



DAY 8 PERSONAL BRAND & HAPPINESS

A FEW LOGISTICS

THE HOME STRETCH (SRSLY)

one week left!

Interpret
day 8
MAY 24

Present
day 9
MAY 31

week 8

Gather Data
Distill Learning
Polish Presentation

summer

Sleep
Party
Repeat

BRAND AUDIT

what's in it?



BRAND AUDIT

what's in it?

What did you build?

Why did you build it?

How did it go?

What did you learn?

What would you do differently?

FINAL PRESENTATION

what's in it?

*Social
Campaign*

*Campaign
Learning &
Results*

*Implications
& Suggestions*

FINAL PRESENTATION

what's in it?

*What did
you do?*

*What did
you learn?*

*What does
that mean?*

*For you?
For the brand?*

GETTING IT IN

how, when, where?

Monday

MAY 30

Tuesday

MAY 31

MIDNIGHT – *Presentation + Paper
email or dropbox!*

ONE/FOUR – *Jump Drive + Test
make sure it works!*

NEED HELP?

get in touch!

Wednesday
MAY 25

Thursday
MAY 26

Friday
MAY 27

Saturday
MAY 28

9AM–NOON

AVAILABLE
BY PHONE

AVAILABLE
BY PHONE

3–4:30PM



DAY 9 PRESENTATIONS

Emailed in by Monday night midnight

Come in Tuesday AM (with flash drive) to ensure iron kinks out.

Board of advisors and snacks.



VIRAL CAMPAIGN TIPS

Virality is not a strategy.

Iterate, iterate, iterate. Rapid A-B testing.

What are your engines of forward movement?

More than keywords, tagging, influentials;
It's why someone shares an object.

What's your channel strategy.

Questions on twitter. Stories on facebook.

Can you make your call to action more clear?



HOW TO ASK

Indirect (implied) ask.

Soft ask.

Reciprocity ask.

Offer something in return.

Concession ask.

Ask big, then small.

Social validation ask.

Show to contributing peers.

Competitive ask.

Challenge.

The authoritative ask.

Firm.

A LOOK BACK

BRAND IS HOLSTIC

Branding



Products
Events
Sponsors
Partners
Customer
Donors
Employees



BRANDS HAVE PERSONLITIES



Sincerity



Excitement

**BRAND
PERSONALITY**

Competence

Sophistication



Mercedes-Benz

Ruggedness



BRANDS ARE SOCIAL



HUMAN CENTERED APPROACH



EXPERIENCE IS ULTIMATE PROVING GROUND FOR BRANDS



environment



service



communication



product

employee



LISTEN WELL



POWER (AND COMPLEXITY) OF SINGLE FOCUSED GOAL

*“Get 20,000 south asians
to do cheek swabs.”*



STORIES MOVE US



BEST
Animated Film

"Up" by Disney/Pixar

INDIVIDUALS EMPOWERED

You Tube

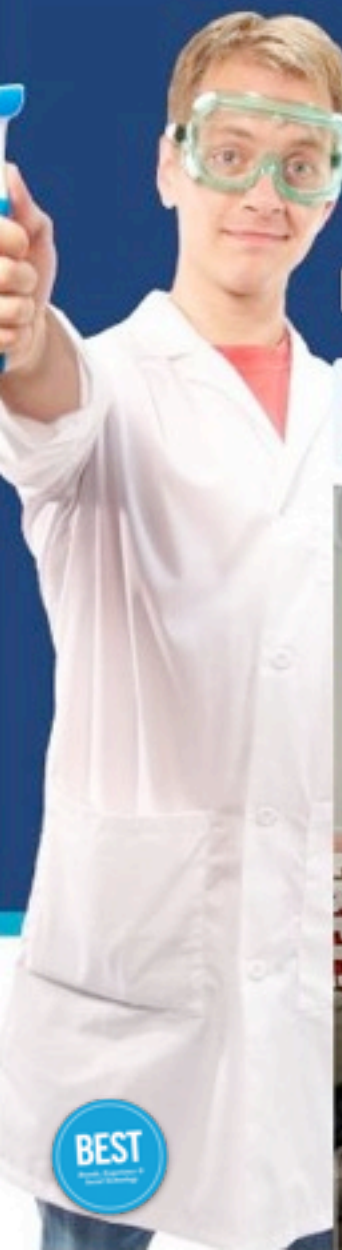
Search

Browse

Upload

brentdcampbell ▾

Sign Out

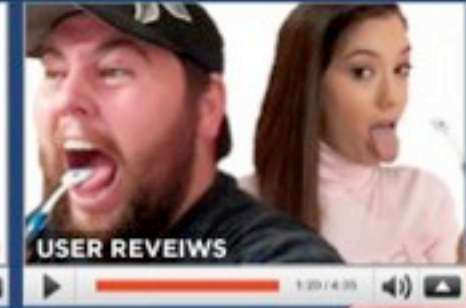


Orabrush
TONGUE CLEANER

HELPS CURE BAD BREATH

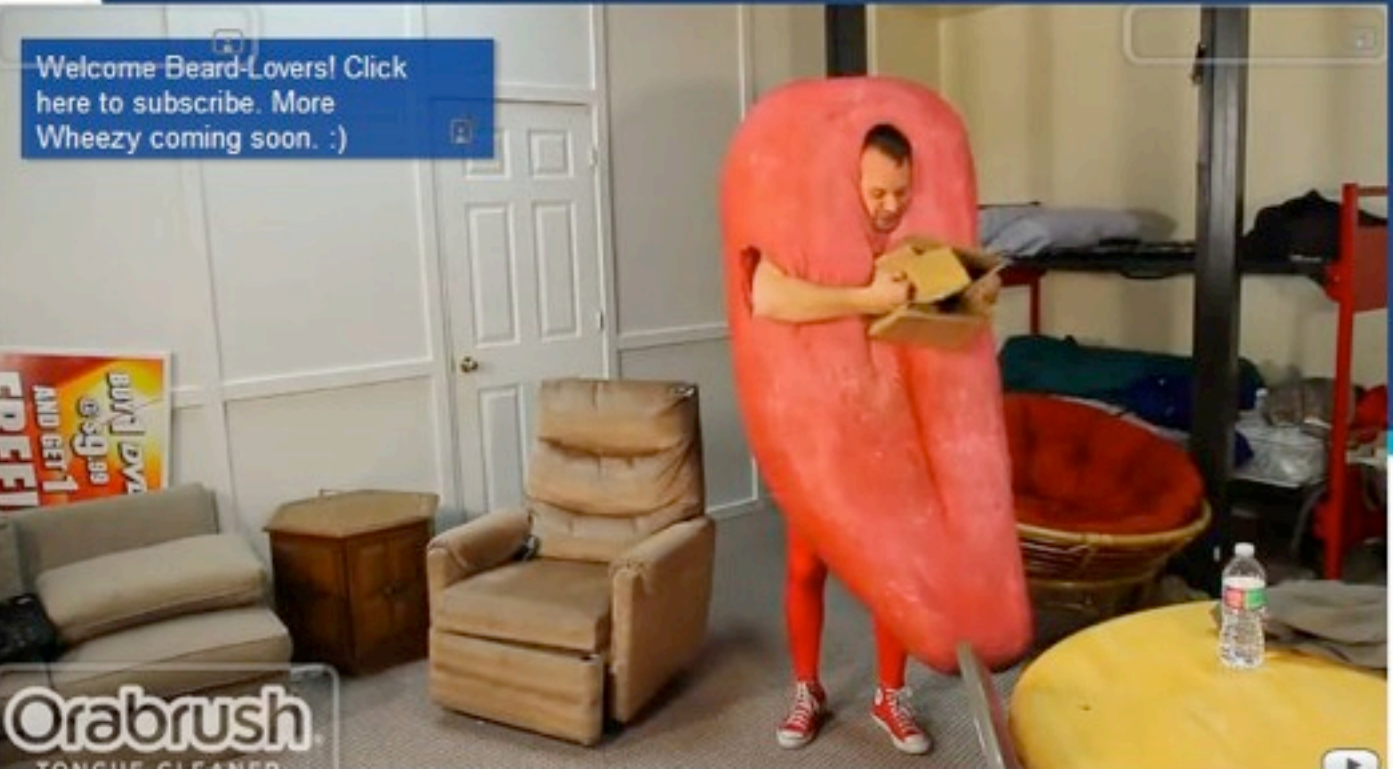


SUBSCRIBE!
(it's free)



Prescribe if You Like Tongue
curebadbreath's Channel

[Subscribe](#) [All](#) [Uploads](#) [Playlists](#)



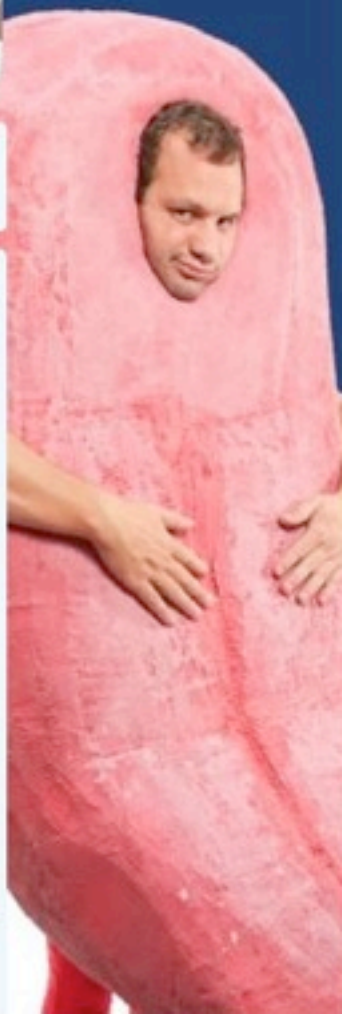
Uploads (42)

- Truth or Dare: 90% of Bad Breath comes
24,373 views - 1 week ago
- Construction: 90% of Bad Breath comes
31,364 views - 1 month ago
- Sexism, Racism, Bigotry: Diaries of a
12,632 views - 6 days ago

[see all](#)

Orabrush Commercials (15)

- FUNNY: Test YOUR Breath—The Stench



Orabrush
TONGUE CLEANER



PERSONAL BRAND DAY 8

- 1:20** *A Look Back*
- 1:35** *Personal Brand + Happiness*
- 2:20** *Lab*
- 2:50** *Halftime Show + Break*
- 3:10** *Group Photo*
- 3:15** *Hammer*



PERSONAL BRAND DAY 8

- 4:35** *A Look Back*
- 4:50** *Hammer*
- 5:45** *Group Photo*
- 5:45** *Halftime Show + Break*
- 6:05** *Personal Brand + Happiness*
- 6:55** *Lab*

PERSONAL BRAND

WHAT IS A PERSONAL BRAND?

“What people say about you when you have left the room.”

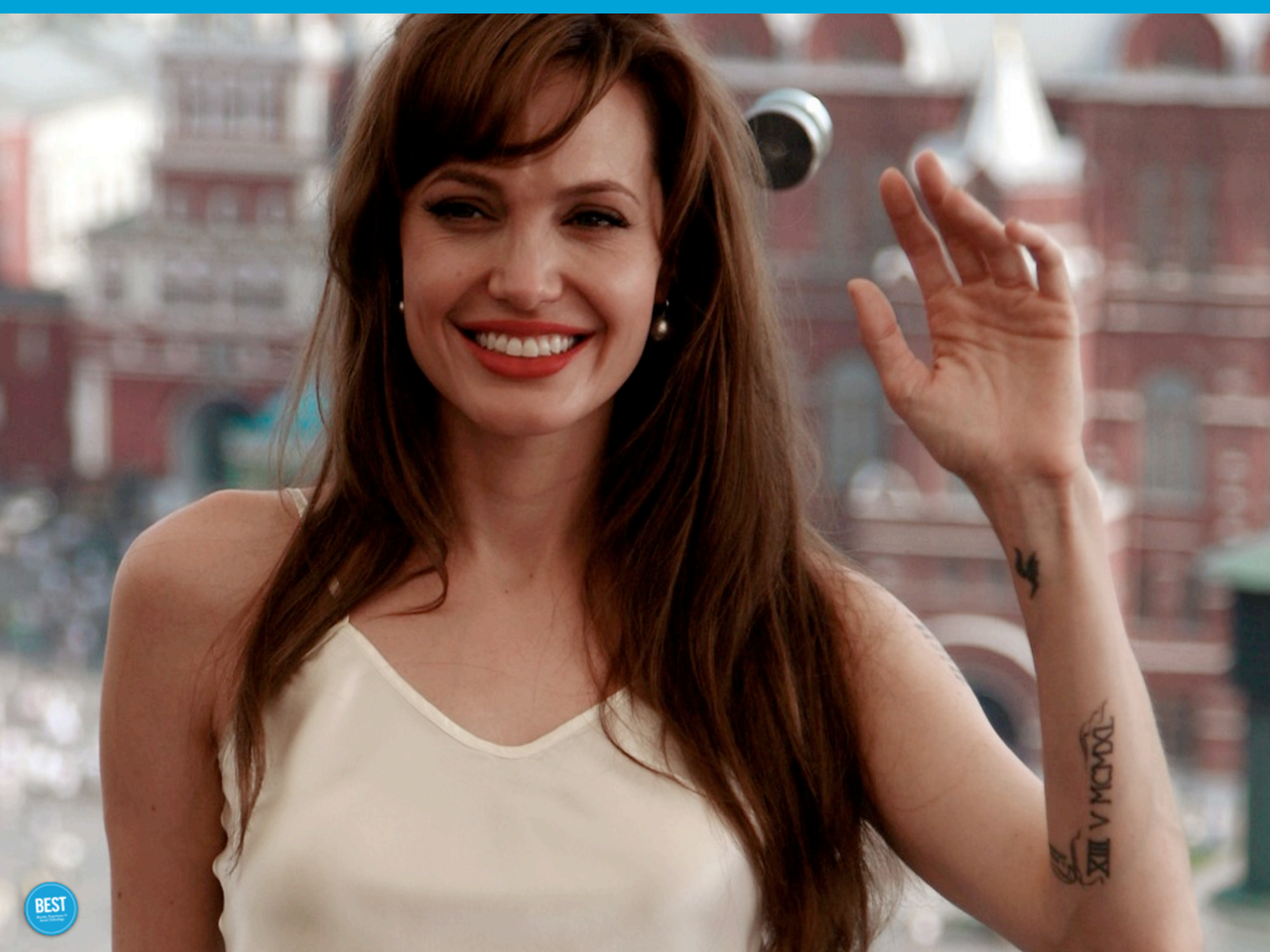


Jeff Bezos

founder and CEO of Amazon.com

what do you want
people to say about
you after you left
the room?

what will you be
remembered for?



BEST
Beauty Inspiration

What do you want to own a share of?



WHY DO PERSONAL BRANDS MATTER?



personal brands
are shaping
company brands

CEOS



CUSTOMERS



Terminal Man



ENTREPRENEURS



CELEBRITIES

The image shows a screenshot of a web browser displaying Ashton Kutcher's Twitter profile. The browser's address bar shows the URL <http://twitter.com/#!/APLUSK> and the search bar contains "ashton kutcher". The Twitter header includes the logo, a search field, and a "Sign in" link.

Profile Information:
Profile picture: Ashton Kutcher
Name: **ashton kutcher** ✓
Handle: **@aplusk** Los Angeles, California
Bio: *I make stuff, actually I make up stuff, stories mostly, collaborations of thoughts, dreams, and actions. Thats me.*
Website: <http://www.facebook.com/Ashton>

Follow Button: Follow (with a green plus icon) and a text follow option: "Text follow aplusk to 40404 in the United States".

Tweets:
- **mashable** Pete Cashmore retweeted by aplusk: "How Square's New Pay-With-Your-Name System Works [PICS] - <http://on.mash.to/mkCr87>" (13 hours ago)
- **aplusk** ashton kutcher: "@JR939597 I digg it!" (14 hours ago)
- **aplusk** ashton kutcher: "@iamwil4real gr8? I usually do my heavy social surfing on desktop. 2 move through sites more efficiently desktop just is better. 4now..." (14 hours ago)
- **aplusk** ashton kutcher: "@FashionistaMogu I like that ideal! We'll work on it!" (14 hours ago)
- **aplusk** ashton kutcher: "@bonniebell at the bottom of your timeline you have all of those controls" (15 hours ago)

Right Sidebar (Green background):
- **Follow ashton kutcher on Twitter**: "Don't miss any updates from ashton kutcher. Sign up today and follow your interests!" with a yellow "Sign up & follow ashton kutcher »" button.
- **Curious how ashton kutcher uses Twitter?**: "Discover who @aplusk follows" button.
- **About @aplusk**:
 6,718 Tweets | 637 Following | 6,811,187 Followers | 69,194 Listed
- Footer: "About Help Blog Mobile Status Jobs Terms Privacy Advertisers Businesses Media Developers Resources © 2011 Twitter"



INDIVIDUALS

Matt Cutts (Google)

<http://www.mattcutts.com/blog/>

Robert Scoble (Microsoft, PodTech)

<http://scobleizer.com/>

Xeni Jardin (Wired, NPR)

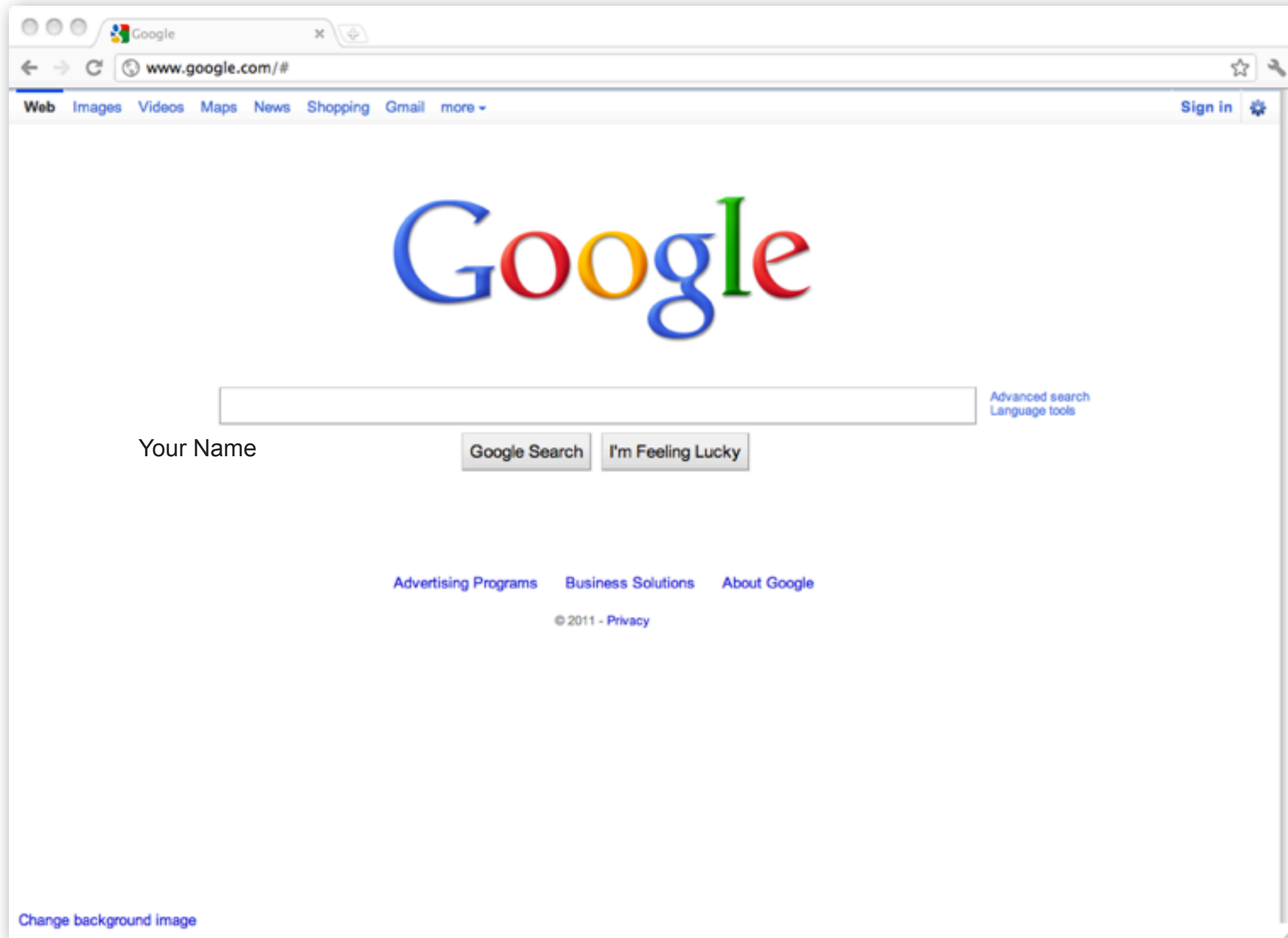
<http://xeni.net/>

Scott Monty (Ford)

<http://www.scottmonty.com/>



EXERCISE: FEELING LUCKY?



DO YOU WANT TO BUILD A REPUTATION ONLINE?

Content.

People remember stories, not facts.

Call to Action.

Tell people what you'd like them to do.

Collaboration.

Create 'just enough'.

Consistency, yet flexibility.



CHANNEL SURFING



TWITTER

share articles & links

*follow people who
would make up your
ideal audience &
learn from them*



LINKEDIN

*maintain an updated,
living resume, framed
around the story
you're trying to tell*



FACEBOOK

*make sure your public
profile is in good
working order (no
drunken escapades)*

*focus on adding value
to the conversation*



TUMBLR

*write longer form
pieces on things you
care about*

ANALYTICS

Survey followers to find out more

Something as simple as “vote if you like cake” tells you more about your users.

Facebook Page

Facebook offers free tools to monitor weekly traffic to and from a Facebook page that you create.

Google Analytics

Feature rich tools that help you understand your personal brand.

Klout

Measures the online influence of your Facebook or Twitter profile.

Alexa.com/siteinfo

Ranks websites and tells you information about site visitors (location, search engine queries,

Google Adwords Keyword Tool

Tells you how many times people search for a keyword every month.



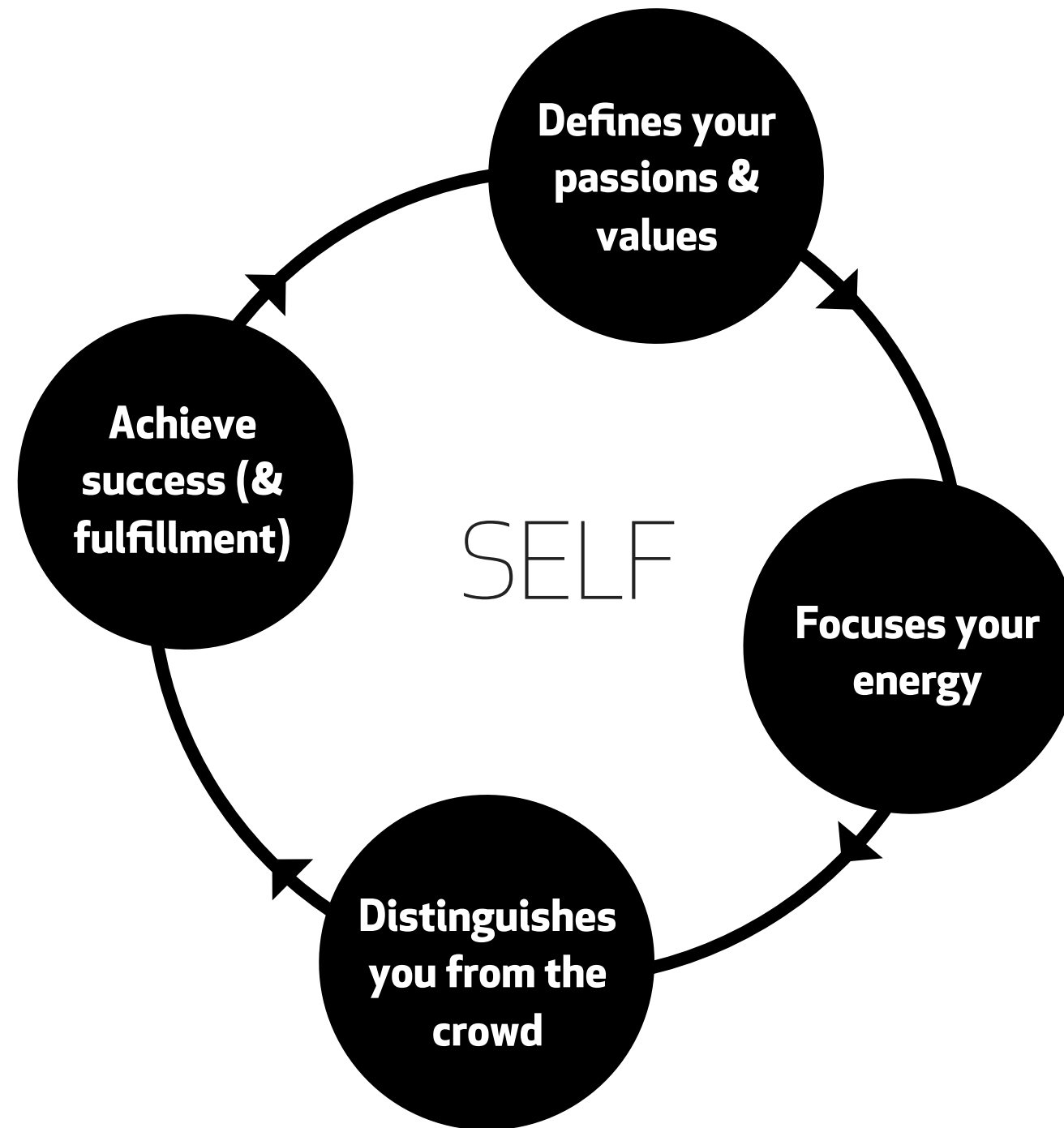
Your brand is influenced by
– *not only how you dress, what
you say, how you write* –
but and increasingly,
what you post **anywhere** on
the internet.



But personal brands have always existed.



PERSONAL BRAND...



HOW TO BUILD AN EFFECTIVE PERSONAL BRAND

1. Understand your Image/Identity
2. Be Distinct
3. Be Authentic
4. Stand for Something
5. (Re)think Happiness



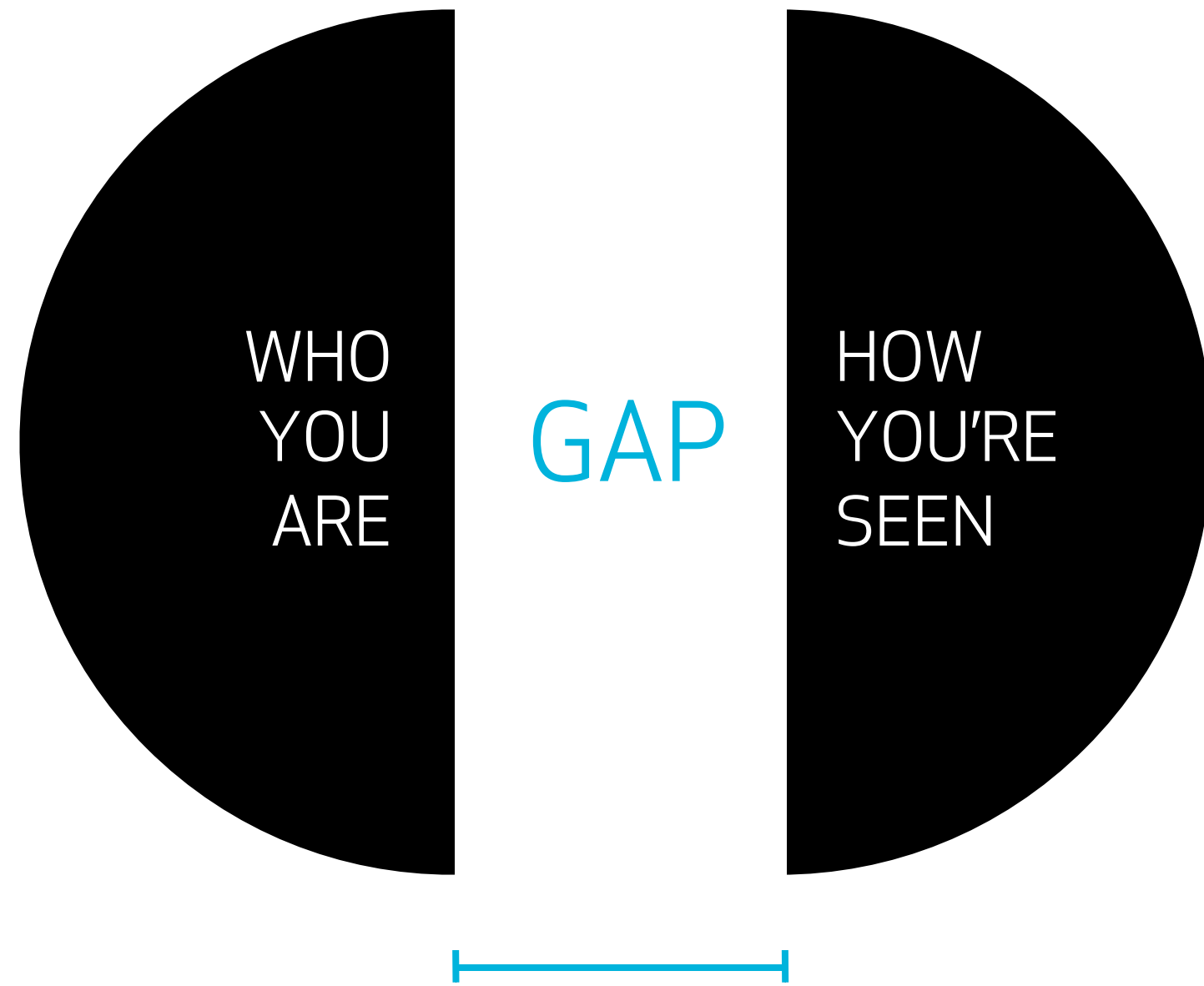
BRAND IDENTITY



“Know, first, who you are, and then adorn yourself accordingly.”

— Epictetus, Greek Philosopher

EXERCISE: IMAGE/IDENTITY GAP



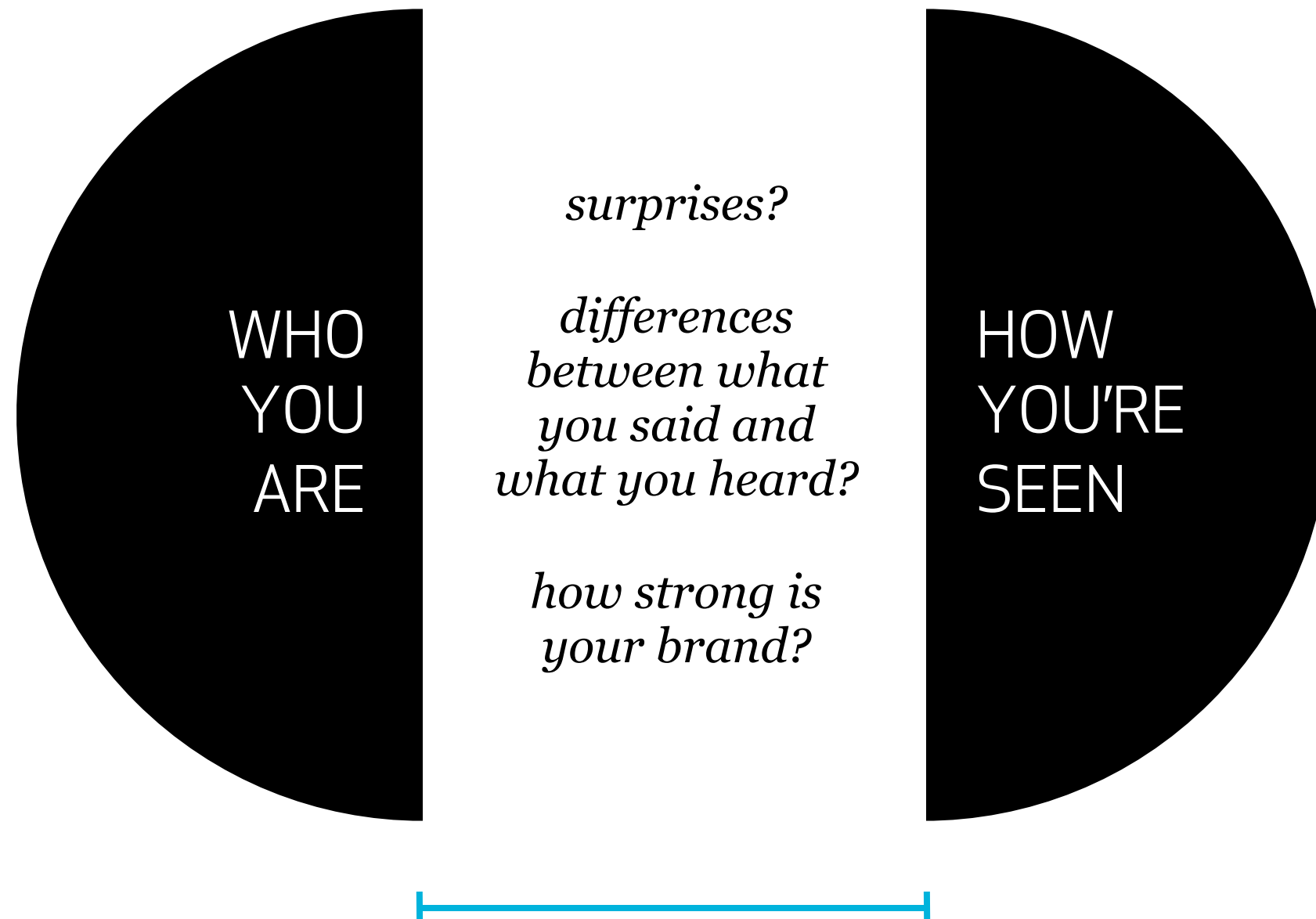
EXERCISE:

IMAGE/IDENTITY GAP

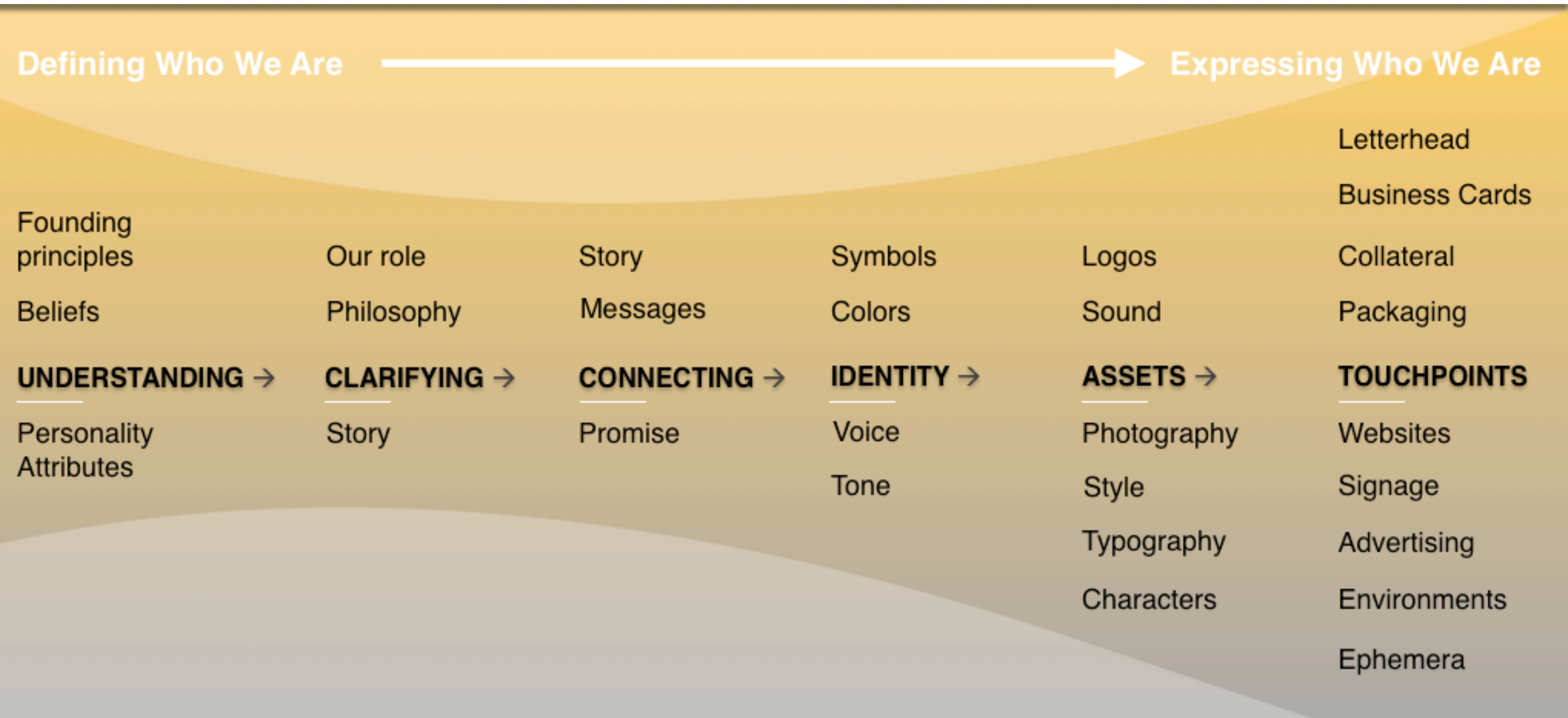
- 1. Write 5 words that you believe describe you*
- 2. Write 5 words that describe each member in your group*
- 3. Share, compare, one insight*



EXERCISE: IMAGE/IDENTITY GAP



FIRST IDENTITY, THEN IMAGE



personal **BRANDING VS. BRAND**

Tweets, Updates,
Posts



Your values,
passions, &
talents



HOW TO BUILD AN EFFECTIVE PERSONAL BRAND

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BE DISTINCT



BE DISTINCT

YOU, *Jennifer Aaker*

your name / brand

ARE *focused on creating infectious action*

unique, essential claim

AMONG ALL *Professors*

competitive frame

FOR *Stanford students*

segment

BECAUSE *Research*

support

EXERCISE: BE DISTINCT

YOU,

 your name / brand

ARE

 unique, essential claim

AMONG ALL

 competitive frame

FOR

 segment

BECAUSE

 support

p.s.: carve out clear areas of incompetence

POINTS OF PARITY VS. POINTS OF DIFFERENTIATION

POINT-OF-PARITY: Shared brand associations
needed to be player, to neutralize 'competition'

POINT-OF-DIFFERENCE: Unique brand associations
needed to stand out



HOW TO BUILD AN EFFECTIVE PERSONAL BRAND

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- 3. Be Authentic**
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BE AUTHENTIC

DEFINITION

*“True to one’s personality,
character, spirit”*

— Webster



when you feel authentic,
you often speak with sincerity,
you feel comfortable in your
own skin, you often forget who
the audience is.

when you feel authentic,
you often speak with sincerity,
you feel comfortable in your
own skin, you often forget who
the audience is.

**and people often feel better
after having been with you.**



but how do you “be authentic”?



GARY V. + WINE



WHEN DO YOU FEEL AUTHENTIC?

Always/Most of the time

"I try to live the values that I believe in."

39

Family

"My son is completely accepting; he inspires me to be the same."

29

With good friends

"I knew I could trust her and that she loves me no matter what."

22

Never; I can't think of one

"I can't say I've felt like that for a while."

17

Birth of child

"I felt completely in the moment and totally whole; totally real."

14



WHEN DO YOU FEEL INAUTHENTIC

Never; I can't think of one

"I don't bother to pretend for others or lie."

50

At work

"I have pretended to know what I was doing when I really didn't."

30

Being "agreeable"

"When I was trying to be what others wanted."

20

When I lie

"I don't like to be dishonest but some times one has to."

16

Large groups

"Dinner party at a friend's with a group of new people."

9

AUTHENTIC BRANDS

None

"I have inherent skepticism towards the motivations of brands."

59

Apple

"They really seem to focus on the wants of their consumers."

8

Google

"They do actions that stand by the "don't be evil" motto."

6

Kashi

"A natural good for you product."

6

Coca-Cola

"It has just been around for ages and withstood test of time."

5

Levi's

"American made and has lasted for many decades."

5

AUTHENTICITY HAS TWO COMPONENTS



true to (social) mission

skillset to execute

BRAND STEREOTYPING



non-profit



for-profit

PERCEIVED WARMTH



non-profit



for-profit

PERCEIVED COMPETENCE

BRAND STEREOTYPING

How you're perceived influences how people react to you.



non-profit



for-profit

WILLINGNESS TO BUY

It is easier to *first*
garner respect and
then create warmth
than the converse.

HOW TO BUILD AN EFFECTIVE PERSONAL BRAND

1. Understand your Image/Identity
2. Be Distinct
3. Be Authentic
- 4. Stand for Something**
5. (Re)think Happiness



STAND FOR SOMETHING

"You've gotta stand right up for somethin' or you're gonna fall... for anything."

— John Melencamp

Your contributions can be random or strategic - this isn't about selling yourself.

It's about standing for something



If you know the reason
why you are doing
something, it buffers
the highs and lows.



HOW TO BUILD AN EFFECTIVE PERSONAL BRAND

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- 5. (Re)think Happiness**



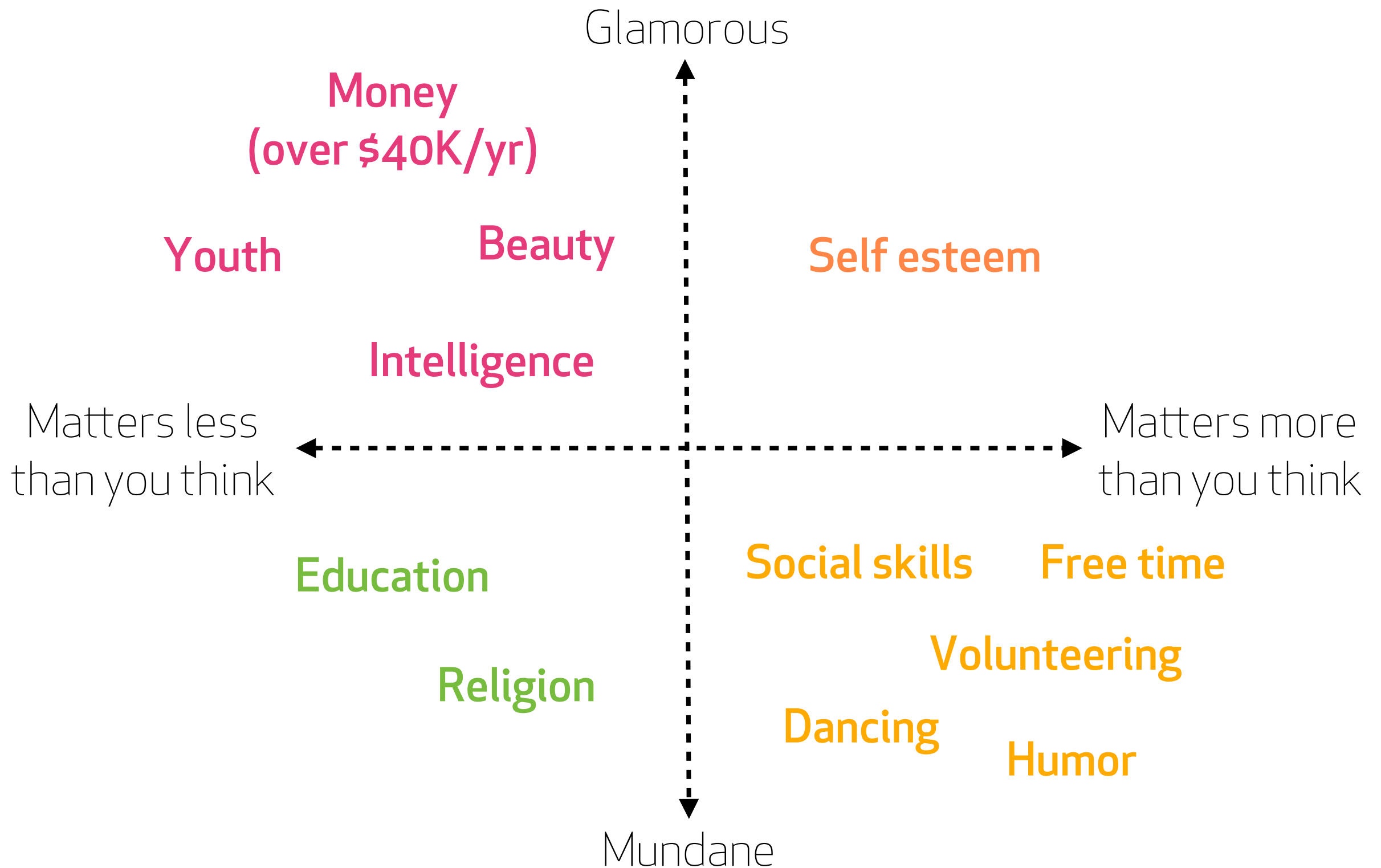
(RE)THINK HAPPINESS

RETHINKING HAPPINESS

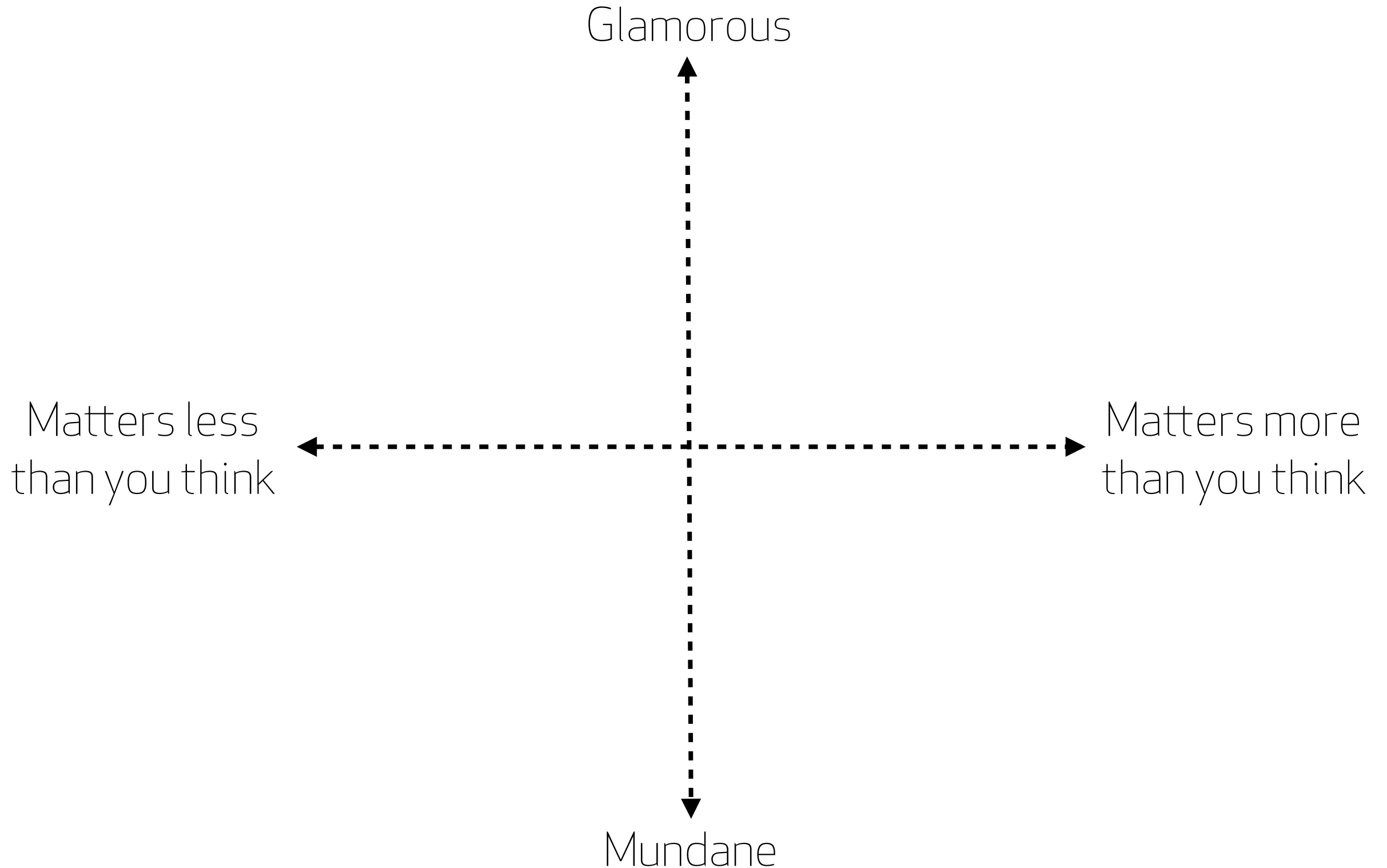
1. What drives your happiness isn't always what you think drives your happiness
2. There are two types of happiness; you can choose which one you want to feel.
3. The happiness you choose impacts the choices you make
4. Happiness often determined by where and how you spend your time (vs money)
5. Your experience of happiness change over the life course.



HAPPINESS DRIVERS



EXERCISE: HAPPINESS DRIVERS



Most assume there is only one happiness.

Or, that happiness is so idiosyncratic as to be different from every individual.

But in fact there are two types of happiness(es).

RETHINKING HAPPINESS

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exciting

energizing

fun

pleasure

Happy

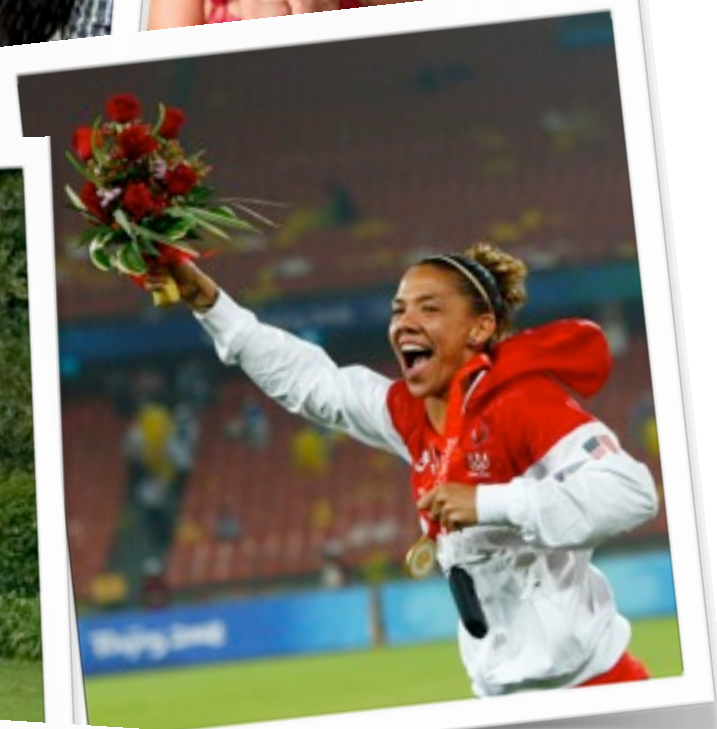
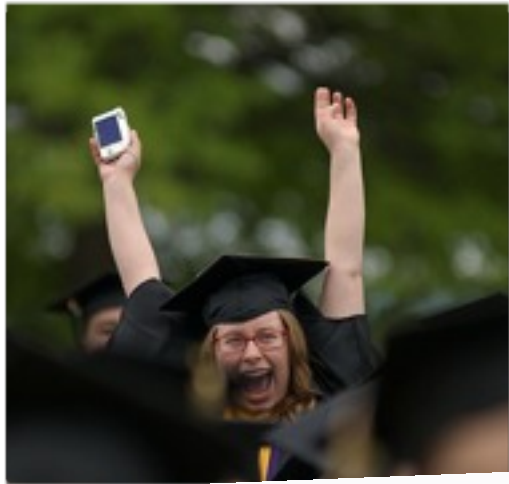
want

fleeting

decadent

feels good







fulfilled

content

meaningful

balanced

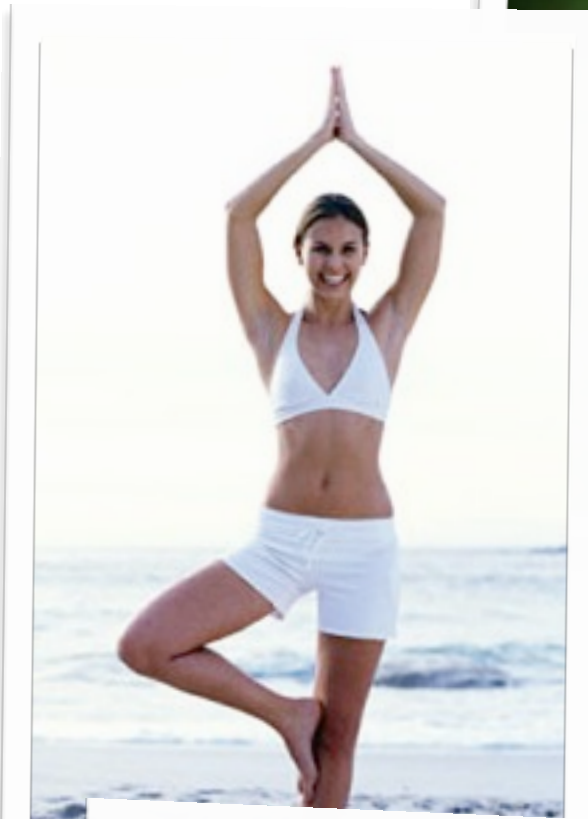
Happy

enough

permanent

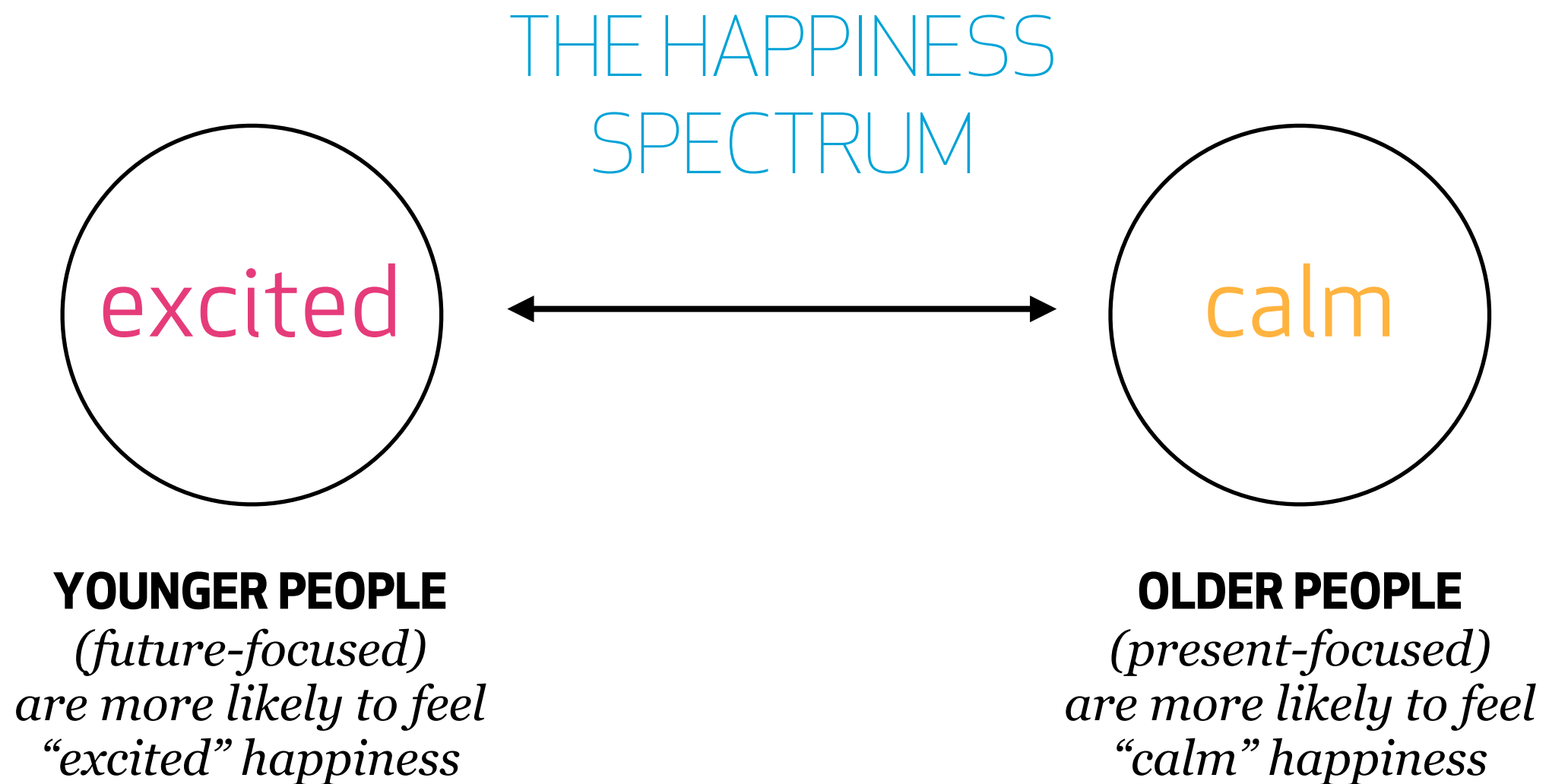
feels right

simple



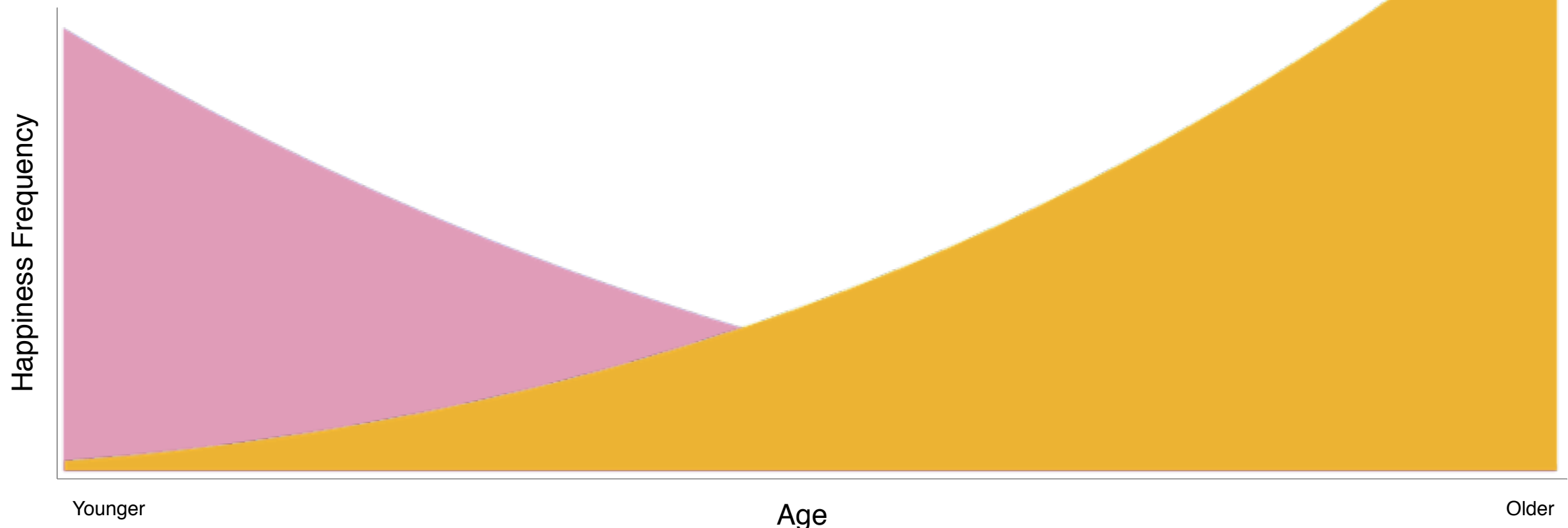
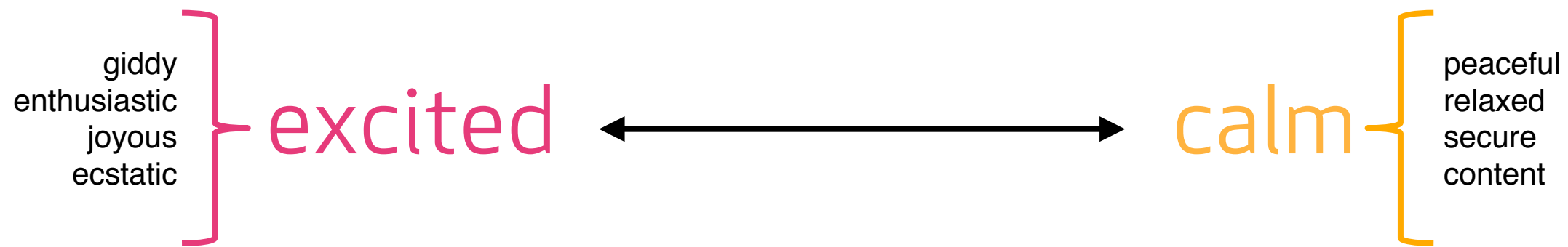
WHAT DOES “HAPPINESS” MEAN?

the meaning of happiness systematically shifts over one’s lifetime



WHAT DOES "HAPPINESS" MEAN?

the meaning of happiness systematically shifts over one's lifetime



HAPPINESS SHIFTS OVER LIFECOURSE



childhood

adolescence

young adulthood

adulthood

maturity



HAPPINESS SHIFTS OVER LIFECOURSE



childhood

adolescence

young adulthood

adulthood

maturity



BUT WHAT IF...

you are older...



*...but feel excited,
fresh, and novel?*

you are younger...



*...but feel grounded,
calm, and centered?*


BUT WHAT IF...

Happiness isn't
about age.

**It's about where
your mind is.**



YOU HAVE A TEMPORAL FOCUS



Past. Present. **Future.**

YOU HAVE A TEMPORAL FOCUS



younger



older

YOU HAVE A TEMPORAL FOCUS



future-focused



present-focused



younger



older

YOU CHANGE YOUR TEMPORAL FOCUS



future-focused



present-focused

But age is just a proxy.

You can choose your temporal focus.

younger

older

HOW TO CHANGE TEMPORAL FOCUS

✓ future-focused

✓ present-focused



Think about the future



Do breathing exercises

HOW TO CHANGE TEMPORAL FOCUS

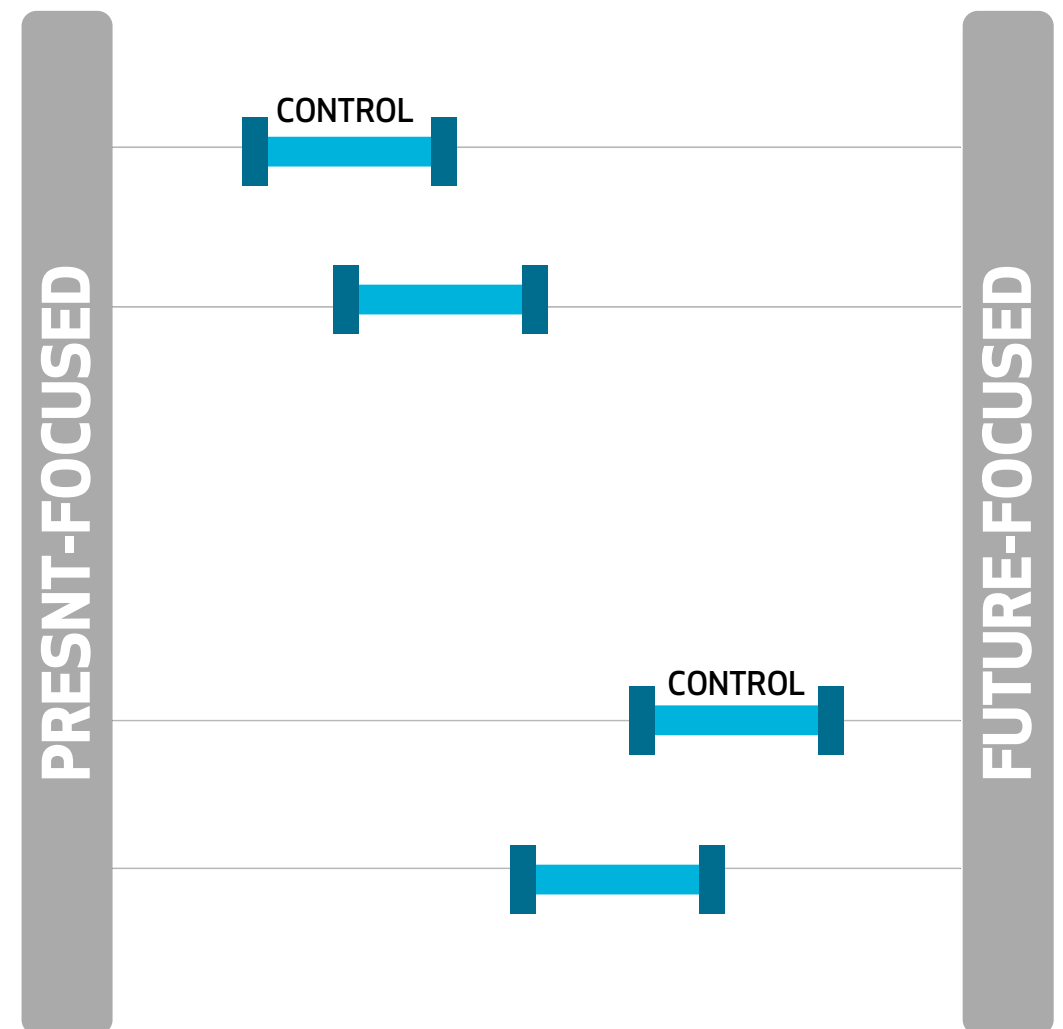
These simple steps can change your temporal focus by **17-23%**



*Older people were led to think about future-related words and saw a **17.6% increase in future-focus***



*Younger people did breathing exercises that focused them on the present and saw a **22.6% increase in present-focus***



TEMPORAL FOCUS AFFECTS HOW WE DEFINE HAPPINESS

happiness feels...

future-
focused



energetic
cheerful
merry
upbeat
excited
related
joyous
euphoric
ecstatic
enthusiastic
giddy

present-
focused



peaceful
blissful
relieved
controlled
calm
content
carefree
satisfied
relaxed
fulfilled
secure

IMPLICATIONS FOR THE SHIFTING MEANING OF HAPPINESS

If you are young and future-focused, you can shift your temporal focus by thinking about the present, and **you can change how you feel happiness** from excitement to calm.



IMPLICATIONS FOR THE SHIFTING MEANING OF HAPPINESS

If you are older and present-focused, you can shift your temporal focus by thinking about the future, and **you can change how you feel happiness** from calm to excitement.



RETHINKING HAPPINESS

1. What drives your happiness isn't always what you think drives your happiness
2. There are two types of happiness; you can choose which one you want to feel.
- 3. The happiness you choose impacts the choices you make**
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THE POWER OF DEEP BREATHING



TEA STUDY



RETHINKING HAPPINESS

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SPEND TIME WITH OTHERS

**Predictor of depression:
"Feeling alone":**

People like to be with others

**Frequent use of "I" in sentences
associated with fear, uncertainty**

**Frequent use of "we" in sentence
associated with growth, motivation**



PEOPLE WHO ENERGIZE YOU

Partner

Friends

Daughter, son

My sister

My sisters' mother in law

My dog

People at my daughter's school

Former manager

Mentors in our office

Friend of a friend



PEOPLE WHO DEplete YOU

My mom

My brother

My children :)

Husband -- terrible isn't it :(

Boss! BOSS!

Everybody at my gym

A certain programmer

A coworker who hates her job

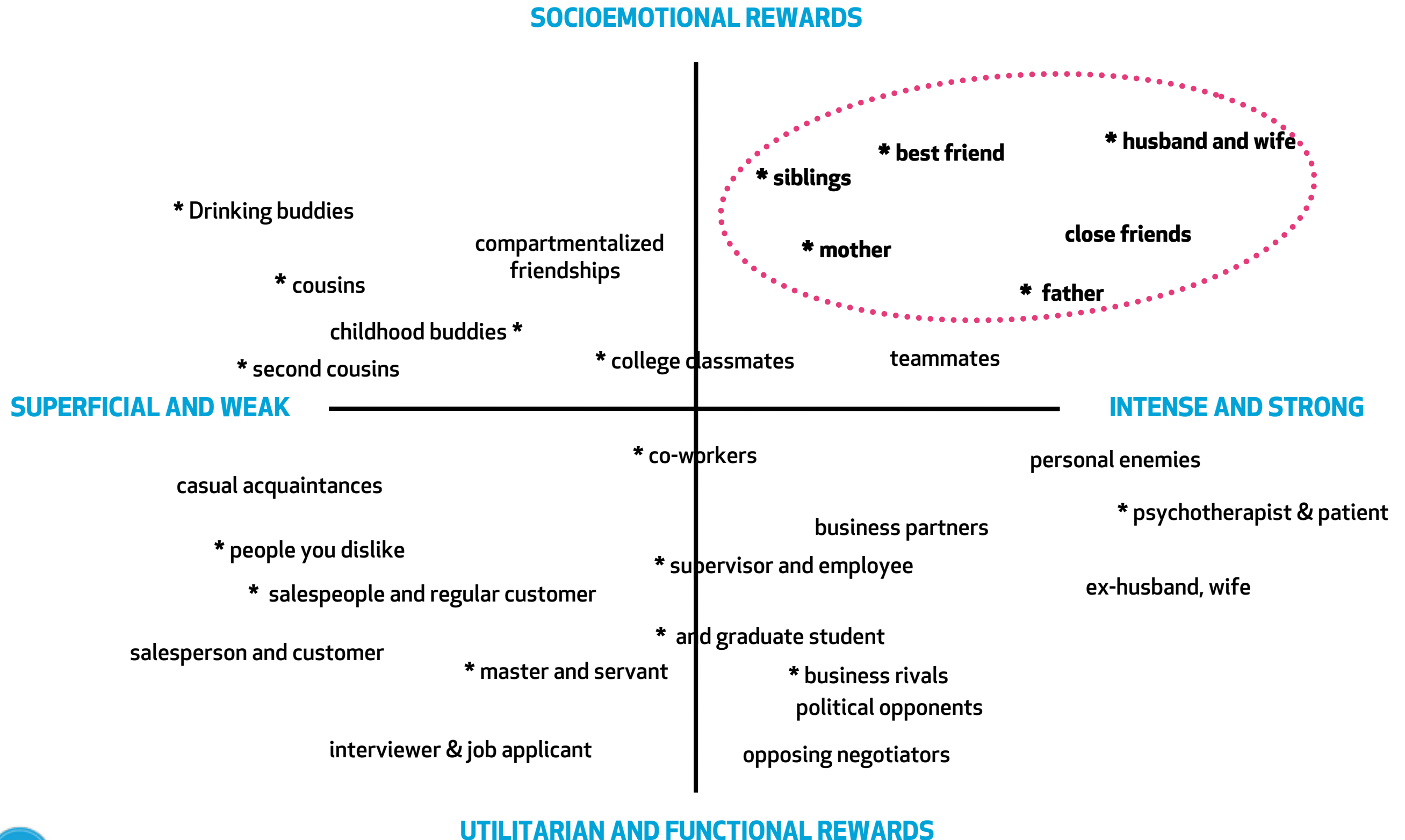
Complainers



RELATIONSHIPS

close, committed
relationship = 6

RELATIONSHIP TYPES



IRONIC TWIST

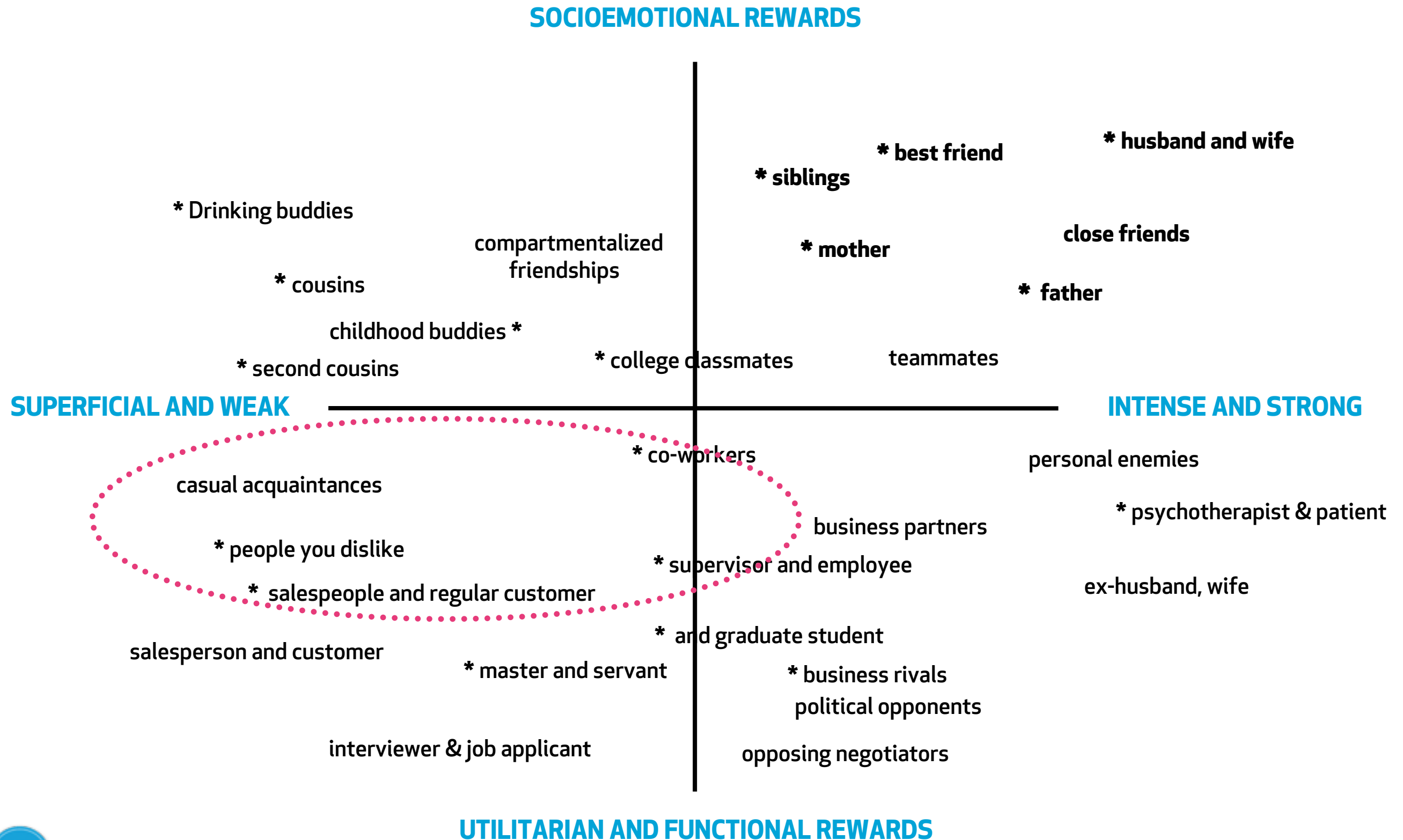
close, committed nature

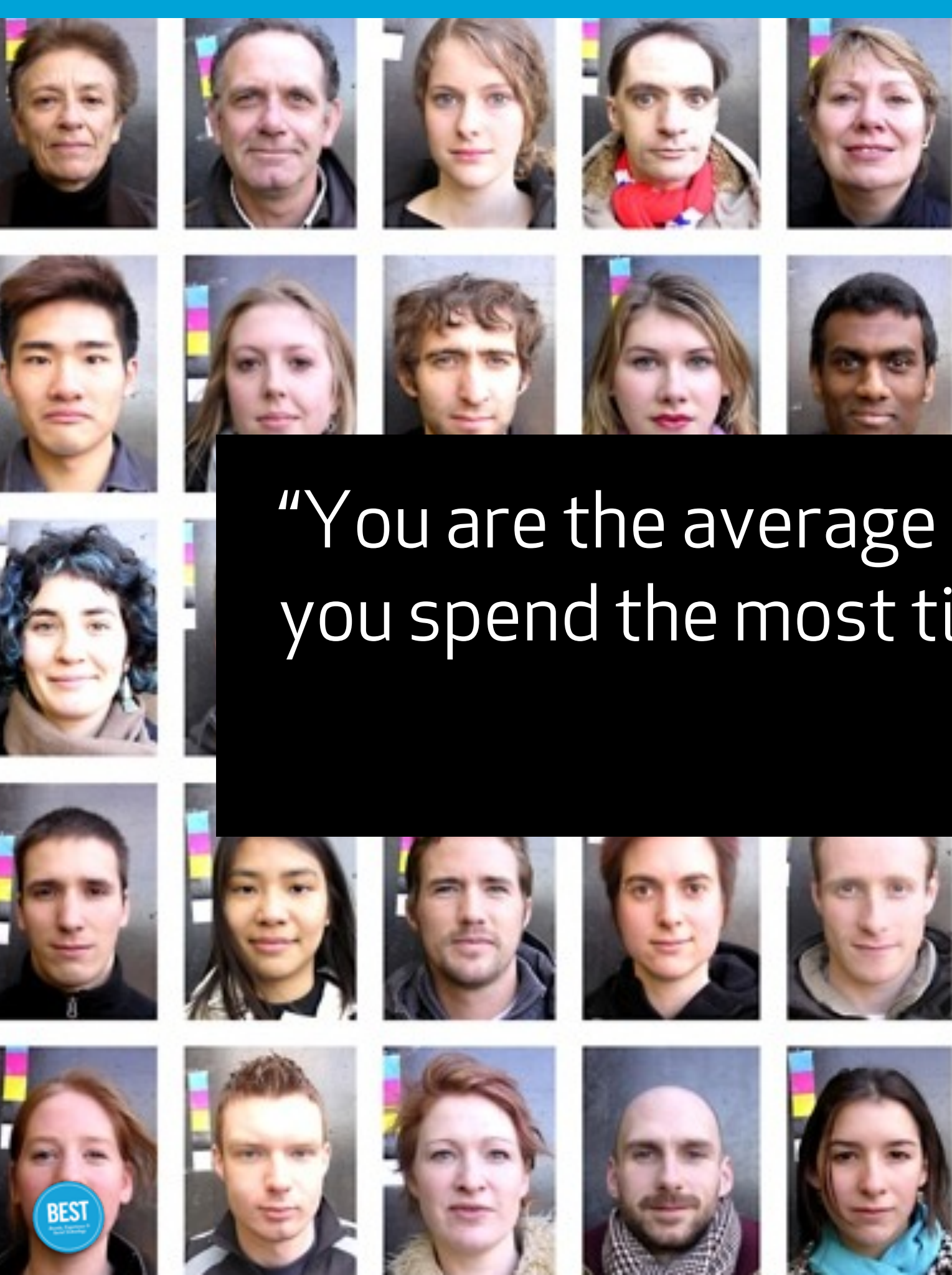
**majority of time spent with
those not in that group**

=

6

RELATIONSHIP TYPES





“You are the average of the 5 people you spend the most time with.”

— Tim Ferris



EXERCISE: ROI OF TIME

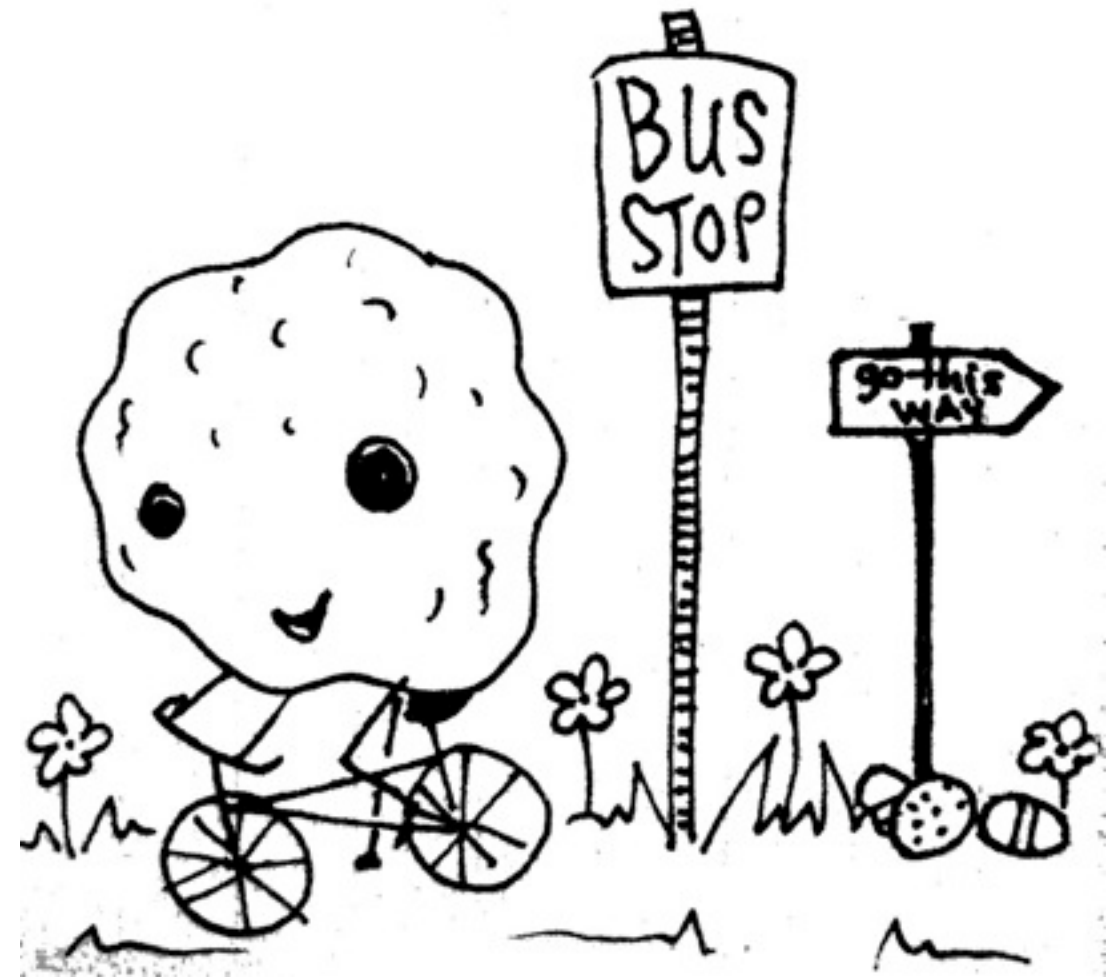
Look over your calendar
(or remember it as best as you can).

Write down the names of people you spent time
with this week and approximately how long

Write down activities this week, and how long



What does your
calendar say
about you?



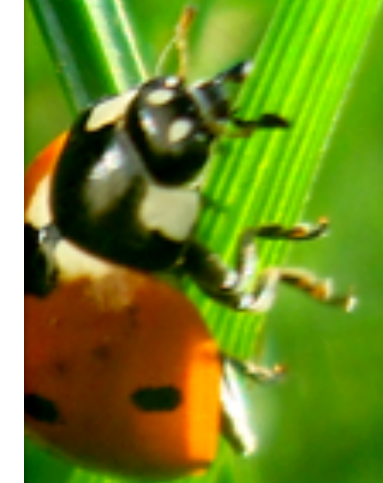
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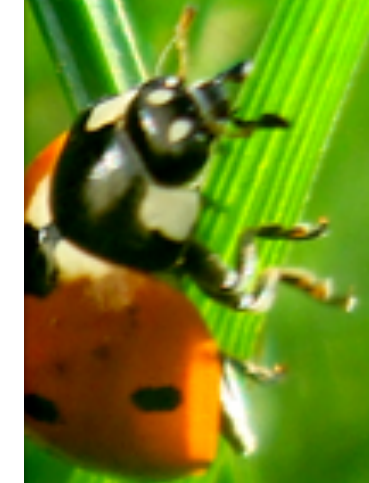
EXERCISE: WE FEEL FINE

We start simple,^{11 - 14} but soon fill up with angst^{15 - 18} and feelings of confinement,^{19 - 22} until we leave those behind to go conquer the world,^{23 - 26} before gradually trading ambition for balance,^{27 - 30} developing an appreciation for our bodies^{31 - 35} and our children,^{31 - 35} and evolving a sense of connectedness,^{36 - 40} for which we feel grateful,^{36 - 40} then happy,^{41 - 49} calm,^{41 - 49} and finally blessed.⁵⁰⁺



EXERCISE: WE FEEL FINE

We start _____, but soon fill up with
_____ and feelings of _____,
until we leave those behind to go
_____, before gradually
trading ambition for _____,
developing an appreciation for our
_____ and our _____, and evolving
a sense of _____, for which
we feel _____, then _____, _____,
and finally _____.



What's your purpose?

Who do you want to be
in the world?

This can change.

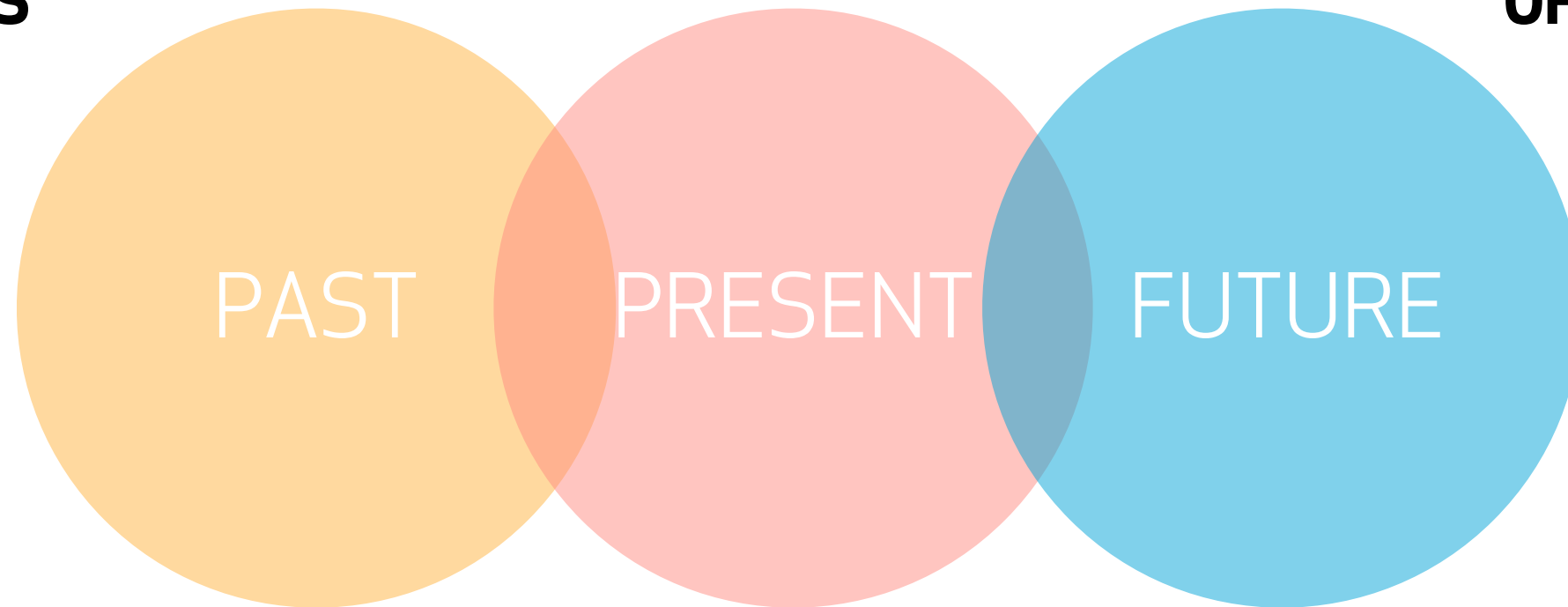
MAPPING THE PATH

PERSONAL STORY

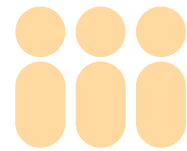
*This is your transition story.
You're the protagonist.
There are tensions and obstacles.*

**CHILDHOOD
MEMORIES**

**CHANGING
DEFINITIONS
OF HAPPINESS**



**IMAGE-IDENTITY
GAP ANALYSIS**



*You need to bring
all these folks along
with you!*

**CURRENT ROI ON
HAPPINESS +
DRIVERS ANALYSIS**

**FUTURE ROI ON
HAPPINESS +
DRIVERS FORECAST**



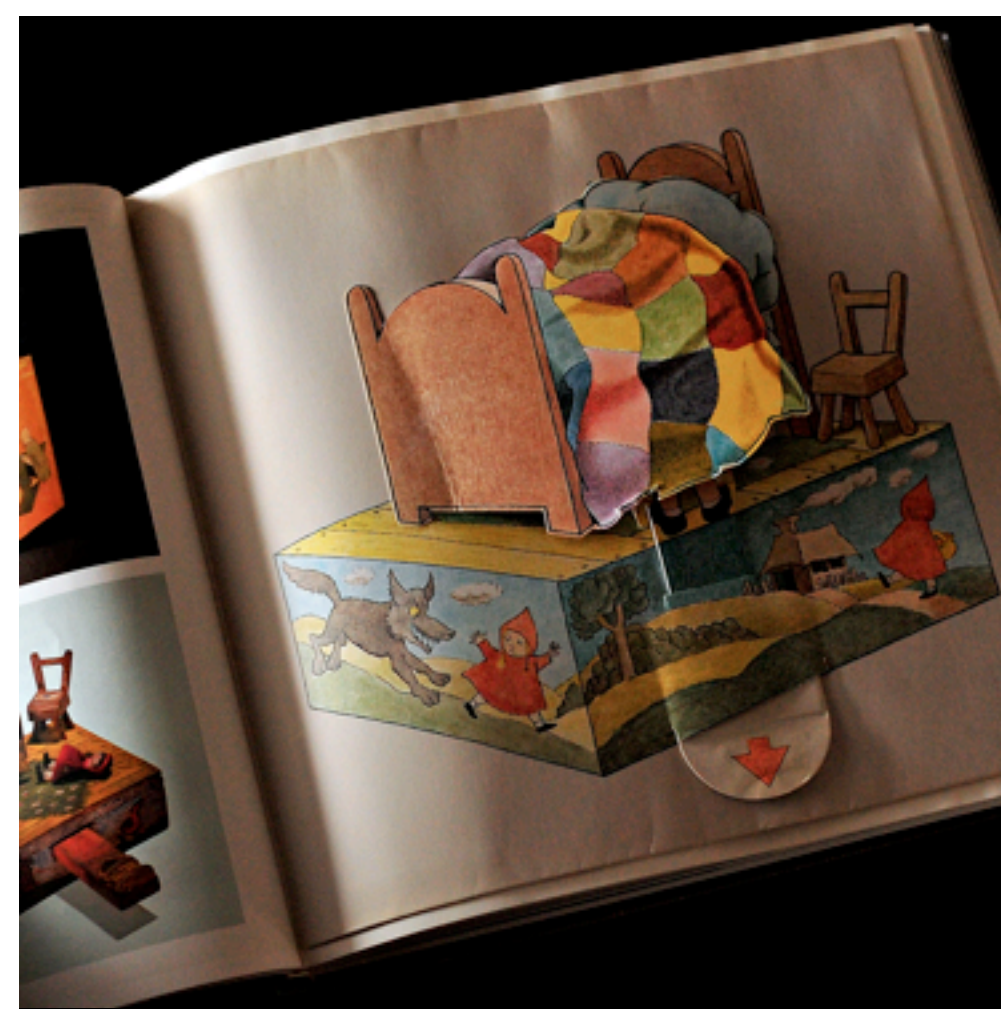
APPENDIX

A PERSONAL BRAND

Unfolding Personal Narrative

Attracts the Right People

Determines Your Value



A PERSONAL BRAND

Unfolding Personal Narrative

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A PERSONAL BRAND

Unfolding Personal Narrative

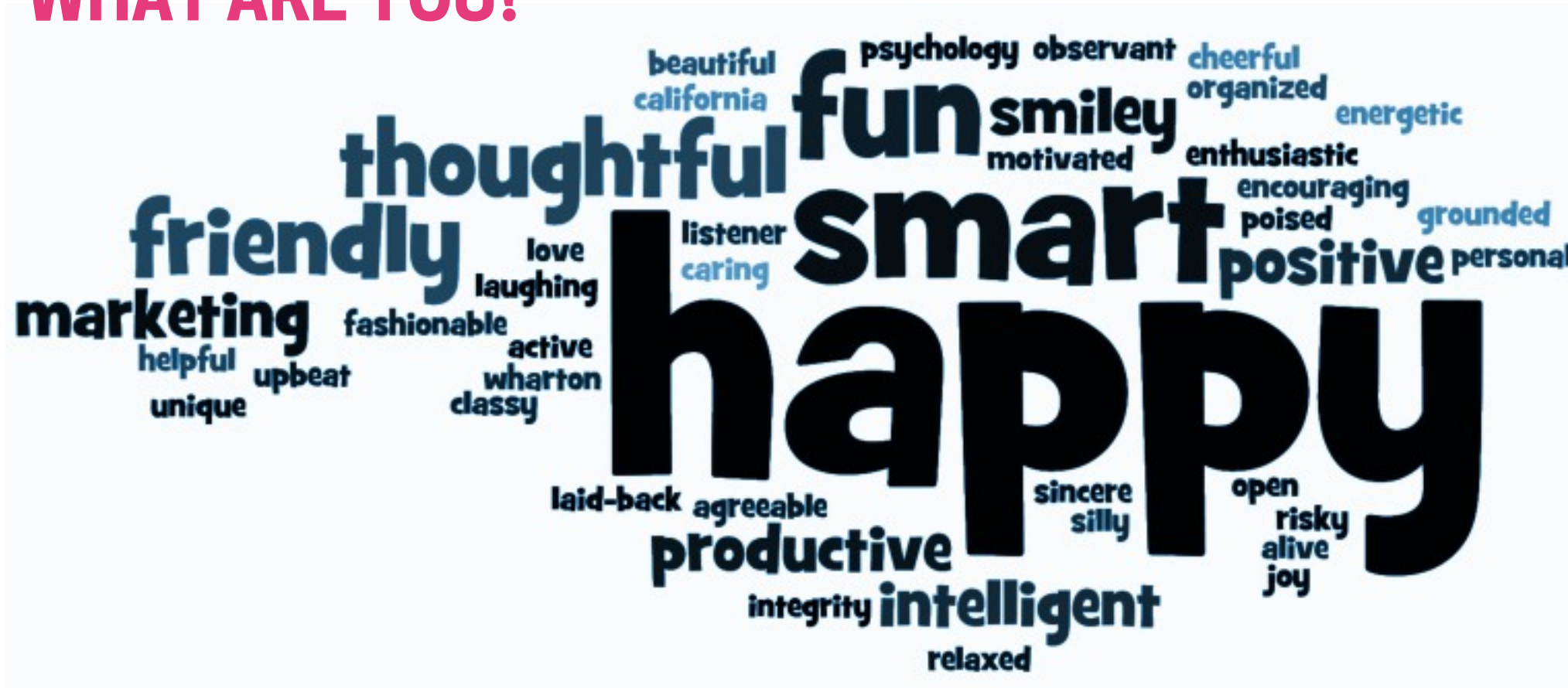
Attracts the Right People

Determines Your Value



MY (JENNIFER'S) BRAND

WHAT ARE YOU?



WHAT AREN'T YOU?



PERSONAL BRAND CAMPAIGNS

- 1. Content. People remember stories, not facts.**
- 2. Call to Action. Tell people what you'd like them to do.**
- 3. Collaboration. Create 'just enough'.**
- 4. Consistency, yet flexibility.**

PERSONAL BRAND ANALYTICS

Survey followers to find out more about them

Something as simple as “vote if you like cake” tells you more about your users.

Facebook Page

Facebook offers free tools to monitor weekly traffic to and from a Facebook page that you create.

Google Analytics

Feature rich tools that help you understand your personal brand.

Klout

Measures the online influence of your Facebook or Twitter profile.

Alexa.com/siteinfo

Ranks websites and tells you information about site visitors (location, search engine queries,

Google Adwords Keyword Tool

Tells you how many times people search for a keyword every month.



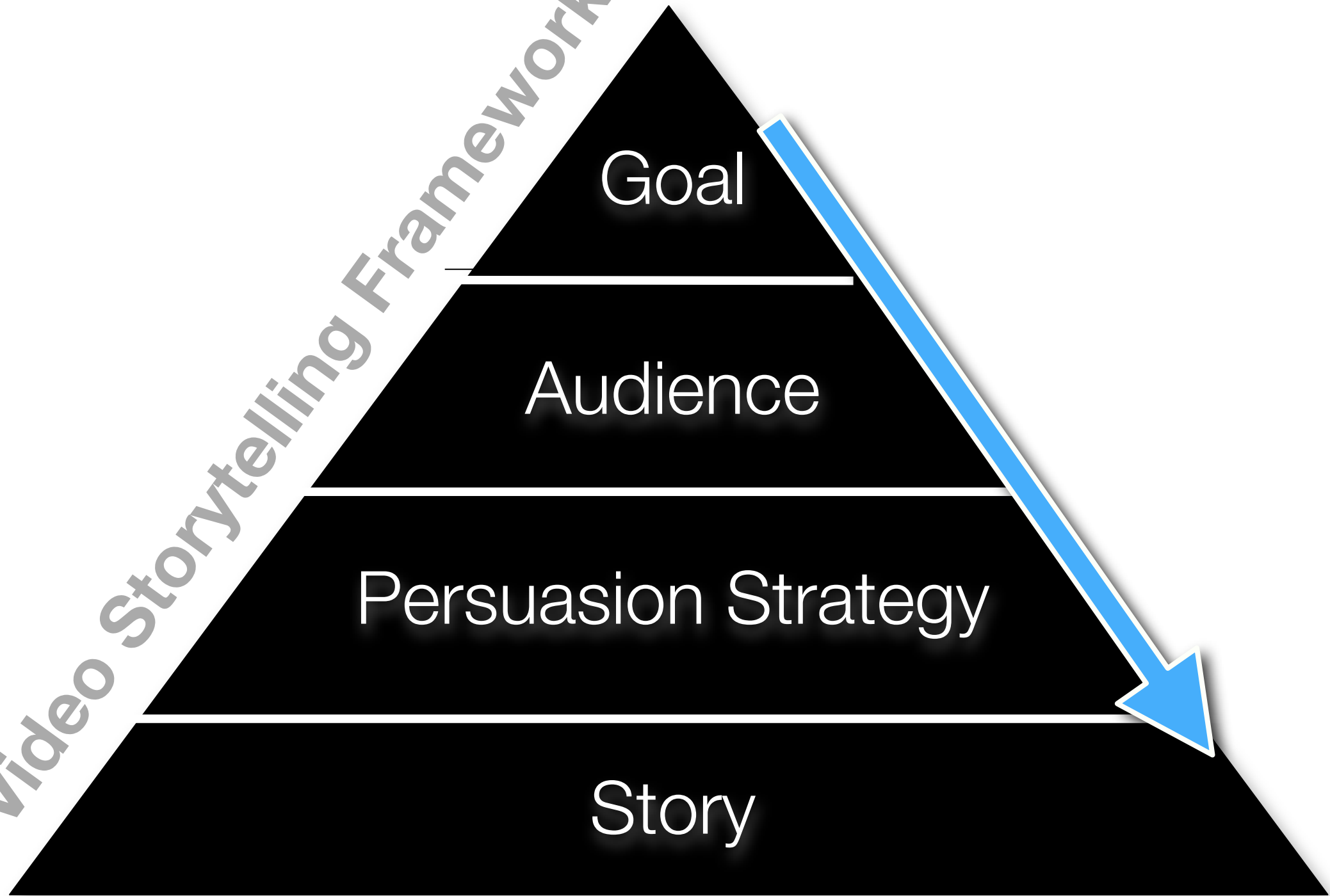
APPENDIX 2

The Art of Video Storytelling

Dan Greenberg
CEO, Sharethrough
dan@sharethrough.com

sharethrough
make your

Video Storytelling Framework



Goal

Audience

Persuasion Strategy

Story

GOAL:

Jumpstart fun and organic conversations to re-energize a dying franchise.

TARGET AUDIENCE:

Casual gamers, boys 10-18, beyond the core skater demographic.

PERSUASION STRATEGY:

Surprise, imagination & curiosity.

STORY ELEMENTS:

Provide fun and entertaining glimpse into the world of Tony Hawk fans.

Use Tillman's "skateboarding dog" fame to provide backstory and context.

Showcase ease of use of the product.

Beg the question, "Is it real?"



Behavior Change Goal



Make yourself choose *ONE* goal. (It'll force you to focus on the most important one.)

- Spread awareness about an issue or idea
- Generate fans and followers online
- Get press, online and offline
- Solidify relationships with existing advocates
- Drive product sales

Target Audience



Define a single audience archetype.

- Moms with babies
- Twitter influencers
- Technology entrepreneurs
- Casual gamers
- Enterprising students

Viewing Experience

Think about how users will engage.

Know the limitations

- Watching during class
- Watching on your phone
- Watching at work

attention

no sound
very small
unfocused

And consider the opportunities

- Watching with friends

collective

shared experiences

sharethrough

Key Insights



✓ Understand your **behavior change goal** before you pick up a camera.

✓ Treat your viewers as **audience, not consumers.**

✓ - No one has to watch your video if they don't want to.

✓ **“Cool” is non-descriptive.**

✓ - Think about the true emotions that matter, given your goal and target audience.

✓ tell a **unique** and **compelling story.**

FIRST IDENTITY, THEN IMAGE

DEFINE

EXPRESS

UNDERSTAND

CLARIFY

CONNECT

IDENTITY

ASSETS

TOUCHPOINTS

Principles

Vision

Story

Symbols

Logos

Letterhead

Beliefs

Philosophy

Messages

Colors

Typography

Packaging

Personality

Story

Promise

Voice

Photography

Website

Attributes

Tone

Sound

Signage

Advertising

Spaces