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THE PURSUIT

10 Steps to Future Proofing Your Personal Brand for 2022

What Digital Personal Branding Is And Isn't, For You.

3 Types of content you need to build a credible and visible personal brand

How Personal Branding helped me become a better marketer

The History of Personal Branding

Tips for Self Portraits

6 Corporate Makeup Tips

PERSONAL BRANDING EDITION

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Building my personal brand was the single best investment I made for my career in the last five years. Prior to this, I considered myself a life long learner (still do). My academic qualifications and achievements allowed me to

Editor's Note



move from job to job, acquire increases in salaries and opened opportunities for me despite the many challenges I faced as a black female working in male dominated industries.

In 2022, personal branding is a must for professionals, executives and entrepreneurs who are trying to stand out in this digital space. It's definitely a hot topic! A Google search of "personal branding" and "entrepreneurs" returns more than 2 million results.

People are becoming less trusting of corporate brand messaging; interest in the stories and lives of the entrepreneurs behind the corporate brand is on the rise.

In this issue of The PURSUIT we draw on a number of subject matter experts in the field of Personal Branding. We share stories and tips from a CEO, Branding Consultant, photographer, make up artist and many more.

I do hope you enjoy the articles shared here and that it inspires you to at least start thinking about what a personal brand can do for you.

**Debbie Jollie- The
Stammering Communicator**
Editor-in-Chief

Okeera Harris
Writer

**THE
PURSUIT
MAGAZINE**

The History of Personal Branding

Okeera Harris

Human beings have always had a personal brand. Even if it was something that they were unaware of. Everyone has personality traits, different skills and abilities, and even accomplishments. Not everyone is keen to highlight them but they still existed. For those who wanted to capitalize on them the art of personal branding was their way.

By learning how to curate their personal brands individuals created greater opportunities for success for themselves. Personal branding became the way to self-promote and self-express. Throughout time many personal branding specialists came about. They wrote books, and articles and spoke to people about personal brands.

Here are two notable mentions of the history of personal branding.

The idea was presented by Napoleon Hill in his book "Think and Grow Rich" in 1937. He said the Fifth Step toward Riches was using the imagination.



In this section, there is a story about a woman using her imagination to acquire work.

"She saw in her newly born brainchild the making of a new profession, one that is destined to render valuable service to thousands of people who need practical guidance in marketing personal services. Spurred to action by the instantaneous success of her first "PREPARED PLAN TO MARKET PERSONAL SERVICES.."

So even then people knew that they could profit from the way they presented their ideas and themselves. His entire book was for self-improvement and helped humans use their mental abilities to change their life. You had to find something you were good at, find a smart way of acquiring knowledge about the specialized area and then present this newly acquired skill and knowledge in such a way that it makes money for you.



The growing awareness is often accredited to Tom Peters. Today, he is a famous writer, personal branding, and management guru. In 1997, Peters came up with the concept of 'personal branding'.

He wrote an article called "The Brand Called You" in Fast Company Magazine. In this article, he addressed the way how humans represent big brands without trying to build and curate their individual brands. Building this individual brand was a way to stand out amongst other competitive brands.

"You're branded, branded, branded, branded.

It's time for me — and you — to take a lesson from the big brands, a lesson that's true for anyone who's interested in what it takes to stand out and prosper in the new world of work."

He recognized the importance of managing self to get the best results. Peters knew that adopting some of the strategies that big companies were using at that time could make an individual become outstanding in the 'free agent market'. It is about marketing yourself as a business too.

As an individual, you too had a brand story and could create that pitch that highlighted your key skills and personality. This too, he believed was linked to word of mouth marketing as just by talking about you to friends, family, or anyone you were spreading awareness and building up a reputation. He believed that human beings had the power to influence and this is also dependent on how powerful they built their brand to be.

Conclusion

Whoever started the idea of personal branding is a genius. It is a concept that has been around for decades and will be around for many more. People are recognizing and reaping its benefits. The way to go these days is to build and curate your personal brand.

10 Steps to Future Proofing Your Personal Brand for 2022

Naomi Garrick - The PR Chick

Written for entrepreneur.com

Get a head start on positioning, packaging, and promoting your personal brand in a growing online world.

As we approach the end of 2021, one thing is clear: The personal brand is here to stay. You might wonder — aren't personal brands something reserved for celebrities or influencers? Once upon a time maybe, but now every individual is considered to already have a personal brand. The only difference is, now the entire world has access to it with a simple online search.

Personal branding has evolved over the years from being what Amazon CEO Jeff Bezos referred to as “what people say when you are not in the room” to what people see when they do a search for you on Google.

As entrepreneurs and decision-making executives continue to embrace this growing online space,



more and more opportunities to attract your ideal client, generate leads, find the right employees and even potential investors become available to you if you are positioning, packaging and promoting your personal brand using the right channels and content that speaks to the unique problem that you solve.

The thing is, with so many professionals now in the online space, it can be more difficult for individuals to stand out with their brand amongst the digital media marketplace of experts. But here's the thing: Opportunities are there waiting for you, but if there is no social proof to support your knowledge and expertise, your ideal client may just choose the next best thing they see online.

Here are 10 steps that you can start implementing today to give you a head start in 2022 with your personal brand.

01. **Get clarity**

Take some time to do some introspection on your personal brand journey to date. Are you clear about who you are as an individual? What are your core values? Are your goals aligned with the person you are becoming?

02. **Be a unicorn**

Understand the unique value that only you have to offer to your ideal audience through your experience, expertise and education. Through your brand journey, what problem do you solve differently or better than someone else in a similar field?

03. **Understanding your audience**

Once you have that clarity on yourself and you have a better understanding of your unique value, you have to start thinking about the problem you are actually solving. Get very granular and specific with who needs your product or service and more importantly, where they live online.

04. **Hit them with the headline**

Create an impactful headline statement that includes who you are, what you do, how you do it and for whom. This shouldn't be more than a sentence and can now be used in your online profiles and as an introduction when meeting new people. This should clearly communicate your brand.

05. **Update your online profiles**

Get a professional headshot, as it's the first thing someone sees when they go on your online profile. Represent yourself the way you want to be addressed. Ensure that your profile has your new headline statement, as well as up-to-date and accurate information about your brand. Utilize all the cool tools that are available on your page — each touchpoint is a potential opportunity.

06.

Hey Siri, search for [insert name here]

Start with a simple Google search with your name, then your brand name, then the keywords that would be associated with your name or brand. Make a note of where you rank on Google and what links show up for you first. You want to be aware of what others are seeing when they are trying to find you so that you can make the necessary changes or updates.

07.

Be known for a thing

Think about what you want to be known for in your industry. What keywords would you want someone to use to find you online? If you had an opportunity to speak at an event, what would your ideal topic be? Figure out your niche and then niche some more — the more specific you are with your offering, the easier it will be for the right people to find you.

08.

Create and share content

Write down the top 10 questions you get asked by your customers or clients. Use this as the starting point to creating content for your audience. Break down each question and decide on the best format, images, video and audio for your content.

09.

Comment and collaborate

Don't just be a poster on your social media platforms. Comment, like, share and connect. Start connecting with other people across your platforms. Real connection can lead to real opportunities for collaboration that can quickly expand your reach and audience and grow your online community.

10. **Choose the right platforms**

I often get asked “What’s the best platform to post my content?” and the answer is simply, wherever your ideal audience lives online. Find out where your people are hanging out and engaging online and meet them there. Get familiar with the platforms and start creating content that adds value to your community.

A strong personal brand, in addition to promoting thought leadership and expertise in a particular field, brings back the human element to business. It allows for the community, which leads ultimately to people who trust your brand.

I may not know everything that will happen in 2022, but I do know personal branding isn’t going anywhere anytime soon. It’s becoming increasingly more important, with a growing demand for entrepreneurs, employees and CEOs to have strong personal brands.



Don’t wait until 2022 to get started — start building a better personal brand today and let Google do the talking.

What Digital Personal Branding Is And Isn't, For You.

Ingrid Riley

Written for entrepreneur.com



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Digital Personal branding is a leadership requirement, not a self-promotion campaign. It is about demonstrating the value you represent to your company and industry.

Have you ever Googled your own name? What comes up for you? You see those Google results, that is your Online Reputation. Let that sink in for a minute. And why is this the case? Well, because Google and LinkedIn give better results about who you are, where you are, and what you are about than any business card can.

Additionally, and that's what people are increasingly doing....they search for your name on Google or LinkedIn and they trust what they see. Why? Firstly, it's faster and more efficient than calling 10 people who know or may know you. Secondly, in this Digital Age, people want to know if you are with it, ahead of the curve with technology and your industry. They want to know if you are Digital Confident.

So are you happy with what you found? Does it represent who you are, and how you want people to perceive you? Do the search results reflect accurately where you are headed and whom you are becoming?

And in this Digital Age, your online reputation is either hurting or helping you, good thing is – you get to decide and you can change it anytime. Executives, Professionals, Consultants, Speakers, Digital Media Personalities and Entrepreneurs I'm speaking to you specifically. What does your digital personal brand look like?

You see, personal branding is more important now than it has ever been. In today's global digital economy, this connected work – whether you're employed by a company or yourself, the competition for jobs, projects, trust and an enduring reputation is fierce.

Whether you're looking for more career or business opportunities, you want to launch into a fresh direction, you have to give yourself an edge and a head start. You have to stand out. And in order to do that and become top of mind, you must take control of your messaging and begin to articulate your value in various ways. In short, you must position and make a name for the Brand Called You.

That said of course Personal Branding will never replace the good ole network...but you do know where this network is growing bigger, wider and can take you even further and faster-yep, online. Check out this article I wrote on There are 2.4 million Caribbean professionals on linkedin.com now, here's why you should care.

Added to that. What are the real benefits of Personal Branding?

- It helps establish trust. And you've heard it before, people do business, hire people they know, like and trust
- Establishes Your Credibility.
- It increases your visibility and find-ability in online social graphs, with your friends and colleges.
- It defines your relationship with the professional world around you and tells YOUR story.
- It leads to new opportunities and leads generation for exciting jobs and projects.

3 Types of content you need to build a credible and visible personal brand

Jamila Bannister

*published originally on
Jbannister Branding Blog*



If you want to build an influential personal brand, content is the key. As a matter of fact, it's so important; I dedicated 17 pages of "The Brandprint" just to speak about it. Content, though, is one of those terms that we throw around, but what does it really look like? As an expert who is looking to build a personal brand, everything you put out on social media or your website should be strategically planned to bring you more reach more credibility, and certainly more sales.

Value Driven Content

Value-driven content is a basic content requirement if you are looking to create visibility and build a reputation for yourself. If you want people to know you as a top voice and a beacon of knowledge in your field, you need to be teaching people things they don't know; clarifying things they may have some idea about, or even reinforcing things of which they are innately aware. Giving people value doesn't mean you give away everything you know, but it should be enough to give people one or two light bulb moments so that you stand out in their minds as someone to remember.

Engagement Driven Content

A cardinal rule I broke and I'm sure many of you have broken, is making decisions that affect your social presence with no data. If you're new to the world of purpose-driven content, looking and listening for metrics that really matter will be a muscle you have to develop. This is why engagement-driven content is so important. Engagement-driven content is designed to get your audience interacting with you. Whether you're asking them to respond to a question, click on a link, send you a private message or comment on a post, engagement-driven content is necessary to build a relationship with your audience.

Compared to traditional media, social media offers us the advantage of immediate feedback. It's something we should really take advantage of to keep a temperature check on our audience. It will help you measure the effectiveness of the value driven content you post, measure the strength of your message and especially measure the needs of your audience. This type of content gives you the chance to listen and as a leader this is a requirement to maintain your position.

Sales Driven Content

Sales driven content is probably the most critical of all three types. Why? Because this is how you generate your revenue. If you want people to know what you have on offer and actually buy your products, the only way to do that is by telling them about the offer and inviting them to make a purchase. Initially, creating sales driven content really put me outside of my comfort zone. I couldn't help but feel a bit "salesy" which felt awkward. After all in my corporate career I never had to consciously sell anything.

No doubt there are some of you who will feel this way too. However, I can tell you that laying the proper foundation of value and engagement actually creates the opportunity to sell. In fact, you probably have people in your audience right now who are waiting for you to invite them to purchase something, but you're not "asking for the sale". If you're faithfully giving people useful content to improve their lives, trust me, you've earned the ask, so get to it.

Value, engagement, and sales-driven content could be created as individual posts or you can manage to fit all three types into the same update. However, being skilled at this takes some practice. If you're early in your journey of brand building, keep it simple and focus on providing value for now.

Tips for Self Portraits

Thion Lord



A Self Portrait can be a painting, drawing, or photograph, of a person. The Self Portrait serves many different purposes. It can be just a realistic representation of a person. Or, it can be a way of curating a person's image.

This person can capture their personality and feelings to show the world how they wish to be seen. In photography, there are many ways to explore one's self through a self portrait. Photography can get technical but in this article self portrait through photography is simplified just for you.

Here are some Self Portrait tips.

Expression and Posing

A photo is a frozen moment in time and thus expressing your personality has to be intentional. Some of us are not as comfortable on cameras as others and it helps to have a mirror either behind your camera while shooting or to practice your posing and expression before. Remember the word "Self" in this portrait, you are the subject and you are the director don't be too hard on yourself, have fun, and feel free to use props and poses to express your personality.

Camera Setup

We are used to selfies but to free up your both hands it helps to place your camera on a tripod or something facing you, the self-timer feature available on most phones or cameras allows you the time to set the shot and get settled in the frame before the picture is taken.



Framing and Composition

Like posing what is in the frame in your image also tells part of the story. If you are skeptical just keep it simple, make sure the subject - "YOU"- is fully in the frame and there is enough headroom and no weird cropping of your limbs. Next, be intentional with what is in the foreground and background of your image. It helps to clean and declutter the area in your frame. Then take some test shots while adding back elements one by one as you see fit to bring out the look you are trying to achieve.

Lighting

Sorry, I know I said I wasn't going to get technical but let me explain a little bit about lighting. Though your choice in lighting is subjective there are types of lighting that are generally more flattering to skin tones: Soft light vs. Hard Light. Soft light, a larger light source that is closer to the subject generally produces softer light that smoothens skin tones and causes a more gradual fall off between the shadow and highlights areas such as your nose, cheekbones, and jawline also your forehead as it illuminates the subject more evenly.

Hard light, which is generally from a smaller source relative to the subject gives more specular light that defines contours and makes the variation between highlight and shadows more prominent. But don't be intimidated as light can always be imitated. In a studio, large lighting modifiers are common but they can be substituted by a large window with sheer curtains or even bounce light off a large white wall which reflects back to you. Even in the case of the outdoors, a shaded area or an opaque cover can soften and diffuse the light works very well, and is commonly used, so feel free to get creative.



Focus

Most modern cameras and phones allow you to select the area of the image you would like to focus on and as humans eye contact denoted more than focus but a level of respect and connection to your viewer. So as a rule, photographers tend to focus on the eye and face as that guides the mind to the most important part of the image (You).

I hope these simple tips help and you can start taking those meaningful Self Portraits.

How Personal Branding helped me become a better marketer.

Debbie Jollie- The Stammering Communicator



Personal Branding is your social proof, it's your differentiator and it's your true competitive advantage!

I spent most of my time and money in my twenties on an academic journey, striving for academic excellence.

This is what I saw my counterparts do.

This is what I saw companies reward and this is what got me results.

I completed an LCCI diploma in Marketing in 2003 while also pursuing my Bachelor's degree. In 2004, when I switched corporate careers and organisations, I was able to get a promotion within the first year of working for this new company and saw my existing salary almost double.

I never stopped investing in my academic journey because to this day it has been the one thing that has helped propel my career despite facing race and gender biases.



Fast forward to my thirties, I registered a business and continued working in a professional capacity for organisations while trying to grow my company. This was tough, balancing both. But I knew full time entrepreneurship was in my future.

In the last 10 years however, I have seen and experienced like many others a digital explosion, new ways of communicating and new skills that as a marketer I now needed to possess.

It was around 2016 that Personal Branding came knocking at my doorstep in a big way. I had two businesses by then: my boutique business and my consultancy and although I was growing them with the marketing techniques I learnt and practiced in my corporate career, they seemed to have plateaued....levelled off. I wasn't seeing the results I wanted nor the growth.

I invested in a business coach who suggested I start doing videos and inadvertently my personal brand was born.

The Power of Video Content

Now it's worth mentioning that by 2016, I was already teaching and lecturing for almost 10 years. I had done a few speaking gigs and I had trained several people in sales and customer service. I thought I already had a strong personal brand and a community, but I was wrong.

Making videos is hard. Let's face it. It's not for everyone.



Behind the scenes 2017 at my boutique, Trinidad

But if you want to begin building a personal brand in this digital space your audience needs to get to know you and video is by far the best method.

Now the struggle to even start making videos is real and I had some unique challenges to overcome...but that's another story for another blog. Pushing myself to do videos and publish them on my social platforms allowed me to connect with my audience in a new way.

Videos allow me to build trust and relationships with my customers and community; and when you build a solid foundation with your customers this is what Marketing is all about.

Videos give people a better sense of who you are and reinforce your brand. Video puts a face and voice with a name and helps establish trust. This is why video for personal branding works.

From that point on I was consistent with putting out videos and I did what I always do which was enroll in a personal branding class. I needed to understand how to develop my personal brand and how this could help me grow my business.

By 2018, this personal branding thing was beginning to generate inbound opportunities for me. I began traveling regionally for work and speaking opportunities. I began speaking in spaces I never thought I would and in front of audiences I never imagined.



Presenting on Personal Branding at the Project Management Institute Conference, Trinidad 2019



Presenting on Growing Your Business at DearCEO, Tobago 2019



BizCon, Montserrat 2019

"Building your personal brand is one of the best ways to bullet-proof your career."

-Debbie Jollie



The World Bank Research Project, Barbados 2020

Tips on Growing your Personal

If you are interested in growing your personal brand here are my 5 best tips to get you going:

1. Take the time to discover your ' Why ' .

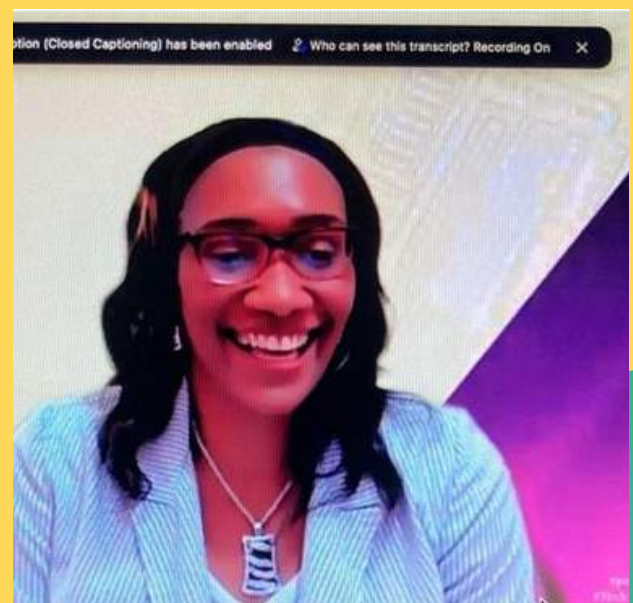
Why do you want to develop your personal brand and what do you want your audience to understand and know about you? If you don't take time to get this right, you will have a lackluster launch.

2. Invest in headshots and personal branding images.

Every 18 months or so I get professional photography done. All the images are not headshots, some are funny and quirky and help me tell stories. If you are unable to invest in professional photography, get dressed up and have a friend snap a few photos on a smartphone. These work just as well!

3. Video marketing

Thanks to the low cost and fairly simple technology, almost anyone can make videos, including you.



#Girls in ICT Personal Branding Workshop, Virtual 2022

250+ participants

Adding video to your digital portfolio can improve your reach online and attract potential clients if you are an entrepreneur or the attention of recruiters and hiring managers (for professionals) without having to clear the hurdle of an impersonal application.

4. Show your subject matter expertise

As much as personal branding is about you, it isn't!

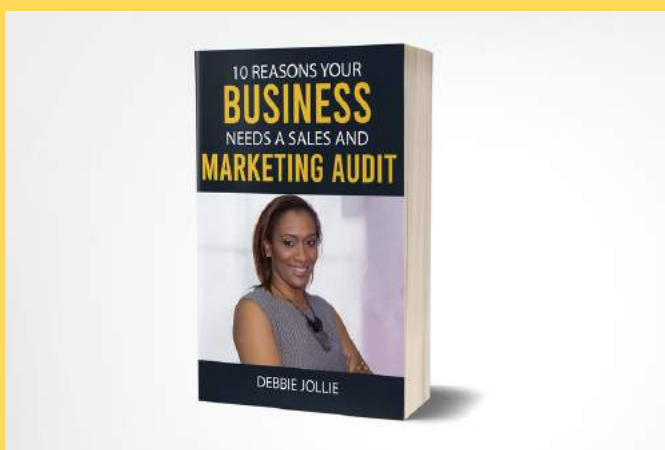
It's about the value your brand offers and the solutions you solve. Your content should always be all about the needs, wants and desires of your customers.

Tap into that! As you grow and develop, you can show more of your expertise through online courses, workshops, podcasts and books.

As a marketer, building a personal brand over the years has had a tremendous impact on my growth. Personal branding helped me attract a bigger audience and turn many of them into customers.

The best time to start building your personal brand was years ago, the next best time is now.

By building your brand, you can improve your credibility as an expert and increase brand awareness.



Visit my website www.debbiejollie.com for **FREE** resources.

6 Corporate Makeup Tips

Onika Edwards - Makeup Artist



When planning your personal or brand photoshoot, the goal is to look polished in front of the camera lens. Yes, to look natural on camera you put on makeup, a crazy concept right!

Whether it's for your headshot, portfolio, or for your website, makeup for your photoshoot is important.

Everyday makeup, though great for face-to-face interaction, will appear washed away under studio lights. So to appear soft and polished you will need to pump up your makeup application a bit more.

Here are 6 makeup tips to keep in mind when doing your makeup or having your makeup done for a corporate and brand-style photoshoot.

1 Your foundation application should be a nice clean aesthetic, no heavy contour. Only enough so that it appears soft on camera.



3 Neutral eyeshadows look best for professional headshots. EG earth tone shades.



2 Use soft blush tones for the cheek. Peach and soft pink are my go-to shades.



4 Try to stay away from using highlighter and glittery eyeshadows. The reflective nature of these shimmer products does not translate well under studio lights and camera work, for this type of photoshoot.



5

Your lip colour plays a role. Here are the 2 main lip colour families I select from.

1. Nude lip: a natural/ neutral lip colour that is a close match or in the family of tones to your complexion.
- 2.
3. A red lip: is generally seen as a power colour. Adds a pop of colour but also makes a statement. When choosing the right shade of red take into consideration the undertone of your complexion.



6

Lashes.

I highly recommend, however, the style of the lash is key. I always go for a natural style for example Ardell demi wispiers.

The goal with Corporate Makeup is to look timeless. This is most likely an image that will be used for multiple purposes and across many platforms and presentation documents. If you follow these 6 Corporate Makeup Tips you will definitely be camera ready!

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