

#MY BRAND TWEET

Everything You Need
to Know about **Personal Branding**
in 140 Characters or Less

LAURA LOWELL

FOREWORD BY DAN SCHAWBEL

BOOK 01

A THiNKaha® BOOK

#MY BRAND **tweet** Book01

Everything You Need to Know about Personal Branding in 140 Characters or Less

Book Excerpt

Subset of the book brought to you by THiNKaha®

By Laura Lowell
Foreword by Dan Schawbel



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Everything You Need to Know about Personal Branding in 140 Characters or Less

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Foreword by Dan Schawbel

Personal branding is a celebration of who you are and if you want to be successful in your career, make your brand your life!

Dan Schawbel
(*@DanSchawbel*)

Section I: What Is #MyBrand?



Section I

What Is #MyBrand?

Personal branding has taken on a life of its own. Before creating #MyBrand, it is vital to understand what you mean, what the market thinks you mean, and where the gaps are.

Section I: What Is #MyBrand?

1

Not everyone believes in personal branding; brands are for corps. and products. What are you if not the product of your experiences?

2

Instead of marketing a product or service, #MyBrand promotes a person to a recruiter, hiring manager or prospective client.

3

A brand is a promise you make—a promise of value, consistency, and expectations.

4

#MyBrand is not a cool logo, catchy tagline, celebrity, or multi-million dollar ad campaign—it's you and what you stand for.

Section II: The Content of #MyBrand



Section II

The Content of #MyBrand

Whenever you build something, you need to know what it will look like at the end. Then you can make a plan for how to build it.

Section II: The Content of #MyBrand

22

Have a clear objective for #MyBrand, know your purpose and set your sights on the career you ultimately want (not what you currently have).

23

You need to know what you're trying to accomplish in order to make intelligent decisions that move you towards your career goal.

24

Align your objectives with your longer term personal and professional vision.

25

Start with what you want—a promotion, a raise, to change industries, start your own business, establish yourself as an expert.

Section III: How To Build #MyBrand



Section III

How To Build #MyBrand

Objectives and strategies are necessary but not sufficient. You need detailed, actionable tactics to accomplish your objectives.

45

When someone wants to hire
#MyBrand be clear about
what you will do and how it
will benefit them.

46

Everyone is an expert at something—look at what you know, and what you are known for.

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Appendix A: Folks to Follow

Beverly Macy, *@BeverlyMacy*

Chad Levitt, *@ChadALevitt*

Charles Brown, *@CharBrown*

Chris Brogan, *@ChrisBrogan*

Dan Schawbel, *@DanSchawbel*

Dave Saunders, *@DaveSaunders*

David Sandusky, *@DavidSandusky*

Dr. Fern Kazlow, *@DrFernKazlow*

Gillian Kelly, *@Gillian_Kelly*

Hajj Flemings, *@HajjFlemings*

Jacob Share, *@JacobShare*

Jason Alba, *@JasonAlba*

Jeffrey Blake, *@Jeffrey_Blake*

Jun Loayza, *@JunLoayza*

Katie Konrath, *@KatieKonrath*

Kirsten Dixson, *@KirstenDixson*

Krishna De, *@KrishnaDe*

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Liz Lynch, *@Liz_Lynch*

Louise Mowbray, *@LouiseMowbray*

Meg Guiseppi, *@MegGuiseppi*

Monica O'Brien, *@MonicaObrien*

Ola Rynge, *@Rynge*

Rob Cuesta, *@RobCuesta*

Rob Frankel, *@brandingexpert*

Roger C. Parker, *@Rogercparker*

Scott Scanlon, *@ScottScanlon*

Seth Godin, *@ThisIsSethsBlog*

Tessa Faber, *@MakingSense*

Tom Peters, *@tom_peters*

Trace Cohen & Pete Kistler's Brand-Yourself, *@Brandyourself*

Warren Whitlock, *@WarrenWhitlock*

Wendy Marx, *@WendyMarx*

William Arruda, *@WilliamArruda*

Appendix B: Lists to Track

Marketing by Danny Sullivan

<http://twitter.com/#!/dannysullivan/marketing>

500 Elite Follows by *@DaviesWriter*

<http://twitter.com/#!/DaviesWriter/vip-500-elite-follows>

Thought Leaders by Josh Weinberger

<http://twitter.com/#!/kitson/thought-leaders>

Social Media Smarties by Susan Beebe

<http://twitter.com/#!/susanbeebe/social-media-smarties>

Word Nerds by Rebecca Woodhead

<http://listorious.com/rebeccawoodhead/word-nerds>

The Rocket List by Chris Perry

<http://twitter.com/#!/CareerRocketeer/the-rocket-list>

Job Search Experts by Susan P. Joyce

<http://twitter.com/#!/JobHuntOrg/job-search-experts>

Personal Branding by Mohammed al Tae

<http://twitter.com/#!/MAltaee/personal-branding>

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Innovation by Braden Kelly

<http://twitter.com/#!/innovate/innovation>

Entrepreneur by Chuck Blakeman

<http://twitter.com/#!/ChuckBlakeman/entrepreneur>

Social Media Marketing by Sam Wee

<http://twitter.com/#!/swee06840/social-media-marketing>

Career Coaches/Job Search by Jennifer McClure

<http://twitter.com/#!/CincyRecruiter/career-coaches-job-search>

Small Biz by John Jantsch

<http://twitter.com/#!/ducttape/smallbiz>

Community by Recruiting Blogs

<http://twitter.com/#!/RecruitingBlogs/community>

Appendix C: Chats to Check Out

#ASMChat Spanish monthly chat where you'll find everything about Social Media: tips, experiences, Q&A and so. Meet people from different countries of (Latin America) the last Tuesday of each month. See you there!

#BeTheOne A monthly chat about inspiring people to make a difference through personal leadership that infuses integrity, dignity and character.

#brandchat A discussion between experts, strategists, and those interested in learning more about personal and business brand management.

#careerchat Got career issues? Discuss them here! Watch for weekly topics. All questions welcome.

#CareerSavvy Want to find, land, and succeed in your career? Join the Vestiigo.com team for this weekly chat covering important career topics.

#CareerSuccess Career Success Radio - on BlogTalkRadio.

#GenYJobs A bi-weekly hour chat for young professionals seeking support and guidance in today's challenging job arena.

#GetMoreClients Weekly chat about branding, marketing and business-building strategies so you can get more clients, get noticed, hired & paid what you're worth!

#hmchat Professional women share on biz, lifestyle, and personal inspiration. Each chat is centered around our quarterly series.

#ideachat Focused on ideas, the process of ideation and making ideas happen. A salon of some of the most innovative thinkers on Twitter. Every month, a particular book relevant to topic and its author are invited to share ideas.

#ideaparty An idea party is where friends—or even total strangers—gather to tell their wishes and the obstacles that might be keeping them from achieving them. Think of it as “Speed Networking.”

#jobhuntchat Weekly chat for job seekers & experts.

#LeadershipChat A lively discussion every Tuesday night for Leaders and those aspiring to become leaders.

#LeadFromWithin Weekly chat to discuss heart-driven, values-aligned leadership.

#LinkedinChat A weekly chat for people who have questions and/or advice on how to use LinkedIn effectively.

#SmallBizChat Helpful tips and advice geared toward small business startups and those that have been in business for less than five years. We host a different guest & questions each week. Follow *@SmallBizChat* to find details each week.

#SMBiz Open chat session where small businesses of every kind can meet, network and ask all kinds of questions in any of the aforementioned areas.

#wgbiz A monthly Twitter chat by, for and of women in business. It extends the Women Grow Business blog community.

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About the Author



Laura Lowell has drawn on her years of experience building some of the world's biggest brands including HP, Intel and IBM where she learned the fine art of branding from the ground up. She has condensed everything she learned into the pages of *#MyBrand tweet*.

Laura founded Impact Marketing Group in 2005. Her first book, *42 Rules for Marketing*, was an Amazon.com bestseller. Her second book, *42 Rules for Working Moms*, combined her expertise and her passion, and was featured on Oprah & Friends Radio, *The Peter Walsh Show*.

A degree in International Relations prepared her for work assignments in Hong Kong and London, after which she received her MBA from UC Berkeley, Haas School of Business with an emphasis on marketing and entrepreneurship. Wanting to expose her children to her love of all things "global," Laura and her family recently spent a year living in Malaga, Spain.

Laura has been featured on Oprah & Friends, ABC, The Huffington Post, and more. She is also an active blogger writing on marketing, personal branding, and social media in "The Rules...According to You." A dynamic speaker, Laura has been a keynote speaker at conferences around the world.

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Getting “#MY BRAND tweet Book01”

(<http://www.happyabout.com/thinkaha/mybrandtweet01.php>)

“#MY BRAND tweet Book01” can be purchased as an eBook for \$14.95 or tradebook for \$19.95 at

<http://www.happyabout.com/thinkaha/mybrandtweet01.php> or at other online and physical book stores.

Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles bookupdate@happyabout.info or phone (408-257-3000).

#MY BRAND

TWEET BOOK 01

Use #MyBrand To Get What You Want

Tweet #2: Instead of marketing a product or service, #MyBrand promotes a person to a recruiter, hiring manager or prospective client.

Tweet #15: #MyBrand is about who you are – your experience, expertise, and passion – not what you do.

Tweet #25: Start with what you want – a promotion, a raise, to change industries, start your own business, establish yourself as an expert.

Tweet #54: Stand alone and you will stand out; but stand fast because it can be lonely.



Laura Lowell has drawn on her years of experience building some of the world's biggest brands and condensed everything she has learned into the pages of #MyBrand Tweet. Her company, Impact Marketing Group, helps individuals, start-ups, and corporations be heard in a crowded space.

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