Power Branding: 
Build Your Brand for Life

Presented June 2016 to
The University of Texas at Austin
McCombs School of Business Alumni
Nina Pickell, MBA 1997

• **Formal education**: BBA, MBA from UT - Austin

• **Business education**: 25+ years of leadership in global companies and entrepreneurial ventures
  • Strategy, branding, marketing, product development, training, talent acquisition/management, sales, tech leadership

• Entrepreneur; executive; strategic consultant; board member; owner of Internet businesses and music ventures; marketing and branding expert; teacher; executive and entrepreneur coach; charity ambassador

• **My passions**: Growing companies and helping people achieve success; teaching; adding value to the world
Why Should You Care?

A strong, positive brand is like a magnet!

A strong brand attracts. It is magnified through “word of mouth” and exposure online!

A negative or undesirable brand image repels. It will hurt you!
Topics Today

• How to build a strong brand that works *for* you for life – and gets the results you want

• Brand basics

• Influences on perceptions of your brand

• Trends and technologies

• Tips and case studies

• Lifestyle brands, “influencer” brands and brand ambassadors
Examples of Strong Brands

- **Starbucks** – community, the experience
- **Apple** – people-focused, easy, innovative, anti-bureaucracy
- **Richard Branson (CEO Virgin Group)** – intelligent, innovative, playful, approachable, friendly, caring
- **Nike** – empowering real people, achievement, “Just do it”, innovation
- **Lady Gaga** – expression, non-conformance, theatrics
- **Taylor Swift** – genuine/authentic, uplifting, relatable, approachable, BFF
- Who else?
What Makes a Great Brand?

Great brands have…

• Great products / services – but that alone doesn’t do it
• Emotional appeal
• Great recognition and brand recall
• Stories and ideas that are memorable, repeatable and emotionally appealing
• A strong, loyal following!
• Consistency in what they say and do
• A reputation and image that drives results (e.g. sales, opportunities, followers)
Over 7 billion people worldwide…

*How will you stand out?*

- Think strategically. What do you want for your life?
- What makes you unique?
- Where do you want to be?
- How can you develop your brand?
- Is your brand hitched to something or someone else (e.g. employer, spouse)?
“Your brand is the single most important investment you can make in your business.” (Steve Forbes)

• You have a brand, whether you think about it or not.
• Your brand can work for or against you.
• You can shape your brand, reinvent yourself, and shift your brand in new directions over time.
• Your personal brand and what you do for work are connected. Are you building your personal brand?
• Think: What do I believe in? What do I want to say? Am I consistently delivering on my brand promise?
Perspective and Trends

• Reliance upon public persona (e.g. connections, hiring, events, opportunities)

• Hot technologies – instant access, communications, education, the speed of everything!

• Social networks, content, video, mobile, texting, chat, etc. Is it impersonal? Does it have to be?

• Lifestyle brands, sharing/gig economy, job change culture, entrepreneurship, globalization

• Demographics, variety of priorities and styles

• More educated consumers with more information at their fingertips (e.g. peer reviews, blogs, profiles)
The More Things Change…

*The more they stay the same!*

- You ARE the embodiment of your brand.
- Consistency and authenticity are key.
- You must first understand your audience and what matters to them.
- Your message must be unique, compelling, digestible.
- If you don’t tell it, someone else will. Shape your brand!
- Every day is filled with countless moments of truth. You have an opportunity to deliver on your brand promise and delight with every single interaction.
What Shapes Your Brand?

- What you **offer** – to companies and individuals
- Your “**look**” – logo, materials, website, offices, etc.
- What you **say** – written online/offline and verbal
- What you **do** and how you **act** – as a company and individually
- What you **post/share** as well as how you **engage on social media**
- What others say plays a role – but don’t let that stop you. YOU can shape your brand with consistency over time.

- **You need a plan!**
Your Target Market

• Who is your target audience (e.g. industry/peers, internal, employers)

• What do they value or want?

• Where are they online (e.g. LinkedIn, Snapchat, Twitter) and offline?

• Are you building the right personal and business network/following online and offline?

• Do all aspects of your brand/message fit your target?

• What successful brands have similar positioning or do what you aspire to do? Who is following them online, buying their services and working with them? Research.

©2016 Nina Pickell

ninapickell.com
Alignment - Key to Power Brands

All aspects of your brand must align with your target audience and each other!

- Visual or written elements of your brand — bio, headshot, blog, website, images, video, online profiles, updates you share on social media, content, etc.
- Communications with industry peers, potential employers, colleagues, clients, staff, partners and others
- Personal brand and corporate/business brand
Enduring Brands

Great brands appeal to the heart and share theirs – motivations, values, beliefs and mission.

“…the most powerful and enduring brands are built from the heart. They are real and sustainable. Their foundations are stronger because they are built with the strength of the human spirit, not an ad campaign. The companies that are lasting are those that are authentic.”

- Howard Schultz, CEO of Starbucks

©2016 Nina Pickell

ninapickell.com
Speaking of Enduring Brands…

As you think about what you want, consider that…

• Your *personal* brand stays with you for life.
• Your brand is portable (e.g. job to job, project to project).
• Your brand is visible — more now than ever in our highly connected world.
• Exposure is instant and lasting.
• If you think strategically and act accordingly, you can build your brand to fit where you want to go.
  • Alliances, charities, activities, events, connections
  • Values, priorities, passion
  • Capabilities, work ethic, contribution
Exercise – Brand Experience

• What does it feel like to interact with you?

• How does it feel to…
  • See you at an event? Use your services? Call you?
  • Visit your website? Follow you on social media?
  • Walk into your office? Email? Write you on social media? See you at a job site? Interview? Exit?

• How do you want people to feel? (3-5 elements)

• What is your story? What are 3-5 key takeaways?

• How do the people around you talk about you? Is that aligned with you — and what you want?
Lessons from Ed

Ed's Chili:

1 lb of coarse ground chili
1/2 lb of Pan Sausage
1/2 lb of Green Chilies
Cayenne Pepper - ground
Oregano
Black pepper
Salt

Add paprika, dry mustard, cumin, garlic, allspice, and dry mustard to the pot and brown the meat on a very hot fire.

Add 1 small can of Tomatoes, 1 can of Beef, 1 can of Town Club, Mexican-style stew, and 1 can of Town Club Mexican Chili, Beans.
The Story You Tell…

• Brand building starts with your message!

• “What is it” (what you do, offer, what problem you solve, your mission) and commercial for you or your business

• Simple, memorable, repeatable

• Authenticity matters

• Emotional appeal – includes your story, your motivation, your values, among other things

• Uniqueness – what’s different about you?

• Speak to what’s important to your audience

• Tell your story and be consistent with your message!
Online Presence

Today, people have made up their minds long before they take action. They seek information online before they buy, offer opportunities, and invest in relationships.

• What do your social media profiles say about you?
• Status updates by you and comments by your followers?
• Are you on the right channels?
• Do you provide opportunities to interact and build relationships?
• Are you telling the stories – the people side – that people can relate to?
• Images, video, content, thought leadership
Integrating Content

• What do you want to accomplish?
• Budget and plan to fit your audience
• Mix of curated and original content
• Blogs – plan ahead *if you do it!*
• Profiles – share passion, heart!
• Stories – personal, business, values
• Video and pictures
• Webinars, thought leadership, ebooks
• Email campaigns, website, social media, talent community
• One to one

*Interviews (blog, video) are great ways to build your brand and share your message!*
Creating Brand Ambassadors

*Brand ambassadors build your network, referrals and brand – simply because they are your biggest fans!*

- Leverage the power of networks!
- Create opportunities to share and build relationships
- Post easy-to-share content
- Use events online and offline
- Make it fun with contests, rewards, retweets, interacting with them
- Create a hashtag campaign
- People will share your story, content, and events! They bring new followers, opportunities, referrals and business!

©2016 Nina Pickell
Key Takeaways

• Your brand works for or against you.
• It is *yours*. Think of it — and followers — as *your* assets!
• A strong brand does a lot of the work for you!
• All aspects of your brand must align with your target audience and each other!
• You must be clear about who you are and what you offer to grow your brand effectively.
• **Simplify!** Your brand message must make sense, fit with what you say/do, be digestible and repeatable.
• Powerful brands have emotional appeal.
• **You have a story, values, something to offer — start there.**
What’s Next?

- Do something with what you learned today!
- Know yourself. Get feedback to assess your brand.
- Be authentic!
- Think about your brand as an asset for life.
- Listen to your audience and keep an eye on the market! Read and learn!
- Follow great brands on social media! Watch interactions.
- Tap into resources (experts, partners, advisors).
- Build your plan and do it!
Keep Learning!

• My webinars and workshops, such as
  • “Entrepreneurship: Is It For You?”
  • “Reinventing Yourself: You Can Do What You Love”
  • “Internet Billions: Your Piece of the Pie”
  • “An Entrepreneur’s Getting Started Guide”
  • “Let’s Get Social: The Art of Internet Marketing”
  • “Power Branding: Creating a Brand That Works For You”
  • And more! Sign up for event notices by email or on my site.

• Consulting and advisory sessions
  • Determining your next career or venture
  • Preparing for, and being successful at, your business/product launch
  • Effective content marketing, social selling and thought leadership
  • Multiple income streams, business models, options, systems
  • Strategy, marketing, branding, new products, messaging, ghostwriting
Questions?

**Special offer:** sign up for my blog at ninapickell.com or email me to receive my new tip sheet “Tips: Building Your Power Brand for Life”.

How to reach me:

Nina Pickell
nina@beyondintent.com
Phone: 617-513-9631
linkedin.com/in/ninapickell
TW: @ninapickell

Join my mailing list at ninapickell.com to get invitations to events, blog posts and email newsletters!
A recording of today’s presentation, along with the slides, will be available on the McCombs Career Programming web page next week.

http://www.mccombs.utexas.edu/Alumni/Career

Join us again next month when Nina continues the McCombs School of Business Career Webinar Summer Series.

July 21, 2016

Internet Billions: Your Piece of the Pie