lyn chamberlin

leadership

crafting a winning personal brand

Kickstarting Your Value

why me?

I've been in the brand business for a long time. I set my sights on law school right out of college, but a dismal score on the LSAT changed all that. Instead, I landed an entry-level job in television, eventually winning an EMMY for a series on women in the arts. Television was good to me. I call it my "marketing grad school." Say what you will, TV shows are made to sell STUFF – art and entertainment notwithstanding.

This is what I do for successful women who want more out of their jobs and professional lives. Over time, I've worked with many highly accomplished women who have lost sight of their value, despite the accolades, promotions, and steady upward trajectories of their success.

Working together, we take the pieces apart and put them back together in new and surprising ways – ways that showcase their value with top-notch career portfolios.

In fewer than six hours of weekly one-hour conversations, we cover all the bases, transforming brands from amorphous to rock-solid. Armed with your career portfolio, you'll have everything you need to take your professional life by storm.

Here are 10 steps to rev up your personal brand.

being good is not enough

We're all good at what we do. But how can you set yourself apart from everyone else?
By crafting an air-tight, authentic, and strategic brand.

why do I need a brand anyway?

Qualifications do not speak for themselves.

Value is not self-evident.

Perception is always reality.

Puts you in the driver's seat.

creating your one-of-a-kind career portfolio

Ready. Set. Go.

1. What has led you to this point in your career?

2. Major turning points?

3. What are you most proud of?

4. Biggest challenges along the way?

5. What's the one word that describes your value? (Hint: Think FedEx = overnight or Volvo = safety)

6. How would a friend or co-worker describe you?

7. When asked what you do, what's your answer?

8. What do you do really well?

9. What are you known for? What do you *want* to be known for?

10. What is your personal mission? What do you stand for?

a portfolio of possibilities

Look over what you've written. Weave them into a first draft of your personal brand.

Here's mine that you can use as a template.

> *I am an award-winning marketing strategist who develops brands for individuals and organizations. I work with a wide range of clients in higher education, business, nonprofits, media, and the arts.*
>
> *I've held senior leadership positions throughout my career, acting as chief spokesperson for the institutions I represent overseeing all branding, advertising, public relations, and public affairs initiatives. I've held senior management positions at Harvard University, Radcliffe College, Massachusetts Institute of Technology (MIT), and Sarah Lawrence College. An Emmy award-winning television producer, I was director of television programming at The Christian Science Monitor and a senior producer with Westinghouse Broadcasting and NBC.*
>
> *I led a Boston brand consultancy that I founded for more than a decade, advising companies such as Blue Cross Blue Shield of Massachusetts, Polaroid, IDG, Navigant Consulting, Technology Review Magazine, and numerous emerging technology start-ups and entrepreneurial businesses.*

a portfolio of possibilities

Using all of key messages you've just drafted, take a shot at writing your personal brand narrative.

now what?

Putting your brand together can be daunting. Send me your completed worksheet and I'll give you my take on your draft. No charge. No commitment.

Send it to me at lyn@lynchamberlin.com.

LET'S TALK

Let's have a conversation about creating a vibrant brand that tells your story in memorable, compelling, and highly marketable ways. There's no commitment and it's free.

You'll come away raring to go with a jam-packed to-do list that will propel you into the next exciting phase of your professional life.

Schedule a free, 1-hour ask-me-anything conversation. Simply go to www.lynchamberlin.com/talk.

Want to know more? Email me at lyn@lynchamberlin.com.