

# THE SCIENCE OF PERSONAL BRANDING FOR CAREER ADVANCEMENT



# CHARLES POOLEY



**FOUNDER & CEO, WORKFOLIO**

**FORBES BEST WEBSITE FOR YOUR CAREER**

**YOUNGEST CIO, AMERICAN PUBLIC COMPANY**



**WHY YOUR BRAND MATTERS**

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**THE DIMENSIONS OF BRAND PERSONALITY**

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**THE BRAND RETENTION FORMULA**

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**BUILDING YOUR BRAND ONLINE**

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**ASK ME ANYTHING**

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**WHY**

**YOUR BRAND MATTERS**



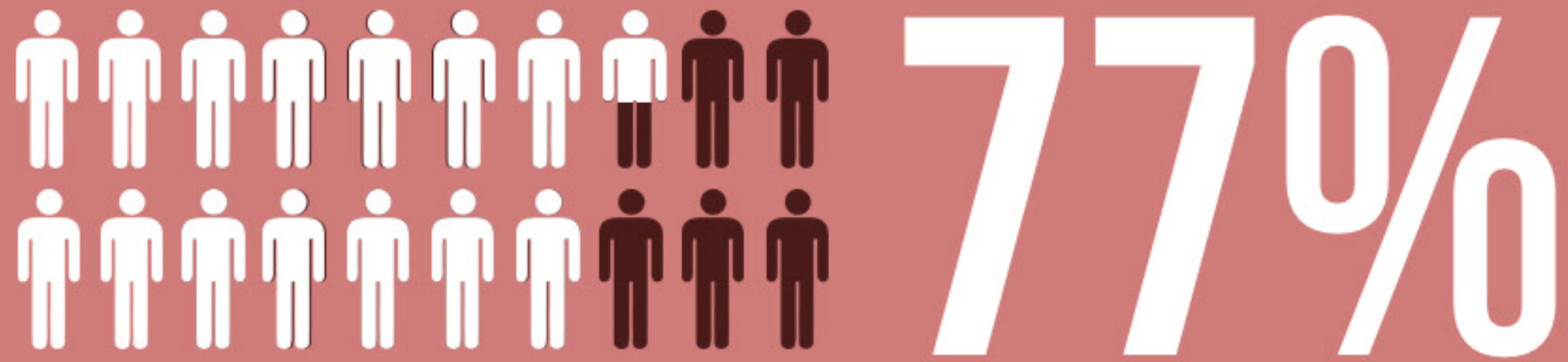
**THE OFFICIAL UNEMPLOYMENT  
RATE IN THE UNITED STATES**



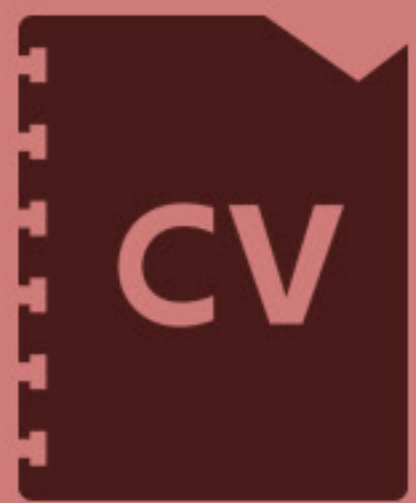
**THE “REAL” UNEMPLOYMENT  
RATE IN THE UNITED STATES**



**OF ALL EMPLOYMENT IN US WILL BE CONTRACT WORK BY 2020**

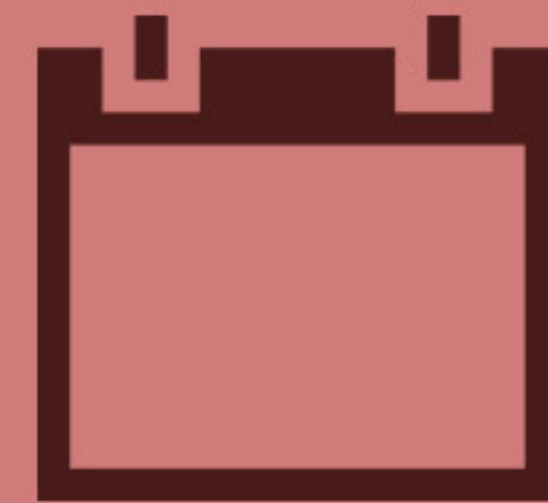


**OF EMPLOYED WORKERS ARE SEARCHING FOR THEIR NEXT JOB**



300

**THE AVERAGE NUMBER OF CV'S  
RECEIVED FOR EVERY OPENING**



8 MO

**THE LENGTH OF THE TYPICAL  
JOB SEARCH**

**WHAT DOES THIS MEAN?**

**WE MUST GET BETTER AT MARKETING OURSELVES**

**WE ARE ALL THE CHIEF MARKETING OFFICER AT  
OUR BUSINESS OF ONE.**

# THE DIMENSIONS OF BRAND PERSONALITY



# COMPETENCE



## TRAITS

**RELIABLE**  
**RESPONSIBLE**  
**EFFICIENT**  
**HARD WORKING**  
**SECURE**

SOURCE: DR. JENNIFER AAKER, PROFESSOR OF MARKETING AT STANFORD GRADUATE SCHOOL OF BUSINESS

# EXCITEMENT



## TRAITS

**DARING**  
**SPIRITED**  
**IMAGINATIVE**  
**UP-TO-DATE**  
**UNIQUE**

SOURCE: DR. JENNIFER AAKER, PROFESSOR OF MARKETING AT STANFORD GRADUATE SCHOOL OF BUSINESS

# RUGGEDNESS



## TRAITS

**TOUGH**  
**STRONG**  
**OUTDOORSY**  
**WESTERN**  
**INDEPENDENT**

SOURCE: DR. JENNIFER AAKER, PROFESSOR OF MARKETING AT STANFORD GRADUATE SCHOOL OF BUSINESS

# SOPHISTICATED



## TRAITS

**GLAMOROUS**  
**CHARMING**  
**UPPER-CLASS**  
**ROMANTIC**  
**SMOOTH**

SOURCE: DR. JENNIFER AAKER, PROFESSOR OF MARKETING AT STANFORD GRADUATE SCHOOL OF BUSINESS

# SINCERITY



## TRAITS

**DOMESTIC**  
**HONEST**  
**GENUINE**  
**CHEERFUL**  
**ORIGINAL**

SOURCE: DR. JENNIFER AAKER, PROFESSOR OF MARKETING AT STANFORD GRADUATE SCHOOL OF BUSINESS

# THE PERSONAL BRAND RETENTION FORMULA

**PERSONAL BRAND RETENTION FORMULA:**

$$BR = (E + R) \times PI$$

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### PERSONAL BRAND RETENTION FORMULA:

$$BR = (E + R) \times PI$$

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### EXPOSURE:

THE NUMBER OF PEOPLE THAT ARE AWARE OF YOU RANKED 1 TO 10  
(1: CITIZEN; 10: QUEEN OF ENGLAND)

### PERSONAL BRAND RETENTION FORMULA:

$$BR = (E + R) \times PI$$

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### REPETITION:

THE FREQUENCY OF YOUR EXPOSURE  
(1: ALMOST NEVER; 10: ALMOST DAILY)

### PERSONAL BRAND RETENTION FORMULA:

$$BR = (E + R) \times PI$$

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### PATTERN INTERRUPTION:

THE DEGREE YOUR MESSAGE OR DELIVERY IS UNIQUE  
(1: MOST POLITICIANS; 10: “WEIRD AL” YANKOVIC)

# PATTERN INTERRUPTION



# **BUILDING YOUR BRAND ONLINE**

**SOCIAL MEDIA IS AN INDISPENSABLE  
TOOL FOR TODAY'S PROFESSIONAL**

**HOWEVER IT IS  
NOT ENOUGH TO MAKE YOU STAND OUT**

# NOT AVAILABLE EVERYWHERE

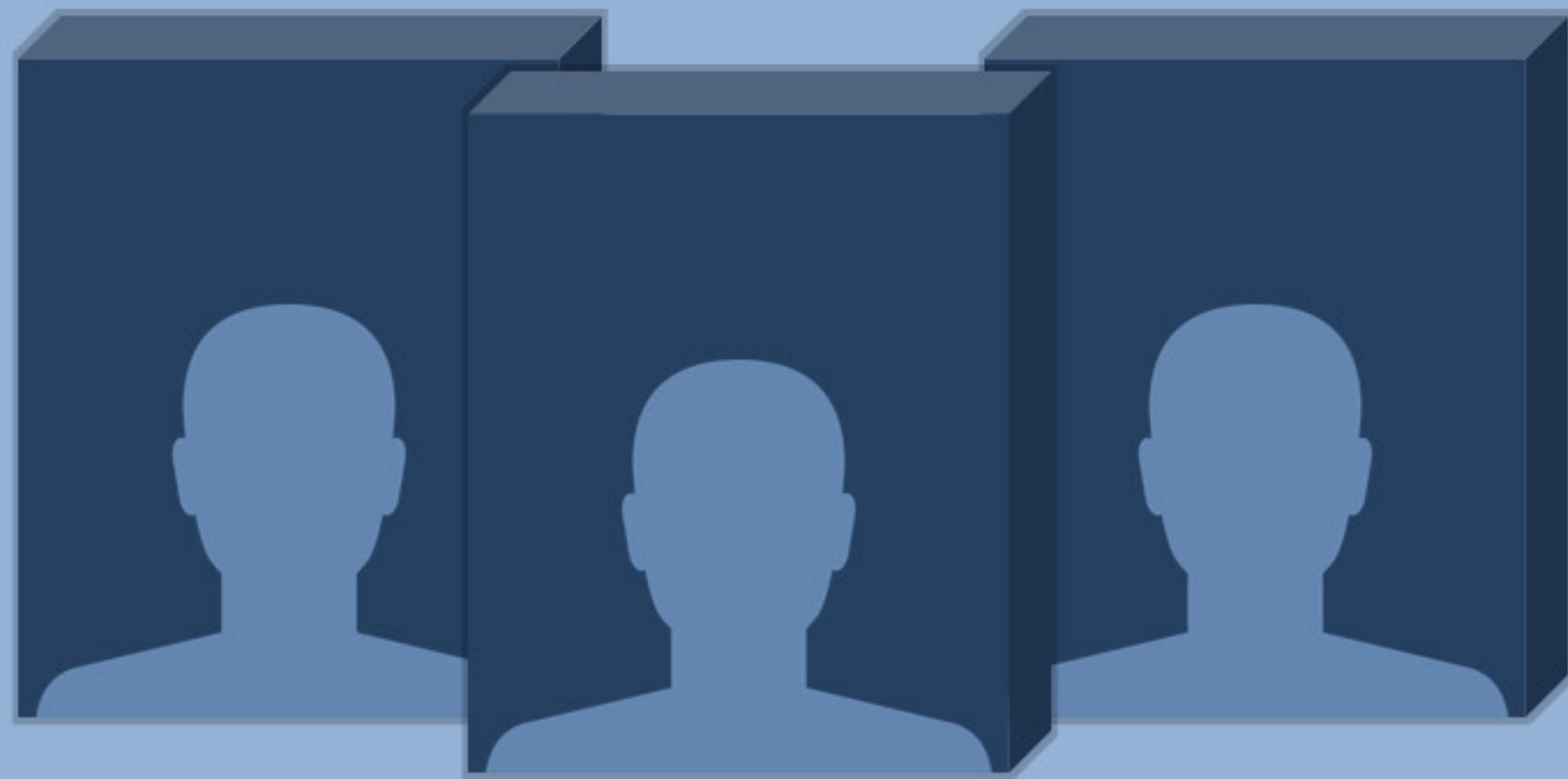


**OF U.S. COMPANIES BLOCK  
SOCIAL MEDIA SITES**



**OF COMPANIES WORLDWIDE  
BLOCK SOCIAL MEDIA SITES**

# ON SOCIAL MEDIA EVERYONE'S PACKAGING IS THE SAME



## THE IMPORTANCE OF PACKAGING

**PROVIDES DIFFERENTIATION**  
**COMMUNICATES VALUE**  
**REINFORCES BRANDING**

# IT'S NOT JUST ABOUT YOU

PERCENTAGE OF PROFILE PAGE REAL ESTATE DEDICATED TO THE USER, ADS AND OTHER PROFILES COMPETE FOR ATTENTION



**LINKEDIN**



**FACEBOOK**



**PERSONAL WEBSITE**

# WHY EVERYONE SHOULD HAVE A PERSONAL WEBSITE

# HELPS WITH “CYBER-VETTING”



**OF PEOPLE RESEARCH SOMEONE ONLINE BEFORE MEETING THEM**

IMPRESSES SCHOOLS, EMPLOYERS, CLIENTS

56%

OF PROFESSIONALS RANK PERSONAL WEBSITES AS MOST  
IMPRESSIVE TOOL ANYONE CAN HAVE

# GIVES YOUR MESSAGE MORE ATTENTION

AVERAGE VIEWING TIME

0:06

**RESUME/CV**

0:15

**SOCIAL PROFILE**

3:00

**PERSONAL WEBSITE**

SOURCES: THELADDERS, COMSCORE, COMPETE, STATISTA, WORKFOLIO

THE EXPERTS HAVE THEM

47/50

TOP SOCIAL MEDIA INFLUENCERS HAVE PERSONAL WEBSITES

SOURCE: FORBES

# SLIDES AVAILABLE AT: CHARLESPOOLEY.COM

