

## Before & After



February 17th, 2009



January 14th, 2019

A lot can happen in a nearly-ten-year span...

2009 - A newly-wed, unemployed freelancer vacationing at Venice Beach. The Pacific Ocean is sitting steady and ancient behind me (10 yrs are a drop in the bucket, for the mighty Pacific). Phillip was the only person I knew when I first moved to Vegas. Chronic nerve pain was slowly developing worse and worse when that pic was snapped. Also, I never wanted children, only made websites for fun, and I swore I would never live in Michigan again.

2019 - After a brief stint in Michigan, I am back living in Nevada making websites for a living, being my own boss. International speaker, trainer, mentor, and digital advertising consultant. Multiple award-winning community organizer. Nominated for the "Silver State Best Speaker of the Year Award" (Vote for me! <https://www.silverstateawards.com/click-to-vote>). No more chronic pain. Widow. Also, #instamom. I've got TONS to say about how I've managed to keep my brand solid for over a decade while navigating extreme twists and turns. In the last 5 yrs, I've spoken 123 times in 9 countries and 30 cities worldwide, including a TEDx Talk, several Microsoft MVP Trainings, and a commencement address. I'm speaking locally in Las Vegas for a few upcoming events.

Catch me. RSVP here: <http://iamagoodmix.com/event>.

If you haven't seen me speak in the last year, come watch me speak, I've got some stuff to say, and an interesting way of teaching you something along the way. And regardless of my topic, we're all gonna walk outta the rm feeling a little be more hopeful about our own potential for growth. Seriously.

# Mr. Potato Head Branding



**Christina Aldan**

@luckygirliegirl

#LuckyPotato

Personal branding is important for your professional life, because it helps create loyalty in your relationships.

Sometimes people dismiss it. They might say, “oh, i just want to do my job. I am not a consultant so it doesn't matter.”

“I'm not a salesperson, so having a personal brand doesn't matter”

I'm here to tell you that it matters. And you don't have to be an independent consultant or a salesperson, or a speaker for it to matter. Even if you work for someone else... even if you are part of a non-profit team... your personal brand matters.

Because one day, you may find yourself managing a family crisis. Or, you might suffer with chronic pain and have wild mood swings for awhile. Or some OTHER major life event, And you might start dropping the ball on deadlines. People are going to be much more willing to give you leeway if you have a solid personal brand. Can you see how maintaining a personal brand of integrity is important in business? Because life happens. It's messy. Sometimes we need to ask others for help and sometimes we need to ask for a period of grace. People are going to allow you that grace if you have a reputation of integrity, of helpfulness. You ALREADY have a personal brand. It's communicated in the words you choose, in your body language, your tone, your clothes, in your results at work... so think about ways you can take charge of your brand's message. Some people who have seen me speak before might notice my own body language and tone are slightly off brand tonight because I am currently managing my OWN crisis rt now.

And that's ok with me. I'm confident enough in the personal brand that i've created to know that I can show up in this way and it isn't going to be a PR disaster.

So let's talk today about ways you can enhance your personal brand. There isn't a one-size-fits-all solution when it comes to personal branding. But it IS multi-faceted. It is both your online and your offline reputation. And some of you out there, whether you are an independent consultant, a Chief Marketing Officer for a company, or an employee... maybe you want to promote your volunteer work for your non-profit... when it comes to branding, you're not playing with a complete Mr. Potato Head. Today I am going to discuss some elements, both online and offline, so you can have a complete mr Potato Head. The tips i share today can be implemented to help you build a brand that you can be proud of.

My name is Christina Aldan.

I am an international speaker, trainer, mentor, and consultant.



I work with people who are doing the Mr. Potato Head approach to personal branding. This is especially prevalent in the tech community. Some people wonder how to become more visible and if you're working with an incomplete branding strategy, then it can be HARD to gain any traction. In my world, in digital advertising, we sometimes hear how it takes a person 21 interactions before the information sticks. It used to be that 7 touchpoint were needed, but now, with cell phones and the internet, it takes 21 times of seeing your brand before people remember it. So keep that in mind. Think about all of the ways people have opportunities to interact with your brand. I see it all the time.... PEOPLE! YOU ARE NOT WORKING WITH A COMPLETE MR. POTATO HEAD! ;-p

Some people might have the eyes or the mouth, but they aren't quite working with all the pieces so they don't have a complete Potato Head and then they wonder how they can become more visible. You've got to have ALL the parts to be effective in building your personal brand.

So today I'm going to share some important components to personal branding that many people are missing. **There are more components as well, but today I am going to discuss the ones I think are the highest impact.**



people put up a website or a blog and they think that is good enough. A website is useless if no one is visiting it, including the search engines. So make sure you include search engine optimization:

- both on-page and off-page
- maintain your website regularly
- Make updates to your website code regularly.
- Check for broken links, both internal and external
- Manage your security settings
- Post original content regularly to let the search engines know you are actively maintaining the site.

I am teaching a workshop March 16th at the DTLV Yoga & Wellness Co-Op and it will walk you through the most important website SEO tips for 2019.



Does your linkedin profile suck? LinkedIn is the #1 professional network. I take a several new mtgs each month from new linkedin contacts. From those introductions, I have met collaborators, business partners, potential investors, mentees, clients. It is important to have a linkedin profile that is up-to-date and highlights your professionalism.

Improve your profile by doing things like:

- Make it clear how people should contact you
- Have a current profile picture
- Share relevant posts
- Write the occasional original article
- Join groups with both similar and differing interests as you, then actively participate in the group conversations so you can learn more about what your clients are going through and what their needs are



use social media to drive traffic to your website. Pick 2 platforms. You don't need to be on every platform. Just pick 2 and rock them out and then start funneling traffic to your website.

- If your clients are using linkedin, then use that.
- If you like creating videos, then use youtube,
- if you like taking pictures then use instagram.
- Lots of developers use twitter, so if you are looking to connect with the developer community, get engaged on twitter.
- Lots of conferences share their calls for proposals on twitter. So if you are looking for speaking opportunities, that is a good place to connect with conference organizers.



Make sure you're posting regular, original content that represents your expertise.

- If you like videos, then create videos.
- If you like webinars, then create those.
- If you enjoy writing, then be sure to create 4-6 blog posts per month for your website.
- If talking to ppl is your thing, then start a podcast (side note, most podcasts fail after 7 episodes, so make a long-term plan for scheduling that is realistic.
- Pitching articles to large publications is one of the fastest ways to gain organic followers. You should find out who the editors are for large publications and follow them. They will often do calls for pitches on their social media accounts. One editor I follow diligently is Kimanzi Constable, who wrote the book, "Stop Chasing Influencers."

But as you can see, this STILL does not make a complete Mr. Potato Head. Even if we do all of these things, we still do not have a complete Mr. Potato Head for our branding strategy. There's still more to do...

## Press Releases



Press releases are fantastic for increasing your online presence. Search engine algorithms rank backlinks from edu, org, news, gov websites significantly higher. So submit at least 2 press releases a month to an online news source such as prlog to help increase your personal branding. I don't care if other news publications or local news shows pick it up, but just submitting a couple press releases a month to a news source will help improve your SEO



## Pitch Perfect



Now this is where we get a complete branding strategy. Your analog version. Your pitch. How you speak to others about what you do. The body language you use, the words you choose. This is the most important thing, in my opinion: when you network, have your personal pitch ready to go. I am historically horrible at this. For the longest time, I didn't have a consistent pitch that I used every time I met someone new because I was always doing so many things. So now I say "Hi Christina Aldan, speaker, trainer, consultant. I own a digital advertising agency and I love working with female entrepreneurs, especially." Practice your pitch. Make it simple so it is memorable. Don't memorize some obscure paragraph that confuses ppl so much they won't remember it.

Complete Mr. Potato Head!



# Brand Strategy

Be sure to include all of the parts!



## Emotional Quotient (EQ)



There are 4 parts to emotional intelligence and they skills can be learned :

1. Awareness of Self
2. Awareness of Others
3. Management of Self
4. Management of Others

Emotional Intelligence or Emotional Quotient (EQ) rather than your (IQ)


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**Branding Workshop**

Christina Aldan  
@luckygirliegirl

**Downtown  
Las Vegas**  
Sat, Mar 16th  
10am-1:30pm



  
[http://bit.ly/  
LUCKYDTLV](http://bit.ly/LUCKYDTLV)

**117.00**  
Free Parking

#LuckyPotato

[bit.ly/LUCKYDTLV](http://bit.ly/LUCKYDTLV)

Buy a seat to my workshop Saturday, March 16th at the DTLV Co-Op where I break down exactly what each of these things looks like. They have free street parking on Saturdays

Learn the exact steps. I will walk you through what these tips look like and give you the tools to create your own luck:

- creating a press release acct and writing a press release
- 2019 tips for a higher-ranked website
- Using emotional intelligence to connect with your audience
- user experience trigger points and how to incorporate them into all of your designs
- and creating content that terrifies you

Consistent  
**brand**  
**presentation**  
across all  
platforms  
increases  
revenue by up  
to 23%

<https://www.lgdesigns.com/pages/resources/report/the-impact-of-brand-consistency>

[bit.ly/LUCKYDTLV](https://www.lgdesigns.com/pages/resources/report/the-impact-of-brand-consistency)

LG Designs

Consistent brand presentation across all platforms increases revenue by up to 23%

**38% of users**  
...will stop interacting  
with a website if the  
layout is unattractive

**39% of users**  
...will stop engaging if the  
images don't load

...will stop engaging if the  
site takes too long to load

<https://blogs.adobe.com/creative/sites/2015/12/Adobe-State-of-Content-Report.pdf>



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LG  Designs

64% of consumers  
say shared  
values help them  
create a trusted  
relationship with  
a brand

<https://hbr.org/2012/06/three-myths-about-customer-eng>



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## Create an emotional connection

- Tell the Story - Facebook Before & After
- Use Emotional Triggers - Mr. Potato Head!
- Show a values match - Emotional Intelligence
- Offer incentives - Motivation to improve skillset

Creating and emotional connection with your audience.

There are several approaches:

- Tell the story
- Use emotional triggers that will inspire audience into action
- Show a values match
- Incentivize them with something they are already motivated toward

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Click to Vote for Me! :-)



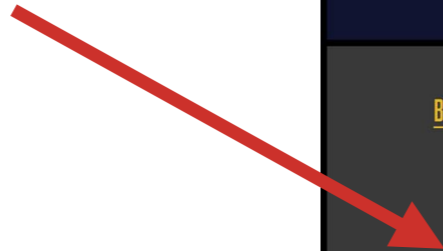
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"HONORS EXCELLENCE & SUPERIOR ACHIEVEMENTS"

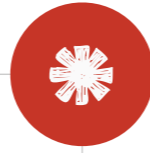
2019

Best of the Best Awards – Categories/Nominees

**Best Motivational Speaker/Coach**

- Christina Aldan
- Branden Collinworth
- Debbie Donaldson
- Christa Foley
- Vitale Germaine
- Laura Krosky
- Mark Rowland
- Galit Ventura – Rozen





Thank you!



**Christina Aldan**

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