



sallie  
mae®

# Building your personal brand

Hadley Cook

Senior Community Management Specialist

 @SallieMae

▶ 3:00 PM Tuesday, October 27<sup>th</sup>, 2020



FOCUS ON SUCCESS

PASTAA 2020

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Join us for a special virtual event for high school juniors and seniors. Invite your students to join former educator turned hip hop artist, Dee-1 for a virtual assembly like no other.

Join the event on YouTube Live:

[www.youtube.com/c/salliemae](http://www.youtube.com/c/salliemae)

Dee-1 keeps it real as he uses his relatable college experience to talk to your students about the higher education decisions they'll be making and what they can mean for their future.

If Dee-1 could talk to his younger, high school self, no doubt he'd be laying down how important applying for free money first is. Filing the FAFSA and applying for scholarships could save your students hundreds, even thousands!

**Hear Dee-1 talk about teaming up with Sallie Mae:**

[Dee-1's Knowledge for College Tour with Sallie Mae](#)



**Paying for College 101:  
Free \$ First**

**A virtual event hosted  
by Sallie Mae**

You can choose a day and time from the following:

**Tuesday October 27**  
2 - 3 p.m. ET  
7 - 8 p.m. ET

**Wednesday, October 28**  
10 - 11 a.m. ET  
12 - 1 p.m. ET

**Don't miss out on this inspiring presentation.**

# Live Webinars November and December 2020

Date and Time	Webinar Topic	Description	Registration Link
November 11, 2020 1:00PM ET	Scholarships-Finding Free Money	<p>Did you know there are scholarships for almost any hobby, talent, interest or sport? You will learn:</p> <ul style="list-style-type: none"> <li>• The importance and ease of using a scholarship search engine</li> <li>• The variety of scholarship resources</li> <li>• How to create a winning scholarship essay</li> </ul> <p>Key tips on applying for scholarships</p>	<a href="#">Click here</a>
November 12, 2020 8:00PM ET	Scholarships-Finding Free Money	<p>Did you know there are scholarships for almost any hobby, talent, interest or sport? You will learn:</p> <ul style="list-style-type: none"> <li>• The importance and ease of using a scholarship search engine</li> <li>• The variety of scholarship resources</li> <li>• How to create a winning scholarship essay</li> </ul> <p>Key tips on applying for scholarships</p>	<a href="#">Click here</a>
December 9, 2020 1:00 PM ET	What's the Real Cost of College & How to Save, Plan and Pay	<p>If college is in your future, you will want to join this webinar to help you plan and pay for college. You will learn about:</p> <ul style="list-style-type: none"> <li>• Saving for college - it is never too late!</li> <li>• How to select a college and how much it will cost</li> <li>• FAFSA what, why and how</li> <li>• Understanding a financial aid offer</li> <li>• How to find and apply for scholarships and grants - FREE \$\$\$</li> <li>• Education loan options</li> <li>• Free tools and resources to make the process easier awards, scholarships and other options to consider in how to pay for college. We will also include tips on completing the FAFSA which opens October 1, 2020.</li> </ul>	<a href="#">Click here</a>
December 10, 2020 8:00 PM ET	What's the Real Cost of College & How to Save, Plan and Pay	<p>If college is in your future, you will want to join this webinar to help you plan and pay for college. You will learn about:</p> <ul style="list-style-type: none"> <li>• Saving for college - it is never too late!</li> <li>• How to select a college and how much it will cost</li> <li>• FAFSA what, why and how</li> <li>• Understanding a financial aid offer</li> <li>• How to find and apply for scholarships and grants - FREE \$\$\$</li> <li>• Education loan options</li> <li>• Free tools and resources to make the process easier awards, scholarships and other options to consider in how to pay for college. We will also include tips on completing the FAFSA which opens October 1, 2020.</li> </ul>	<a href="#">Click here</a>



# Live Webinars: Paying for Graduate School

<u>Date and Time</u>	<u>Webinar Topic</u>	<u>Description</u>	<u>Registration Link</u>
November 18, 2020 2:00PM ET	Paying for Graduate School	Paying for graduate school: This session highlights the differences between the Federal Grad PLUS Loan and private student loan programs. The focus will be on encouraging responsible borrowing and helping students find the right solutions to help pay for their education.	<a href="#">Click here</a>
November 19, 2020 8:00 PM ET	Paying for Graduate School	Paying for graduate school: This session highlights the differences between the Federal Grad PLUS Loan and private student loan programs. The focus will be on encouraging responsible borrowing and helping students find the right solutions to help pay for their education.	<a href="#">Click here</a>





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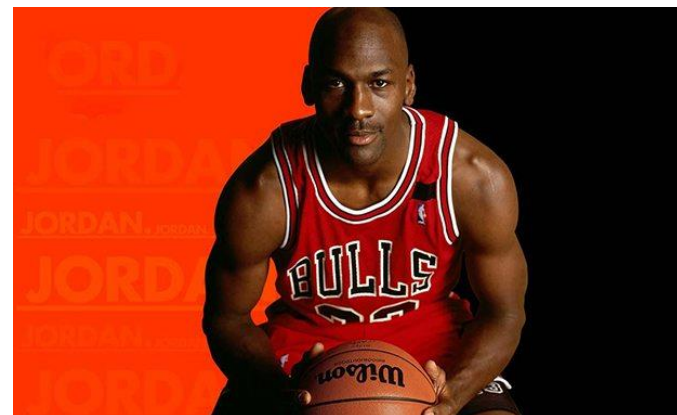


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# What is brand?



# What is personal brand?





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## Ted Talk – Powerful Personal Branding – Ann Bastianelli



Source: <https://youtu.be/hcr3MshYe3g?t=158>

## What is Personal Brand?

The conscious and *intentional* effort to create and influence public perception of an individual by positioning them as an *authority* in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately *advance their career, increase their circle of influence, and have a larger impact.*

## Personal brand tip 1: be authentic

**Today you are you,  
that is truer than true.  
There is no one alive  
who is Youer than You.  
--Dr. Seuss**



**Karlaa Williams • 1st**  
Digital Marketing & Public Relations Specialist  
Let their personality SHINE through!



**Laurie Barba • 1st**  
Senior Social Media Specialist  
Be authentic. Always stay true to who you are.

## Personal brand tip 2: Build a board of directors

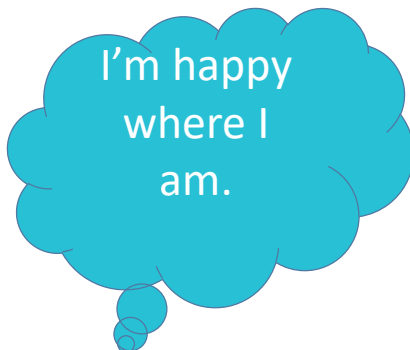


Board of Directors: help protect the value of a company for shareholders

Select board members who are invested in you and want to see you win.

- \*Feedback
- \*Coaching
- \*Networking
- \*Accountability

## Personal brand tip 3: Practice self development



## Self development

- Take free courses
  - Ask for feedback
  - Create a personal development plan (write it down)
  - Listen to podcasts
  - Find an expert in your industry
  - Follow experts on social media
  - Get an accountability partner
  - Teach a class
  - Watch Ted Talks, YouTube Videos, etc.
  - Attend a conference
- Read books, articles & websites
  - Take feedback constructively
  - Give praise to others
  - Make a vision board
  - Take a break
  - Meditate
  - Positive affirmations
  - Exercise regularly
  - Practice public speaking
  - Commit to your personal development

## Personal brand tip 4: Find a mentor

- Find a mentor  
(doesn't have to be within your field)
- Set expectations
- Be prepared
- Drive the relationship
- Respect the relationship

I absolutely love mentoring! Whether, I'm the mentor or the mentee my life has been enhanced by these special relationships. I've had mentoring relationships that have stood the test of time and others that only lasted for a season. Relationships where we instantly connected and others that took a lot of work. Relationships that were assigned and others that blossomed organically. Regardless of the outside variables, your mentoring relationship is a direct result of the energy you put into it. – Youth Mentor, 2007

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## Personal brand tip 5: Show Up

How do you show up in person?

- Non-verbal attributes
- Attire
- Communication style
- Work ethic



## Personal brand tip 6: Self-reflection

*Self-reflection is uncomfortable, but much like exercising, it offers countless benefits, and actually becomes easier and enjoyable the more we do it.*

LeaderOnomics.com

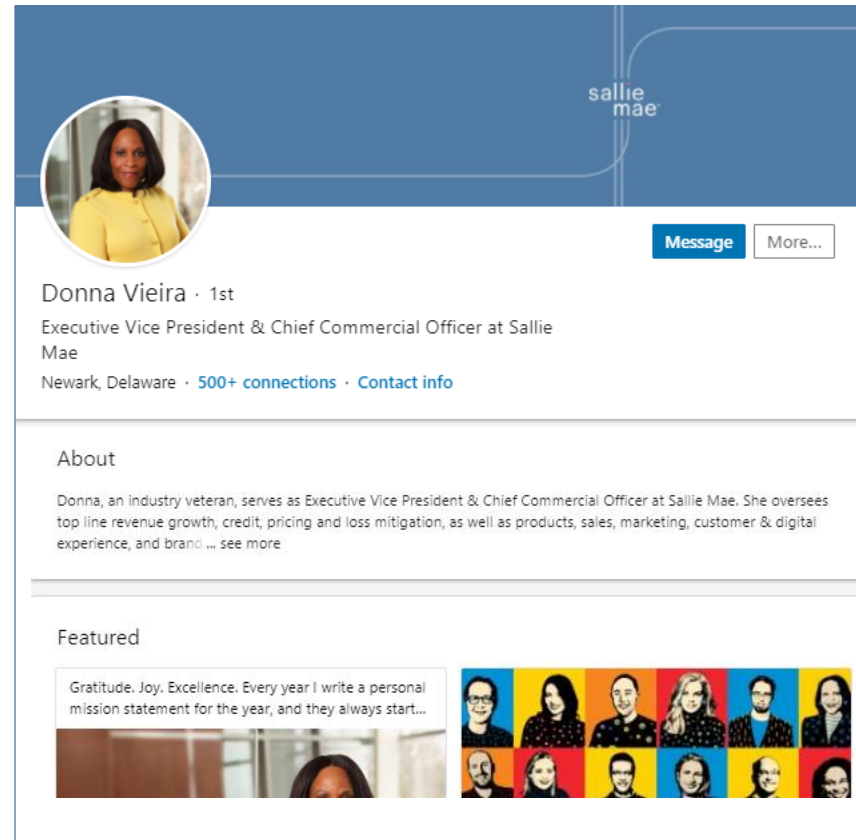
## Personal branding tip 8: Tell your story

- ✓ Your personal brand precedes you. What is it saying?
- ✓ How do you stay top of mind for decision makers?
- ✓ How do you share your good news?
- ✓ Are you sharing your expertise?
- ✓ What does a Google search reveal about you?
- ✓ “If you don’t tell your story, someone else will.” Unknown.

By keeping our heads down, and working hard but not telling our stories, we miss out on promotions, new job leads, and clients. This adds up to thousands of potential additional dollars in missed earning power over our lifetimes," – Amanda Miller Littlejohn

## Personal branding tip 9: LinkedIn

- ✓ Headshot
- ✓ Keywords
- ✓ Personalized URL
- ✓ Create an interesting headline
- ✓ Create blogs
- ✓ Add multimedia
- ✓ Include note with connections
- ✓ Add awards, special projects, etc.
- ✓ Add board leadership and volunteer experiences



The screenshot shows a LinkedIn profile for Donna Vieira. At the top right, the Sallie Mae logo is visible. The profile picture shows a woman in a yellow top. To the right of the photo are 'Message' and 'More...' buttons. The name 'Donna Vieira · 1st' is displayed, followed by her title 'Executive Vice President & Chief Commercial Officer at Sallie Mae' and location 'Newark, Delaware · 500+ connections · Contact info'. The 'About' section describes her role and experience. The 'Featured' section includes a text snippet about writing a personal mission statement and a grid of 12 small profile pictures of various people.

## Personal branding quotes

*Personal branding is about managing your name — even if you don't own a business — in a world of misinformation, disinformation, and semi-permanent Google records. Going on a date? Chances are that your “blind” date has Googled your name. Going to a job interview? Ditto.*

– [Tim Ferriss](#)

*A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.*

– [Jeff Bezos](#)

*Your personal brand is what people say about you when you are not in the room – remember that. And more importantly, let's discover why! [Click to tweet!](#)*

– [Chris Ducker](#)

*It's important to build a personal brand because it's the only thing you're going to have. Your reputation online, and in the new business world is pretty much the game, so you've got to be a good person. You can't hide anything, and more importantly, you've got to be out there at some level.*

– [Gary Vaynerchuk](#)

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Questions?



Let's make it happen<sup>SM</sup>