Twitter Thread by Amanda Goetz

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Marketing 101: building a personal brand

- what does personal brand mean
- why should you care
- how to distinguish it against the company you work for
- how to do it w/ support from your boss
- how to build yours

A thread ■

Personal brand has a negative stigma in some circles.

Personal brand does NOT mean you are a self centered narcissist.

Personal branding is intentional use of your time, voice, channel and platforms.

Why intentionality is important:

How you invest your time = How you will spend your life

Social media can become passive and addicting without true meaning and intention.

Don’t waste your life reading other people’s highlight reel, make your own.

Being a creator > being a consumer

How can you be intentional?

Similar to building a brand strategy: know what you stand for as a person

What lights you up? (Your mission)

What value do you want to bring to the table? (Value props)
How do you deliver it? (Voice and tone)

Reminder on brand strategy 101 ■■ https://t.co/ZpqfEU4XEh

> How to build a brand strategy from 0-1: a beginning guide
>
> // \U0001f9f5
>
> — Amanda Goetz (@AmandaMGoetz) August 10, 2020

Come up with content pillars.

You can stray from these but this is the core of what you talk about.

For me, everything I do relates to 1 of 4 things:
1. Empowering and helping women
2. Building companies
3. The ups and downs of parenting
4. Marketing

Your foundation audience is everything.

Who you build your brand with will dictate how your content pillars will perform.

Thirst traps grow your audience faster (IG algorithms love a thirsty photo) but your audience won't be engaging with the content you want to post.

Channel strategy

Just like brands, you can't be everything to everyone, everywhere.

Decide where you will invest your time based on the above decisions (your content, audience, form of delivery)

Give yourself milestones.

This seems silly for personal channels but it goes back to intentionality.

I started my twitter journey with a goal of tweeting 3-5 times a day.

Your day job vs. Your personal brand

these are not mutually exclusive. In fact, the best brands encourage the individual nature of the person w/ the mission of the co (hello @morningbrew @AviationGin)

The holy grail is when your company aligns with your personal mission. ■

How do you start?

Be up front / honest with your boss. An increase in SM presence can cause an eyebrow raise.

Share the why, how and “what’s in it for them” https://t.co/j1UbPJsN14

> When I see an exec at a company start to tweet more, I immediately assume they are planning their next move.
>
> — Austin Rief \u2615\ufe0f (@austin_rief) October 24, 2020

Last but not least: Just start

Your personal brand grows with you. No one started out with 1m followers and perfect thumbnails and tweet threads.

Try, learn, try again.

What do you think?

Are you being more intentional about your personal SM in 2020?

Would love to hear!