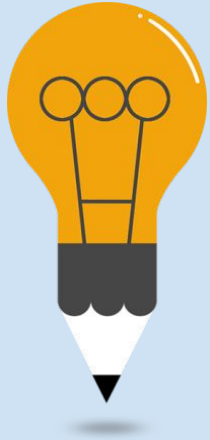


WHAT'S YOUR SHTICK?

PERSONAL BRANDING ONLINE AND OFF



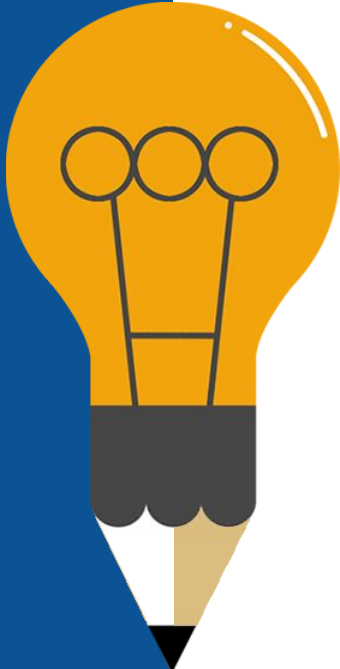
To access this deck:
<http://bit.ly/PersonalBrand4U>

Presented by Lynne M. Williams, Ed.D. Candidate
@GreatCareersPHL #GreatCareersPHL



GREAT CAREERS GROUPS
YOUR CAREER OUR MISSION

Learning Objectives



01 Tips and best practices for business or networking cards & your keywords

02 Taglines, slogans, and six word memoirs

03 SWOT analysis of YOU and LinkedIn

04 Your reputation and your action plan

Hi! My name is Lynne Williams. (state name)

Are you a job seeker (or client seeker)? (identify target audience which could be someone in transition or an entrepreneur)

Do you need help identifying keywords to get found and land a job (client)? (identify a potential pain point)

As the fairy godmother of job seekers (personal branding), like a pumpkin to a carriage, I write resumes and LinkedIn profiles (and company pages) and transform them into job seeker (client attraction) tools that have relevance and impact to the employers (clients) you want to reach. (vivid image for memory dart explaining what I do and my value proposition)

Need help? Call me! (call to action)

My name is Lynne Williams. (repeat name)



Memory Dart (instead of an elevator pitch)

Ten word version:

I guide you to your keywords to beat the bots.

Google Steve Woodruff Memory Dart to read his article that inspired me! *Reduce Your Elevator Pitch to a Memory Dart*
<https://www.stevewoodruff.com/reduce-your-elevator-pitch-to-a-memory-dart/> [Read for other elevator pitch ideas!](#)



Your personal brand is what other people say about you when you leave the room. It's your professional reputation.

~ Dorie Clark

A good read with excellent links!

<https://www.entrepreneur.com/article/280371>

How do you differentiate your brand?



01

How do you differentiate and distinguish yourself?

02

What are your keywords and core competencies?

03

What are your features and benefits?

04

What is your value proposition | unique selling proposition | personal branding statement?

A favorite
@GreatCareersPHL
Instagram
Image!



Keyword Demo & Discussion

- Jobs Tab - case & spelling matter! e.g., *Sop, SOP, Standard Operating Procedure (SOP)*
- LinkedIn Github Career Explorer
- LinkedIn Collaborative Articles (see Q4)
- Demonstrate Skills (Beta)
- Google Trends
- ChatGPT (and other AI)



ATS-friendly resumes & LinkedIn for job seekers | Pivots & reinventions branding | Keyword strategies to beat the bots | Data-driven | Save time in job search | Online career education & techie boomer

cheerleader

ANALYZE AGAIN

Characters: 212

Words: 35

Headline Quality Score

73

ABOVE AVERAGE

< Headline Quality

Engagement Score >

51

AVERAGE

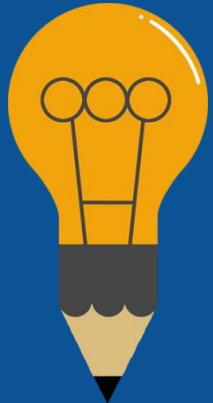
100

ABOVE AVERAGE

< Impression Score

Have you analyzed your headline?

Join me for How to Analyze Your Headlines for LinkedIn, Emails, and Blogs



HOW TO ANALYZE YOUR
HEADLINES FOR

LINKEDIN, EMAILS,
AND BLOGS

THURSDAY, SEPTEMBER 28, 2023

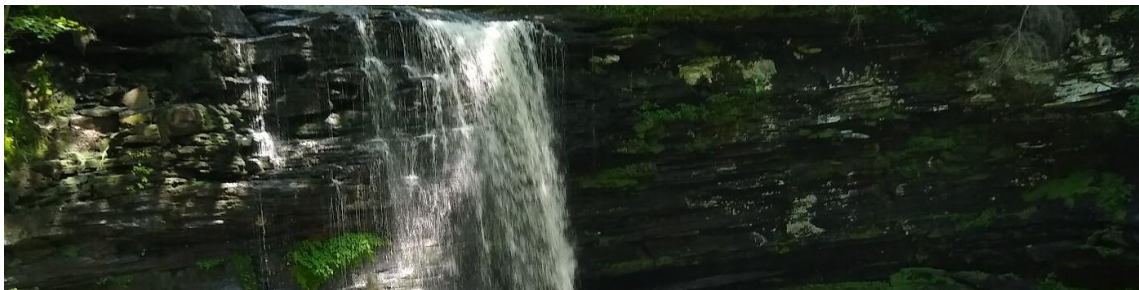
10 -11 AM ET



LYNNE WILLIAMS

SCORE.ORG / CHESTERDELCO

Is your banner memorable?



Hispanic, Latino(a), or LatinX

Asian

Black

Pacific Islander

Native American or Alaska Native

LinkedIn

I am for equity because equity starts with everyone.

How will you build your brand on LinkedIn to be memorable?

First Last

Global Marketing Executive
Transformer Solving Complex Problems



FIRST LAST

Managed Care Mixologist
Blending New Solutions For You



FIRST LAST

Provide laser-focused underwriting
with accuracy & speed



FIRST LAST

Artsy Bioinformatician
Biological Data Visualizer
Solving Complex Biological Problems



First Last

Brevity & Wit Sparked by Caffeine



FIRST LAST

2 Be Part of the Solution
All About the WE



Create your brand story with a custom banner, headline, and more!



Tanya Kosmin · 1st

Franchise Your Business | Franchise Consultant | Realtor | Better than a triple dip ice cream 🍦 providing you with a trifecta of solutions to multiply your business, find the right fit business, or real estate 🏠



FYB Franchiseyourbusiness.com

WCU West Chester University of Pennsylvania

About Section

About

Creative Director & Senior Graphic Designer with expertise in designing and managing brand consistency across print, digital, and social media. Cultivate trusted partnerships with internal and external stakeholders. Adept at collaborating with clients and staff to provide effective marketing solutions and value-based strategies that go beyond the initial task.

👋 G'Day! 🇺🇸 Need some Aussie ingenuity and design expertise?

✍️ Experienced in branding and graphic, website solutions, and apparel design.

👥 Skilled in mentoring and leading small cross-functional teams to achieve outstanding results.

🎥 Proficient in creating custom websites, product videos, and animations using various software.

📈 Develop impactful print and digital marketing solutions while maintaining and elevating brand identity for growth.

About Section

✔ CORE COMPETENCIES

- Adobe Creative Suite
- Art Direction
- Branding
- Branding Identity
- Collaborative
- Communication
- Creative
- Design
- Detail-oriented
- Digital Marketing
- Flexible
- Graphic Design
- Growth Mindset
- Illustration
- Interpersonal Skills
- Leadership
- Management
- Marketing
- Mentoring
- Problem-Solving
- Relationship Management
- Social Media
- Storytelling
- Strategy
- Team Player
- Type
- Web Design

🖨 TECHNICAL SKILLS

- Adobe Acrobat
- Adobe After Effects
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Dreamweaver
- Facebook
- Google Workspace
- Instagram
- Microsoft Office
- Squarespace
- WordPress

👉 Seeking new opportunity. #ONO #opentowork

✔ CONTACT INFO

📞 610-209-6031

✉ danmilbourneco@gmail.com

✉ danmilbourne@bunyipcollective.com

Revisiting the Headline

Headline Analyzer

198 characters of
220

Overall 97

Engagement 95

Impression 100



Dan Milbourne · 1st

Creative Director | Senior Graphic Designer | Branding Strategist |
Crafting Compelling Visual Stories to Elevate Brands from Down
Under 🐾 to Up Over the Top 📈 with Cutting Edge Creative
Solutions

Talks about #branding, #marketing, #logodesign, #graphicdesign, and
#websitedesign

Greater Philadelphia · [Contact info](#)

www.bunyipcollective.com



The Bunyip Collective



University of Canberra



LinkedIn Tips

Tip

The first 3 hashtags in a LI post become part of the URL.

Problem

The algorithm will not reward you if you do not have a current position.

Solution

Volunteer!

bit.ly/PAGCGVolunteer or
bit.ly/PAGCGBOD

Seeking:

- VP Marketing on BOD
- VP Communications on BOD
- Tasks/Projects to be done in your area of expertise

Read the articles linked in this article on [*How to Conquer the Employment Gap on Your LinkedIn Profile & Resume*](#)



Lynne M. Williams BS, MA, ABD

King of Prussia, PA | (610) 405-9756

lynne@aroundthelockexecs.com | director@greatcareersphl.org

www.linkedin.com/in/lynnewilliams



Career Coaching & Job Search Strategies | Resumes & LinkedIn | Relationship Manager
Trainer | Author | Educational Leader | Curriculum & Instruction



Collaboration



Creativity



Energy



Leadership



Service

EDUCATION

- Gwynedd Mercy - *Doctoral Candidate Ed.D.*
- Penn State University - *Content Marketing Analytics Certificate*
- Immaculata University - *MA, ABD Educational Leadership*
- University of Delaware - *BS Business Administration, Marketing and French*
- Institute for American Universities, France

WORK EXPERIENCE

- Philadelphia Area Great Careers Group
- Around the Clock Executive Helper
- Berkshire Hathaway HomeServices Fox & Roach, Realtors
- Carnegie Mellon University
- Various School Districts in SE PA
- T & C General Contractors, Inc.
- Custom Building Products

CAREER HIGHLIGHTS

Business Development Champion growing ceramic tile sales & distribution in 12 western states plus Alaska & Hawaii, achieving over \$1M in sales, a 325% increase over predecessor as part of 22% of total company gross sales

Inspiring and Trusted Leader partnered in building a dormant general contracting corporation from \$0 to annual gross revenues ranging from \$5M to \$7M within 3 years with a staff of 24 as well as grew an all volunteer nonprofit organization from 1722 to almost 4400 members since 2015 acquisition

Strategic & Tactical Visionary shaping clear & distinctive strategies with a team to identify & capitalize on new growth opportunities through market analysis, analysis of competition, brand development, & keen business instincts including the launch of a marketing campaign with new logo & package design & technical literature for building products

SUMMARY PROFILE

Tech savvy dynamic and outgoing leader and lifelong learner with passion for teaching, learning, networking, and career coaching developed through personal reinventions and career changes. Authored chapter on "Applying for Positions" in a 2016 book published by the Association of Talent Development that included 15 other national career coaches and Dick Bolles, author of *What Color is Your Parachute?* Diverse background with experience including sales, marketing, and social media; for profit and nonprofit entrepreneurship; volunteer management; K-12 teaching and adult learning; as well as administration, operations, and meeting planning / facilitation. Highly collaborative and creative as a connector of others through avid networking and a servant leader. Champion of diversity and inclusion and veteran support. Weekly blogger at vista.today, montco.today, and delco.today

CORE COMPETENCIES

- Resumes, cover letters, & other writing / editing
- LinkedIn profiles & other social media set up
- In-person & virtual coaching; adult learning & staff development
- Curriculum design & instruction
- Workforce, technology, & social media training
- Event planning & meeting moderation
- Networking, relationship building, & connecting people

JOBSEEKERS, ENTREPRENEURS, NETWORKERS

Philadelphia Area Great Careers Group website:

www.greatcareersphl.org and check out membership

See upcoming workshops and networking events on website under Events tab as well as: <http://bit.ly/PAGCGEvents>



TARGETS

- Higher Ed Career Services - Penn State Great Valley, Gwynedd Mercy, Temple, West Chester, Ursinus, Villanova, Haverford, Bryn Mawr
- LinkedIn & Google
- Workforce Development - State & Local & Outplacement Services
- Vocational Career Readiness - School Districts in Montco, Chesco, Delco
- Curriculum design & training; staff development
- Individuals needing resumes, cover letters, networking pages, PowerPoints, LinkedIn profiles, social media, etc.

Use graphics and images for your One Pager for Networking or brochure but not for your resume

Your Email Signature is Part of Your Brand



Lynne Williams, Ed.D. Candidate
Executive Director

Great Careers Groups

m: 610-405-9756

w: www.greatcareers.org

e: director@greatcareersphl.org

 [Book a 15 min call with me](#)



Lynne M Williams Ed.D Candidate

Around the Clock Executive Helper | Resumes & LinkedIn

m: 610-405-9756

e: lynne@aroundtheclockexecs.com

a: King of Prussia, PA

 [Book a 15 min call with me](#)



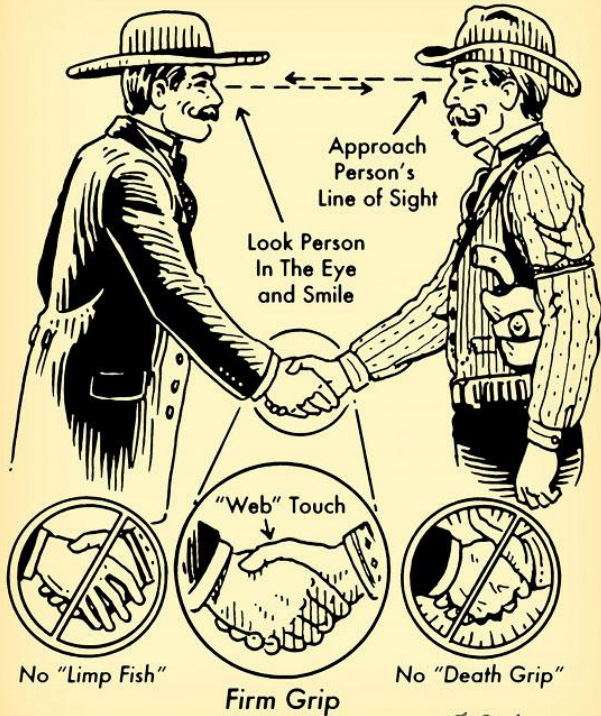
[Check out how to make a Canva email signature](#)

mysignature.io or use
Canva.com or other

Your Handshake is Part of Your Brand

(though we may be doing elbow bumps, toe taps, or air fives as the new post COVID handshake!)

How to Give a Manly Handshake



The Wimpy





Your Style is Part of Your Brand

Appearance - clothes, shoes, hair, makeup, nails, jewelry, etc.

Let LinkedIn Become Your Online Portfolio

Sara Gladney, MS ✓

► Product Manager | Educational Technology | Customer Experience & Success | Business Analyst | Instructional Design

Greater Philadelphia Area

Comcast

sju Saint Joseph's University

See contact info

See connections (500+)

Passionate product owner and project manager, instructional designer, and provider of an excellent customer experience. Technology trainer creating curriculum content for learning. Identify, evaluate, coordinate and lead development team to meet deadlines and act as liaison with other stakeholders ...

Media (2)

IFTTT App - How to Make a Recipe

How to Make a Low-Fat Pumpkin Pie in a Vitamix

High School Help Desk Manager, Instructional Designer & Technology Trainer | Canvas LMS

Unionville-Chadds Ford School District

Nov 2013 – Mar 2016 · 2 yrs 5 mos

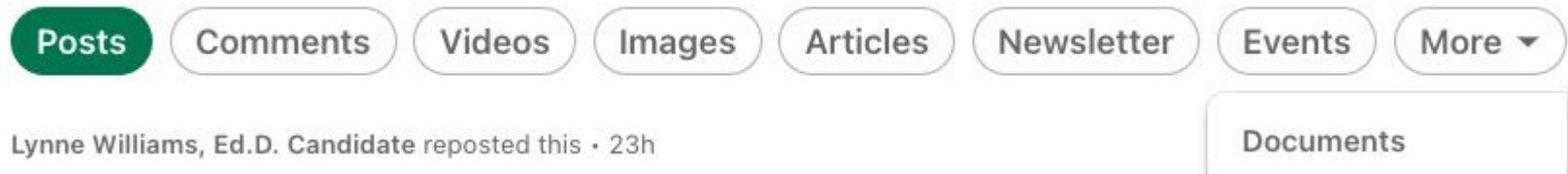
Greater Philadelphia Area

- Managed LMS as an administrator helping to create courses for teachers and migrate courses from different LMS systems into Canvas
- Installed, re-imaged, maintained, and repaired all network items including comput... See more

UCE Videos - Web Presence Initiative ...

Math In Focus UCF Video Library - Math In Focus- Communi...

Showcase Different Kinds of LinkedIn Activity



Note: [Collaborative Articles](#) is one of the choices forthcoming that you will be able to highlight!

Blog, Blog, Blog

- Better to create original content rather than curate, so YOU are the expert
- Communicate regularly on a few channels > be consistent
- Post your website blogs on LinkedIn to drive traffic to your website



Create a LinkedIn Newsletter



Write a blog on your website

Business Card Front



- Name
- Cell Phone
- Email
- LinkedIn URL - [Read this to customize!](#)
 - make sure it is customized and is an /in/ and not a /pub/
- Website, if you have one
- Your title
- A tag line
- A logo or graphic that symbolizes YOU!
- Think about [colors](#) that will make people remember your card
- Do you want a glossy or matte finish?
- Address only if you have a brick and mortar business

Business Card Back



- Make sure the background color is light so people can write on it
- Make sure the background is matte, and not glossy, so people can write on it
- Make sure there is some blank space so people can write on it
- Include your value proposition
- Optional [QR code](#) or [LinkedIn QR code](#)

Business Card Printing Options

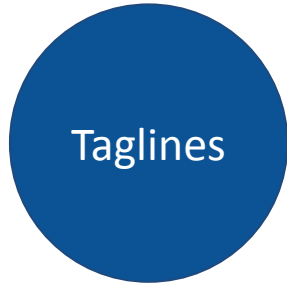
Have your cards professionally printed so no one is looking at perforated edges from ones you print yourself. First impressions count!

Scan your business cards
Evernote, CamCard, Neat,
Haystack, and others, etc.

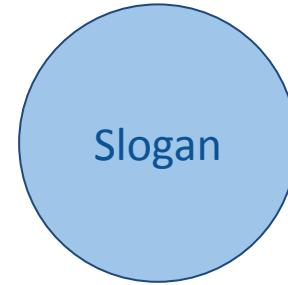


- Staples.com
 - They print one-sided in store
 - Two-sided is printed off-site
 - Free pick up in store or about \$7 delivery to your house
- VistaPrint.com
- Moo.com
- Businesscard.com
- OvernightPrints.com *(My personal favorite!)*
- Support your local printer!

Taglines vs. Slogans



“permanent” line for your business

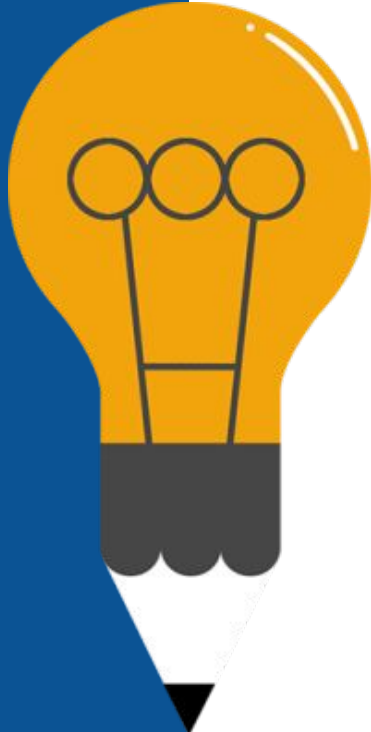


used with a single marketing campaign ... typically



Check to see if your verbiage is trademarked TM or service marked SM

Tagline Considerations



01

Exude your personality

02

State what you or your company does

03

Differentiate yourself from your competition and show how you are unique; Explain added value and benefits

04

Add to your branding and marketing campaign

Tagline Considerations



- Start with a list of verbs that will convey action to start your story (build, consult, develop, earn, focus, grow, help, keep, partner, transform, etc.)
- List the key benefits that will be derived (less stress, more support, save time, more power, find a solution, improve potential, gain freedom, achieve success, etc.)
- Create a list of industry-specific jargon
- What are your strengths or [unique selling points](#)?
- Combine words in different combinations
- Is it visually appealing?
- Is it memorable and easy to say?
- Does it generate positive feelings?
- Is it unusable by competitors?
- Get feedback from friends and family before you commit
- Should go on the front of your business card



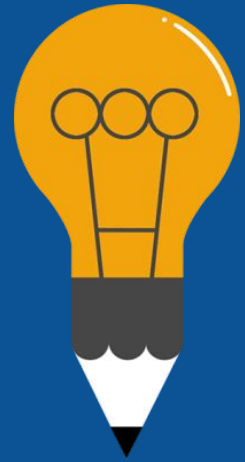
Stories collected at: www.smithmag.net
www.sixwordmemoirs.com

Taglines vs. Slogans

Legend about Ernest Hemingway notes he was challenged to write a story in six words and wrote -

“For sale: baby shoes, never worn.”

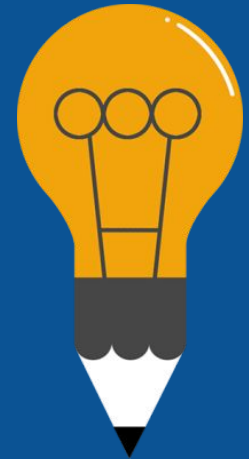
6 Word Examples



- What the hell. Might as well. *~Nancy London*
- Made costly mistakes, learned valuable lessons. *~Ricky Roach*
- Inquisitive, excited, surprised and sometimes wrong. *~Jon Snow*
- Some collect coins, I collect diplomas. *~Srini Rajagopalan*
- I fell far from the tree. *~Rebecca Stadolnik*
- I don't know but Google does. *~Sorcha Exworthy*
- Sperm too potent, now have triplets! *~Renee Schunk*
- Yes you can edit this biography. *~Jimmy Wales*
- Full life; impossible to summarize in *~Matt Love*
- Was rebellious teen. Now raising one. *~Michelle Ganon*
- I have not done it all. *~Aaron Knoll*

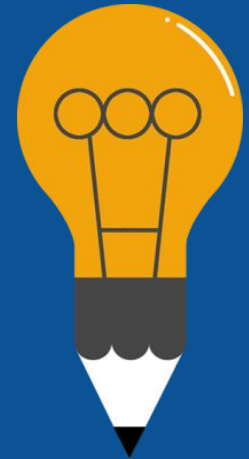
- Never too late. Live your passion.
- Moscato definitely makes everything much better.
- My best creativity lives outside boxes.
- I think, therefore I am me.
- Social media junky seeks geeky friends.
- Frick hasn't found frack. Not yet.
- Said yes way too many times.
- Glass 100% full, liquid and air.
- Future goal is to write a book.

Lynne's 6 Word Examples



Lynne's 6 Word Examples

- Type A overachiever – that's me!
- My inner Scorpio is not being utilized.
- Love to work in t-shirts and jeans!
- My shtick; social media on steroids.
- Lifelong learner seeks another chocolate lover.
- Bacon, moscato, cats, chocolate, computers. Yeah!
- Lemme post that on my wall.
- Never missed a deadline. Perhaps second wedding.
- Virtual moscato, or maybe a few.



Are you treating your job search like a business?
Have you done a SWOT analysis for your business?
Have you done a SWOT analysis on your LinkedIn profile?



Have you created your action plan?



- Who?
- What?
- Where?
- When?
- Why?
- How?
- Are they S.M.A.R.T.?
- Goals / Objectives?
- Tasks?
- By when?
- Resources?
- How do you measure success?

- [Branding & Rebranding](#)
- [Rebranding a Company: 7 Things Your Boss Wants to Know](#)
- [6 Popular Services to Sell as a Brand Consultant](#)
- Get ideas from [this website](#) for areas where you could focus on your brand



Learn More About Branding Your Company

- [Branding & Email Marketing: How to Share Your Brand Values via Email](#)
- [Your Reputation is Too Important to Dismiss](#)
- [The Power of Video for Personal Branding](#)
- [Guide to Understanding and Building Your Personal Brand](#)



[How to Make Your LinkedIn Brand Stand Out](#)

[How to Wish a Branded Happy Birthday on LinkedIn](#)

Learn More About Branding Yourself

Upcoming Schedule



UPCOMING WORKSHOPS WITH LYNNE SPEAKING

<http://bit.ly/CareerTopics>

UPCOMING WORKSHOPS

<https://greatcareers.org/events>



Lynne M. Williams, Ed.D. Candidate

I guide you yo your keywords to beat the bots for resumes and LinkedIn - unemployed, self-employed, or employed. My process is collaborative.

on [Thought Leadership Branding Club](#) #TLBClub



>>> Check out my Linktrees! <<<
<https://linktr.ee/lynnewilliams>
<https://linktr.ee/greatcareersp>

Let's Connect!



director@greatcareersphl.org



lynne@aroundtheclockexecs.com



www.linkedin.com/in/lynnewilliams



484-393-2951



Book a 15 min call with me



Speaking Topics



@GreatCareersPHL | #greatcareersphl



Philadelphia Area Great Careers Group (our legal name)

- [Great Careers Groups](#)
- [Business Executives Networking Group](#)
- [ChemPharma Professional Association](#)

To access this deck:
<http://bit.ly/PersonalBrand4U>



Upcoming events: <https://greatcareers.org/events> & <http://bit.ly/CareerEdEvents>

Over 7000 Members & Alumni: <https://www.meetup.com/Philadelphia-Area-Great-Careers-Group>

Membership: <https://greatcareers.org/membership>

Social Media & More: <https://greatcareers.org/contacts>