KNOWLEDGE REPUTATION IMAGE

Crafting & Communicating a Professional Brand

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WHAT MAKES A SUCCESSFUL BRAND?

Jerry McLaughlin, Forbes contributor

"Brand is the perception someone holds in their head about you, a product, a service, an organization, a cause, or an idea. Brand building is the deliberate and skillful application of effort to create a desired perception in someone else’s mind.”
ACTIVITY 1
Reflection & Journaling
THE ARTIST'S STATEMENT

Isn't this just a cover letter? No, it's not.
THREE WORDS EXCERCISE

Curiosity, Utility, Joy
## Pat on the Back

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ACTIVITY 2

Artist's Statement
PART THREE

WRITING A STATEMENT:

“I stepped into librarianship blindly and passively, and through a series of random events became committed to the profession. My journey has included different adventures in archives, school and academic libraries. I gravitate towards experiences that encourage curiosity, inclusivity, and joy in the classroom, and work everyday to expand what engagement means outside of the library.”
"According to Darwin’s *Origin of Species*, it is not the most intellectual of the species that survives; it is not the strongest that survives; but the species that survives is the one that is able best to adapt and adjust to the changing environment in which it finds itself."

*Leon C. Megginson, former LSU Professor Emeritus*
ACTIVITY 3

Communicating Your Brand
**LinkedIn** (obvi). Consider adding your newly crafted artist's statement as your summary or intro, post updates on your work, or participate in a group.

**Practice your pitch.** Your artist's statement can also serve as your "elevator speech". Take some time practicing quickly and concisely explain your brand.

**Put your email signature to work.** Use your email signature to promote your current projects, research activities, or upcoming programming and events.

**Get Social.** Sites like Academia.edu, Research Gate, and Mendeley are not only great ways to share your research, but they are also opportunities to network.

**Step up your design skills.** The image part of a professional brand can be powerful. Learn to use (or become a pro at using) tools like Adobe's Creative Cloud, Canva, Prezi, or Vizualize.me.

**Read!** Check out our list of resources to learn more about crafting and communicating your professional brand.
DISCUSSION & QUESTIONS
THANK YOU!

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