



# Millennial Branding

**Navigating You To Future Success**

## 10 Personal Branding Secrets

*You've Never Heard Before*



Dan Schawbel



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# 1. Multiple Website Strategy

- By having more than one website, you can gain more control over both your online brand presence and your market.
- Creating multiple websites is similar to purchasing apartments in the game of Monopoly: the more you own, the wealthier you are.
- I recommend that you purchase the following domain names:
  - FullName.com [ex. DanSchawbel.com]
  - Topic.com [ex. PersonalBranding.com]
  - TopicBlog.com [ex. PersonalBrandingBlog.com]
  - TopicTV.com [ex. PersonalBrandingTV.com]
- Each of these websites should serve a purpose
  - FullName.com - Use this site as your online resume.
  - Topic.com - Use this site to demonstrate your knowledge on a topic.
  - TopicBlog.com - Use this site to write/co-write articles weekly.
  - TopicTV.com - Use this site to publish video interviews.

**Final word:** Reserve domain names even if you're not going to turn them into websites so you can protect your personal brand and your business.



# 2. Magic Publicity Formula

- Research, subscribe, and build relationships with the media regularly if you want to become well-known, respected, and wealthy.
- 1. **Research:** Review all forms of media to see who covers your topic, including TV, radio, magazines, blogs, podcasts, and other online sites.
- 2. **Subscribe:** Subscribe to Google alerts, blogs, and traditional websites where journalists are producing content around your topic (i.e. real estate, marketing, politics).
- 3. **Build relationships:** Read incoming articles (via email/rss) carefully, search for the journalists name in Google to grab their email address for your response, and then send them an idea they might not have thought of or an opinion. If you can't find their email address, go to their company's press room, find the email address of a PR contact to see how their email is constructed and then reproduce it.
  - ex. ABC News - [FirstName.LastName@abc.com](mailto:FirstName.LastName@abc.com)
  - ex. BusinessWeek Magazine - [FirstName.LastName@businessweek.com](mailto:FirstName.LastName@businessweek.com)
- 4. **Other suggestions**
  - Interview journalists as a way to promote their own brand, without asking for coverage first.
  - Keep a running tab on the journalists that respond positively to your email by using an Excel spreadsheet.
  - Be a resource to them, even when you don't fit in their story by locating sources and examples that will help them complete their stories.

**Final word:** Create goodwill with your public so that journalists want to interview again and again.



# 3. Outsource Your Brand Design

- Don't get attached to the fonts, colors, sizes, and the overall design and structure of your marketing materials because it's probably not serving your audience.
- We have our own biases over our work, so it's better to have an outside opinion looking in.
- By outsourcing your design work, you're able to have a more professional brand that's respected by your audience.
- **Where you should go to get your design:**
  - [99Designs](#) - For crowdsourced website, blog, and logo design.
  - [Taste of Ink Studios](#) - For remarkable business cards with silk, gloss, foil, rounded corners, and more, to make your brand stand out.
  - [Charfish Design](#) - For custom Wordpress blog designs.
  - [Sharp Slide](#) - For personalized PowerPoint templates and stationary.
  - [Russell Wyner](#) - For Flash websites and 3D animation.
  - [eLance](#) - For all of your design needs.

**Final word:** Instead of investing your time in learning to be an artist, hire a group of professionals that can turn your dream into reality.



# 4. Strategic Brand Association

- You're probably not famous, but you can become famous if you start associating your name with people who are more successful than you are.
- **Brands open the doors to success.**
  - If someone hasn't heard of your name before, you need a brand to back your credibility up. For instance, if you were a journalist at US Weekly, you would have access to A-list celebrities, even if their publicists haven't heard of you before.
  - Potential clients, conference organizers, and the media would rather work with, hire, and interview people who work for leading brands or renowned experts.
- **How to build brand association**
  1. Review your professional network to see if you're connected to anyone who is successful and respected by society.
  2. Start a project with this person, interview them, or volunteer to help them.
  3. Ask them for an endorsement, and an introduction to someone in their network who is more successful than they are. You can review their LinkedIn and Facebook contacts to find someone.
  4. Repeat this process



**Final word:** Leverage other brands to connect with bigger brands, and then leverage those to get even bigger brands.

# 5. Intern Content Creators

- Most successful people won't tell you who they have behind the scenes: interns.
- **Unpaid internships are common these days**
  - Students can't get jobs unless they have internship experience.
  - Students can earn course credit from their colleges.
  - Students have networks of their own that can support your cause, including their college administration, and fellow students (if that's your audience).
- **You can't scale your brand, so don't try**
  - Review your entire platform, which could include a website, blog, social network profiles, a wiki, etc.
  - Decide what your strength is, what tools you know you have to be active on, but can't allocate time to.
  - Assign one or more interns to help you distribute targeted content by empowering them and watching over them for a few weeks.
- **How to bring fresh interns onboard**
  - Understand what your key objectives are, how many hours a week you need the intern, and if they can work remotely or not.
  - Create a job description for that internship, including how long the internship goes for, their key activities, and the benefits they will receive by enrolling.
  - Use your current network to fish for interns, by sending out a tweet, updating your Facebook and LinkedIn account, sending a note to your mailing list, putting the opening on your site, and then tell people you're looking for an intern in your day to day business activities.

**Final word:** Students love the internet and are hungry for work experience, which gives them enough of a reason to want to work for you for free.



# 6. Build Other People's Brands

- The best way to become successful is to make others successful first.
- As rich as [Lebron James](#) and [Lady Gaga](#) are, they've made people a lot more money than their own net worth.
  - [Lebron James](#) makes Nike, and the Cavaliers NBA team, a lot of money. Both of these brands benefit from Lebron's superstardom, his fans paying for promotional products, tickets to watch him play, and from the publicity they get from his appearances. If they didn't benefit more than he did, there wouldn't be a relationship.
  - [Lady Gaga](#) makes her manager, agent, publicist, Akon's record label "Kon Live Distribution," the venues where she performs, her designer, and many more people and places, a lot of money. Since Gaga is making them successful, they have reciprocated by building her brand.
- Start focusing on how to help other people, build their brands, and make them rich because they will return the favor.
- **Strategies**
  - Write about other people, link to their website, and interview them.
  - Become a "connector" by introducing two people who could mutually benefit each other.
  - Collaborate on a project and give them a percentage of the revenue generated.
  - Send them an endorsements if you trust them.

**Final word:** It's far easier to build relationships, and your brand, when you help other people out first.



# 7. Become a Marketable Product

- The easiest way to be successful is to already be successful.
- Take these two situations:
  - When the media is looking for sources, they will be drawn to experts who have already received press.
  - When potential customers are looking for experts, they will look for your previous results.
- How to become more marketable so people will want to hire you, do business with you, and promote you:
  1. Be extremely knowledgeable in your field.
  2. Actively seek endorsements from management, and clients.
  3. Select a niche and specialize in a market with no saturation.
  4. Build relationships with the media and do them favors because one press mention can make you extremely marketable.
  5. Put written and video testimonials on your website.
  6. Let other people promote you by asking for referrals.
  7. Dress professionally yet uniquely.
  8. Have confidence in yourself.



**Final word:** The easier it is for people to promote and sell you, the more money and attention you'll receive.

# 8. Start Small Then Spread Your Wings

- The biggest misconception with personal branding is that you won't make as much money if you take a niche. People immediately think that a niche means a smaller audience.
- **Why you need to start small**
  1. If you don't take a niche, then people won't know about you.
  2. By starting small, you can buy yourself enough time to be able to handle the mass market, both employee wise and emotionally.
  3. There's no such thing as an overnight success, so you're best bet is to start small so you can gradually increase your presence.
- **How to spread your wings once you're positioned**
  1. If your positioning contains a specific audience, shorten it. In my case, my personal brand statement is "personal branding expert for Gen-Y." I can reduce it to "personal branding expert" because I've already received enough recognition.
  2. Change all of your marketing materials with your new positioning statement so that a larger audience views you as their solution.

**Final word:** When you take an niche, you can stand out and gain the necessary visibility in order to own the larger market.



# 9. The Missing Social Sites

- A lot of people are having difficulty controlling their online brand presence. If you Google your name, are you happy with the results?
- There are a number of sites that you're already on if you're reading this: Facebook, LinkedIn, and Twitter.
- Here is a list of the other profiles that you should claim if you want more control over your online identity:
  1. [Spoke](#) - a popular people search engine
  2. [Google Profiles](#) - the hub for your Google identity
  3. [Squidoo](#) - a reference site created by Seth Godin
  4. [SlideShare](#) - share your PowerPoint presentations
  5. [Delicious](#) - the ultimate social bookmarking site
  6. [Fast Company](#) - everyone can have a profile on this top media site
  7. [VisualCV](#) - take your resume to the next level with multimedia
- Make sure you use your full name when you register these accounts without a "., -" - socialnetwork.com/fullname.

**Final word:** The more social profiles you create, the more power you have over perception.



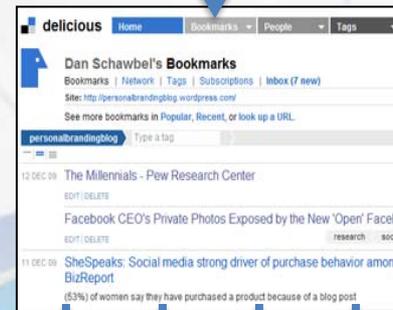
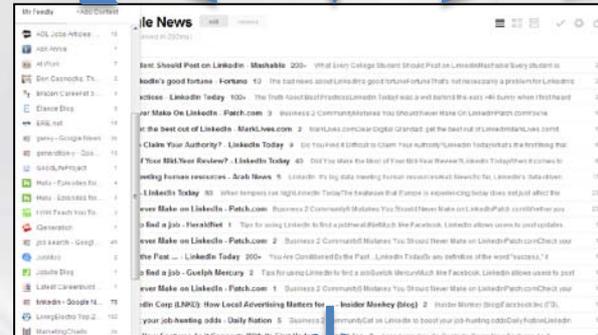
# 10. Ultimate Branding System

## ■ The system

1. **Gather and monitor** – Learn as much as you can about your industry and what people are saying about you.
2. **Organize** – Take the best content and organize it using Delicious.
3. **Distribute** – Share this content throughout your social media profiles, use quotes in blog posts, books, and other material that you develop and publish.

## ■ Site definition

- [Feedly.com](http://Feedly.com) – Use this content management system to subscribe to alerts, blogs and news feeds.
- [Google.com/alerts](http://Google.com/alerts) - Subscribe to your name, your company's name, and industry buzzwords through email or RSS (really simple syndication).
- [TweetBeep.com](http://TweetBeep.com) – This site allows you to setup alerts for tweets.
- [Technorati.com](http://Technorati.com) – Search for popular blogs and subscribe to them. You can also search for daily posts that talk about you or your industry.
- [BoardTracker.com](http://BoardTracker.com) – Set an alert for when your brand is mentioned in discussion boards.
- [AllTop.com](http://AllTop.com) – Find the top blogs in many different categories.



Gather and Monitor

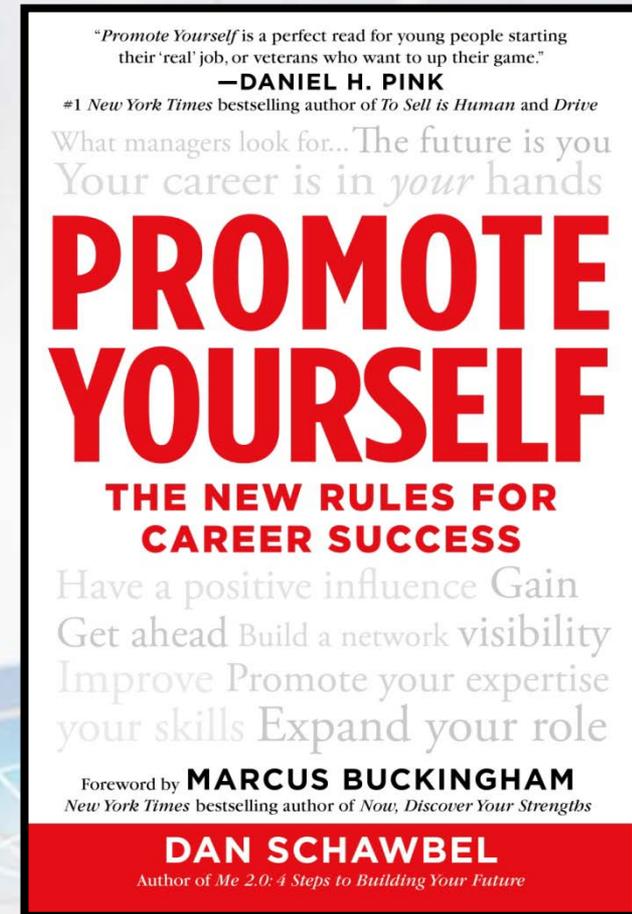
Organize

Distribute

**Final word:** Save time by using a system that successful people are already using.

# Promote Yourself Today!

- **Promote Yourself** is the definitive book on how to build a successful career in the modern workplace. It draws on proprietary research in partnership with American Express and countless interviews with the most dynamic professionals in business today, from companies such as Ernst & Young, DreamWorks and PepsiCo. You will learn what managers look for when promoting, the skills you need to get ahead and how to stand out from the crowd. The subtle and amazingly effective art of self-promotion is the razor-thin difference between success and failure.
- *"I learned a lot from it and so will you!"*  
- **Brad Smith, CEO of Intuit**
- *"If you want to promote yourself with power — but also with grace — this is the book for you."*  
- **Susan Cain, NY Times Bestselling Author of Quiet**
- *"An insightful and inspiring book."*  
- **Daymond John, Founder of Fubu and investor/shark on ABC's reality hit Shark Tank**
- *"Will motivate you to make a positive difference in your own career."*  
- **Patti Stanger, Star of Bravo TV's The Millionaire Matchmaker**



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# About Dan & Millennial Branding

- **Dan Schawbel** is the Managing Partner of Millennial Branding, a Gen Y research and consulting firm. He is the author of the #1 international bestselling book, *Me 2.0: 4 Steps to Building Your Future*, now in 13 languages. His second book, *Promote Yourself: The New Rules For Career Success*, will be released in 2013 by St. Martin's Press. Dan is a columnist at both *TIME* and *FORBES*, and has been featured in over 1,000 media outlets, such as *Wired Magazine*, "The Today Show" on NBC, "Street Signs" on CNBC, "The Nightly Business Report" on PBS, "The Willis Report" on Fox Business and *ELLE Magazine*. He's spoken at Google, NBC Universal, McGraw-Hill, Oracle, Harvard Business School, MIT, Time Warner, IBM, and CitiGroup. Dan was named to the *Inc. Magazine* 30 Under 30 List in 2010, the *Forbes Magazine* 30 Under 30 List in 2012, and *BusinessWeek* cites him as someone entrepreneurs should follow on Twitter.
- **Millennial Branding** helps companies understand the emerging Gen-Y employee by providing research, training, and advisory services. As representatives of Gen Y and advisers to management, our goal is to provide research and insights that will make you more profitable, grow your market share, help you understand your Gen-Y employees, and turn you into an industry leader. As ambassadors to Gen-Y, we want to give our generation a voice, support their careers, and connect them with brands that understand their needs.



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