

BUILDING YOUR PERSONAL BRAND FOR SUCCESS

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SPEAKER

Kaitlin Zhang, CEO of Oval Branding

HOST

Lucy Colback, Editorial Director of FT Women in Business Asia Forum

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BUILDING YOUR PERSONAL BRAND FOR SUCCESS

5 STEPS to BUILD YOUR PERSONAL BRAND ONLINE

PERSONAL BRANDING

IS WHAT PEOPLE SAY ABOUT YOU WHEN YOU'RE NOT IN the ROOM!

ONLINE REPUTATION MANAGEMENT

WHAT DO PEOPLE SEE WHEN THEY GOOGLE you?

SEARCHING FOR YOURSELF ONLINE

- USE A PRIVATE SEARCH TAB
- CHANGE YOUR SEARCH LOCATION TO FIND MORE RELEVANT HITS
- SEARCH FOR "YOUR NAME"

1. POSITION

WHAT VALUE CAN YOU OFFER to OTHERS?

RECRUITER

WHAT'S YOUR COMPETITIVE ADVANTAGE?

TIP: IF YOU HAVE A COMMON NAME, ADD A DESCRIPTOR TO YOUR ONLINE PRESENCE/ NAME!

3. PLATFORM

WHERE to SHARE YOUR STORY?

in X

HTTP://

CURATE YOUR STORY!

2. PHOTOS

NOT JUST IMAGES BUT VIDEOS, GRAPHICS, COLORS & FONT CHOICES.

HAVE THE RIGHT VISUALS!

4. PROMOTE

MISCONCEPTION: IT'S GOOD THAT I'M NOT EASILY SEARCHABLE ONLINE

RECRUITERS GRAVITATE TOWARDS PEOPLE WHO SHOW THEIR VALUE & ASSETS!

ANONYMITY CAN BACKFIRE.

LUCY COLBACK

5. PARTNERSHIP

WHAT BRANDS, MEDIA OR PEOPLE MATCH YOUR MISSION?

COLLABORATE & PROMOTE YOURSELF!

KAITLIN ZHANG

The March FT's Women in Business Asia Forum featured a virtual interactive workshop by Kaitlin Zhang, the CEO of Oval Branding, who specialises in cross-border and personal branding. She has provided training for government officials, venture capitalists, business leaders, startup founders and authors.

In an increasingly digitised world, having a well-crafted online presence is critical to making the right first impression. **Personal brand** is what people say about you when you're not in the room, while **online reputation** is what people see when they Google you.

Kaitlin shared how to manage your reputation on the internet. Her insights are summarised below:

FIND OUT WHERE WE ARE NOW

Google your name in quotation marks, e.g. "Kaitlin Zhang" (to make sure your full name is being searched) in a private or incognito window (to ensure it is a clean search unaffected by your search history). Consider changing your search setting to a different country, if necessary, to get a search result of what is being seen from your clientele. Skim through the search results, image search, video search and news search.

- **Tips** : users with Chinese names would find search results on Chinese search engines, e.g. Baidu, returning many people bearing the same name. Those users must build up their brand with extra efforts to stand out and reach the first page of the search results.
- **What do you do if there are a lot of people with the same name as yours?** Change your name a little by using a different version of your name (e.g. Brad to Bradley, Chris to Christopher), adding a middle initial or adding a descriptor (XX, FinTech expert).
- **Misconception** : Sometimes, people might consider it better to have zero presence on the internet. However, a short tweet about your industry or a photo of you with a nice smile gave you a slight edge over your competitors.

FIVE STEPS TO BUILD YOUR PERSONAL BRAND ONLINE

- **Position**
 - Start by considering your target audience, your industry and your competitor. Guided by these, create your brand position containing your mission, vision and values. Always remember that personal branding is not about you. It is about clearly communicate how you can serve others.
 - How do you compete with other people, how are you different from other people, what are your competitive advantages, what other people talk positively about you?

- **Photo**
 - Tell visual stories, including videos and graphics, or even a specific colour scheme and font choice. Reference: Kaitlin's personal website: <https://kaitlinzhang.com/>.
 - For LinkedIn, your banner image could be something that inspires you, make good use of "media boxes", insert professional headshots and post photos of you working.
 - Visuals are important. A profile photo is more than just a photo; it communicates a lot about you and is worth getting them done professionally. Those who more comfortable with being on camera can benefit from making short form videos that showcase their brand and expertise.
 - Another thing to consider is creating a more professional background for video calls, with good lighting and some visual interests that represents you, perhaps even considering finding a personal colour scheme that can increase your brand recognition.
 - Sample LinkedIn profile: <https://www.linkedin.com/in/example-profile/> (with suggestions on how to configure your profile)

- **Platform**
 - The one location where you have your story told and curated in your way.
 - It is LinkedIn for most people, but you might also want to create your website.
 - It is crucial to be the curator of your story rather than having other blogs or articles or even your company pages because you might not be with your company forever.
 - Reference: <https://angeladuckworth.com/>; <https://www.marieforleo.com/>

- **Promote**
 - Promote is about using the power of social media and content marketing.
 - Social media also includes Twitter, Instagram, YouTube and WeChat.
 - Think about which platform your audience wants to be on, your message and the frequency.

- **Partnership**
 - Build good relationships with other brands, other people or the media to help promote your brand.

MISSION AND VISION STATEMENTS

Personal branding is not just all about you. It is about how we frame ourselves, what values we can add to other people and how they can reach you online.

- Write down your mission and vision statements:
- Mission Statement – What is wrong with the world, and how you intend to fix it
- Vision Statement – What the world would look like after you've finished changing it

Be specific : Spell out your competitive advantage. For example, a yoga teacher could stress her experience in providing lunchtime or corporate yoga sessions.

Focus on your current role and career projection : give other people something particular to praise.

ONE LINER PITCH

There might be many different versions of one-liner pitches depending on your target audience. Think of distinct competitive advantage and special techniques that you use.

Write your one-liner pitch : I am [insert your name, title, company]. I [insert action] for people / businesses like [insert target audience] with [problem they have] to increase/grow/achieve x, y, z.

Example from Kaitlin: I am running personal branding workshops online for women in Asia interested in building their personal brand. They face problems in online reputation management. I help them to understand brand positioning so that they can progress in their career and have the best possible first impressions online.



SOCIAL MEDIA STRATEGY OR CONTENT MARKETING STRATEGY

You can start by building a comprehensive LinkedIn profile and adding more social media channels depending on your goals and target audience. One of the best ways to increase your credibility in your chosen field is consistently to create content related to it, such as social media posts, blogs, podcast or videos.

- **Social Media Strategy** : What are the platforms you're currently on? What message are you conveying? Check your privacy setting.
- **Content Marketing Strategy** : Who are your target audiences? What is your key message? How frequently are you posting?
- **Possible actionable steps** : You may reconsider your platforms, post more or less often, make sure you do a privacy check or delete old contents no longer relevant.
- **Tips** : Sometimes, you may want to keep your Instagram or Facebook private, for friends and family only, keeping them away from work.

PARTNERSHIP

Align yourself with the right brand partners and media partners. Don't be afraid to reach out to other people with strong personal brands who can help elevate your brand and grow your audience.

Brainstorm a list of 3 brand partners and 3 media partners you can approach and work with. How might you approach them?

What are the companies or organisations that echo your mission and vision that you can liaise with. You may build your brand by creating contents for industry publications, taking interviews or speaking on podcasts.

For anyone who is shy, take it slowly, and you could start by grabbing a coffee with someone else in the industry.

COMMON PITFALLS

- **Stop talking about your company's brand** : It is about you, your personal brand. You may not be staying in the same organisation forever.
- **Avoid being too egocentric** : No doubt you are excellent and great, but try branding yourselves by how you are serving people and your vision for the world.
- **Do not be afraid to get out** : Share your best qualities, your character on the web. Take gorgeous pictures of yourself, curate and put them online.
- **Make sure you have thought through everything you post online** : People were sacked for things they have written online.
- **Protect your privacy** : Be cautious about posts related to your children - protect their reputation because they will be looking for a job one day. Make sure you keep their birthdays and information as well as embarrassing pictures to a minimum.