Your Brand?



What Makes you a Digital Brand?

HOW MUCH DO I WANT TO SHARE PUBLICLY?



CHOOSING YOUR SOCIAL CHANNELS

The Social 9 for B2B

LinkedIn

Twitter

Facebook

YouTube

Spotify

Instagram

Pinterest

Vimeo

Amazon

The Social 9 for B2C

Instagram

TikTok

Pinterest

Facebook

YouTube

Twitter


Spotify

Snapchat

LinkedIn

TOPICS + TOUCHPOINTS

(what conversations do you want to join + with whom?)



Your Post-Pandemic Brand is More Digital Than Ever
(whether we like it or not!)

THOUGHT STARTER- TOP TEN PERSONAL BRANDING APPROACHES

1. Being Authentic or Candid (Sophia Amorusa "Girl Boss")
2. Blogging or Having a Column (Becoming an "Industry Voice")
3. Providing Value (Creating Listicles and sharing "Industry Tips")
4. Step out of the Spotlight (Or "Shine the Spotlight on Others- Taylor Swift pre-album release)
5. Be Consistent (Define a realistic time commitment based on your interest)
6. Network with Other Industry Leaders (link arms to create content synergies)
7. Become a Creator (if this is your secret passion- there has never been an easier time)
8. Be a Niche Expert Resource (Available for Media Outlets)
9. Amplify Yourself (Take the Essence of Your Professional Personality and "Run with Scissors")
10. Respond to your Social Audiences on your Conversation Channels (Join the Conversation)



THE DON'TS OF PERSONAL BRANDING IN 2022

1. Ignoring Industry Leaders
2. Ignoring Your Audience
3. Generating Low Quality Content
4. Branding Yourself Incorrectly
5. Not Being Consistent
6. Not Planning with the Long Tail in Mind



6 KILLER POST PANDEMIC BRAND TACTICS

1. AMPLIFIED LINKEDIN
2. VIDEO CONTENT CREATION
3. ADVANCED PERSONAL BRANDING- AMAZON EBOOK
4. ADVANCED PERSONAL BRANDING- SPOTIFY PODCAST
5. COOL TOOLS AND APPS
6. UPSKILLING + HACK LISTS



Thank You!

