A green light to greatness.

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PERSONAL BRANDING STRATEGIES TO TAKE CHARGE OF YOUR LIS CAREER

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INTRODUCTION

• The term “personal branding” was coined by Tom Peters in 1997. He stated that everyone has a “sign of distinction” (Peters, 1999).

• Kaputa (2003) argues that if you don’t brand yourself, someone else will (as cited in Shepard, 2005).

• You need to nurture your brand (Arruda, 2005).
DEFINITION

“Your personal brand is the synthesis of all the expectations, images, and perceptions it creates in the minds of others when they hear your name.”

(Rampersad, 2008)
STRATEGIES TO BUILD YOUR PERSONAL BRAND

• Take an introspective look
• Understand the brand that may already exist based on your career choice
• Develop your personal brand mantra
• Craft your physical footprint
• Create your digital footprint
• Communicate your message
INTROSPECTIVE LOOK

Identify:

• Dreams
• Strengths
• Weaknesses
• What makes you special
• Why you are different from others

(Rampersad, 2008)

How well do I know myself?
POSSIBLE EXISTING BRAND

Librarians already have an existing brand – “librarians are the people who know where the information is” (Gall, 2010, p. 634).

How do you fit into this brand?
And how can you customize it?
BRAND MANTRA

Determine your emotional appeal: Find words that describe your personality.

What words would others use to describe me?

Determine your description: Clarify your emotional descriptor from Step 1 by identifying your descriptive modifier.

How would I describe my work?

Determine your function: Write down exactly what you do or want to do.

What service do I offer people, and what makes me stand out from others?

Put it all together: Using the words identified from Steps 1 through 3, make a short sentence or phrase of no more than 5 words to serve as your personal brand mantra.

(Marrs, 2012)
What does my physical footprint say about me?
DIGITAL FOOTPRINT

• Social networking

• Share your professional perspective

• Share your professional portfolio

• Measure your degree of significance by the quality and frequency of your messages

What would someone learn if he or she googled me?
COMMUNICATE YOUR MESSAGE

Oral
- Daily interactions
- Elevator speech
- Presentations
- Video messages

Written
- Cover letters, resumes
- Publications
- Social media messages

What would others say about my communication skills?
SUMMARY

• Personal branding has become extremely important in a competitive job market.

• Having a footprint has become essential to building a personal brand.

• Personal branding is more than just self-promotion – create a plan and take action!!

How can I make myself stand out in a crowded field while staying authentic?
REFERENCES


