



Build Your Personal Professional Brand

Be Known For What You Want To Be Known For – *On Purpose*

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Hi! I'm Deirdre.

President + Lead Strategist of TankGirl Marketing

FSMPS, CPSM, 27 years exp, SMPS OC Board

Avid dog lover + scary sport enthusiast

I love to win!

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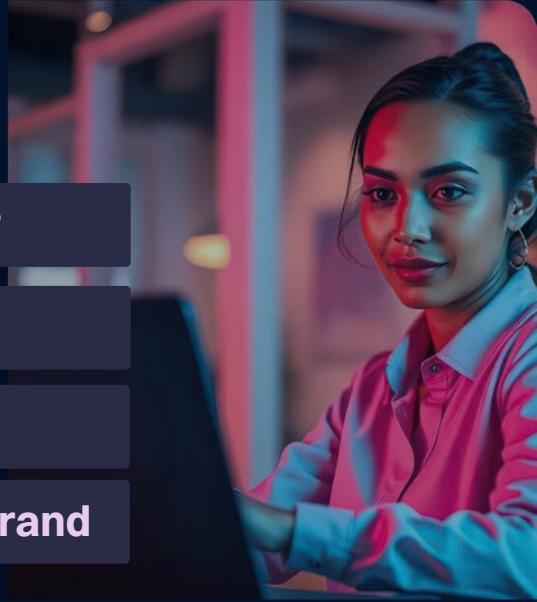
Agenda

What is a personal brand?

How to build a brand

Case studies

Creating YOUR personal brand



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What is a personal brand?

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**Your brand is built in the moments
no one is formally evaluating you.
It is what people say about you
when you are not in the room.**

✓ Reputation

✓ Voice

✓ Value

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**You already have a brand.
The question is:**

**Did you build it on purpose,
or did others define it?**

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Why does your brand matter?

**Being good at your job gets you hired.
Being known gets you trusted and chosen.**

✓ Trust drives
opportunity

✓ Visibility
drives selection

✓ Consistency
builds reputation

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What your brand is not:

✓ A logo

✓ Social media

✓ Self-promotion

**Your brand is what people
experience consistently.**

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Where your brand shows up



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Secret:

It is what they say about you
when you are NOT in the room

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The reality

- ✓ Who gets pulled into client meetings?
- ✓ Who gets recommended when no one is watching?
- ✓ Who gets protected when something goes wrong?

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What is a personal brand?

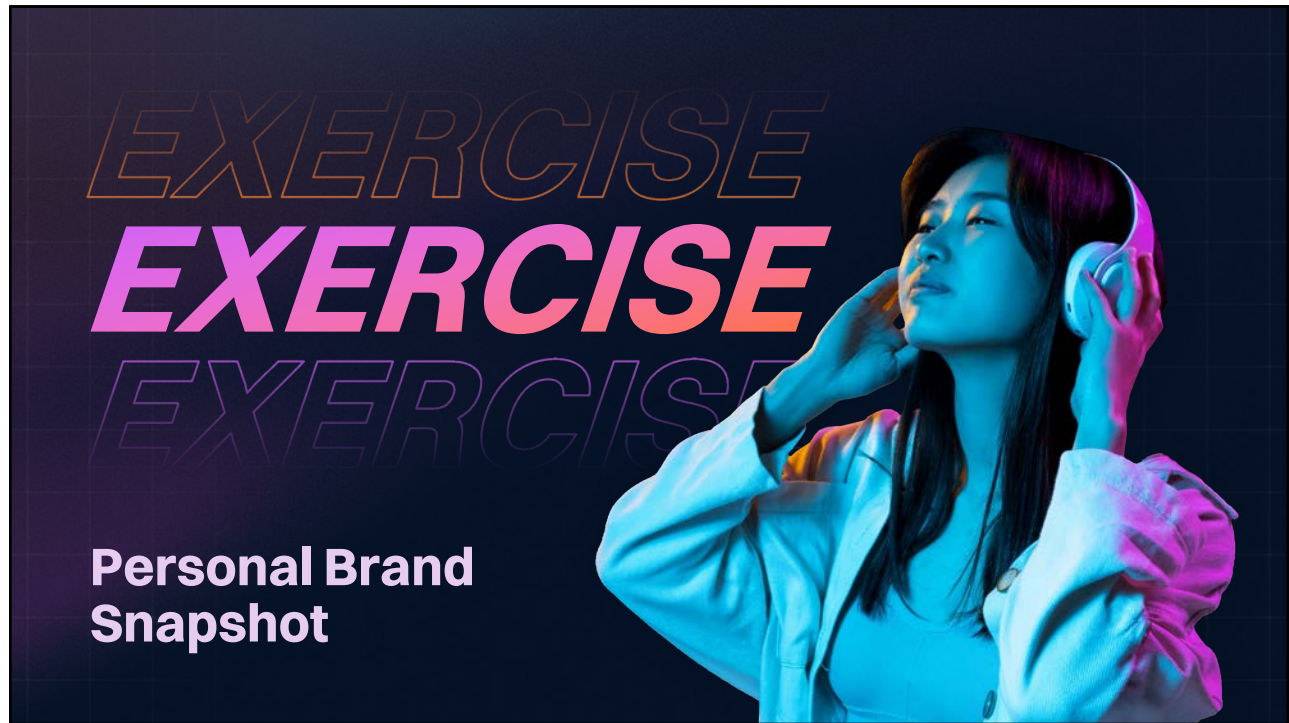
How to build a brand

Case Studies

Creating YOUR brand

How to build a brand

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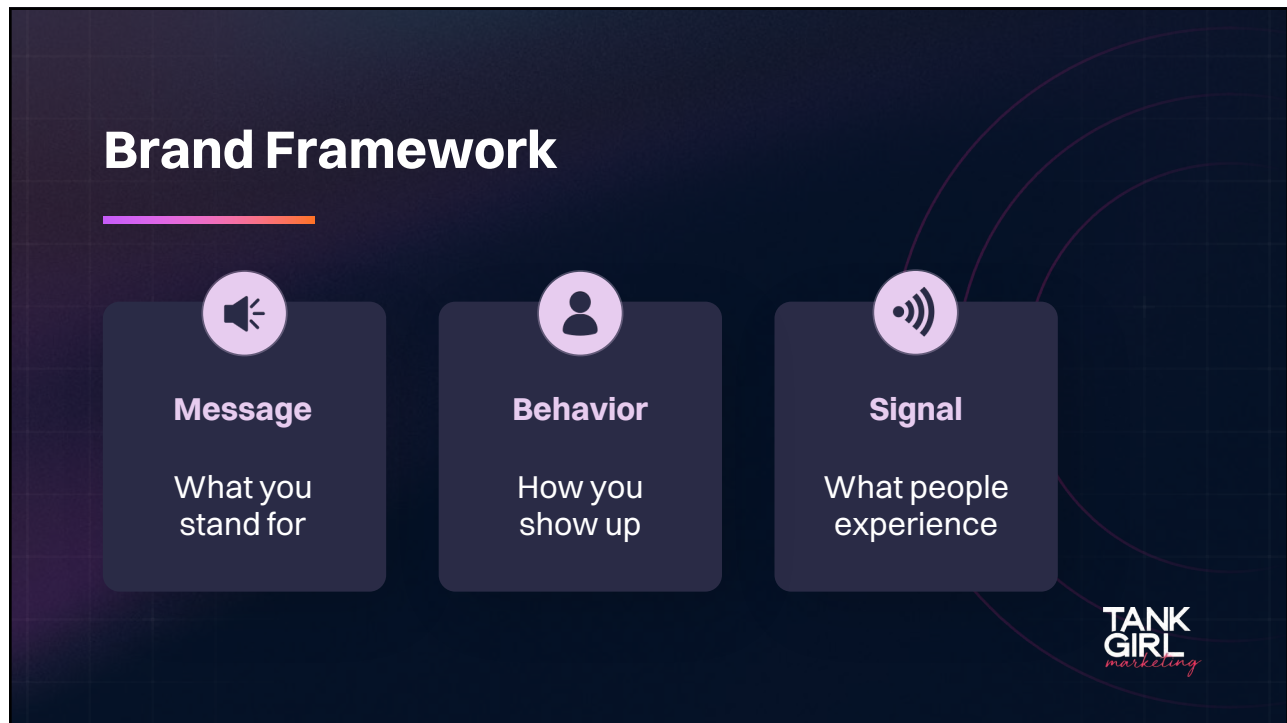
Exercise Questions

- What are you currently known for?
- How do others typically describe you?
- Is that what you want to be known for?
- What signals are you sending unintentionally?



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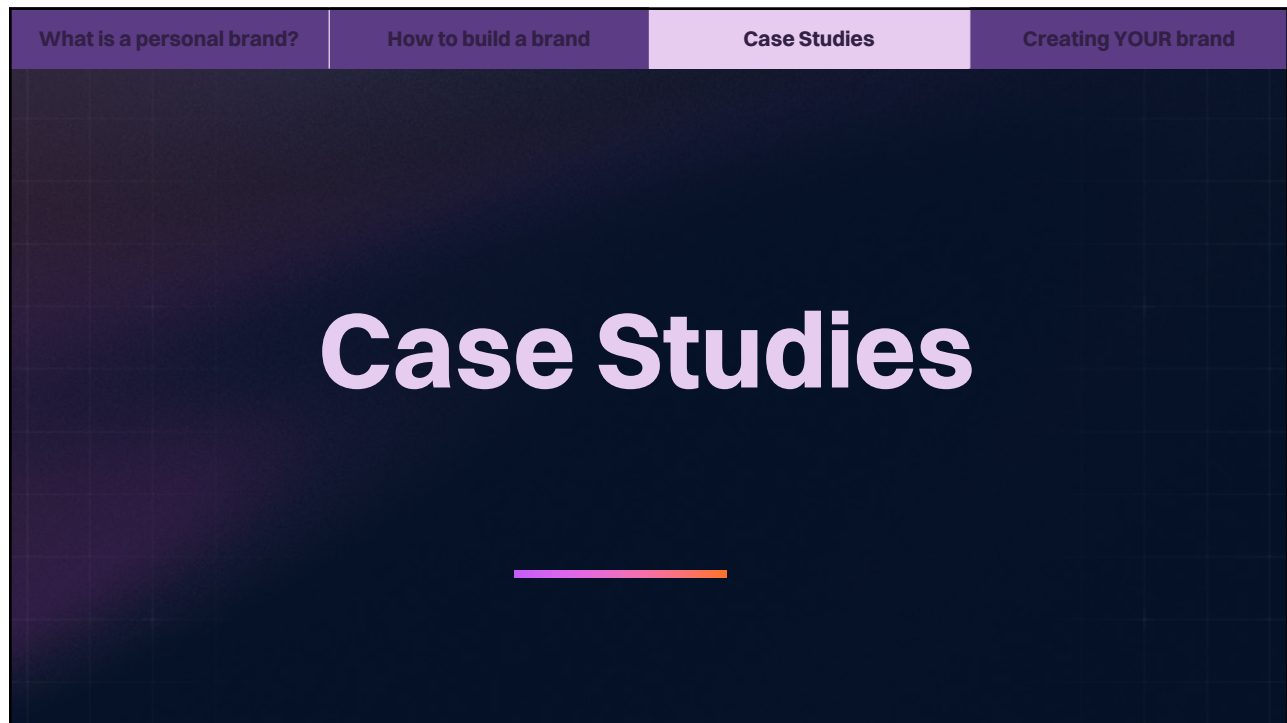
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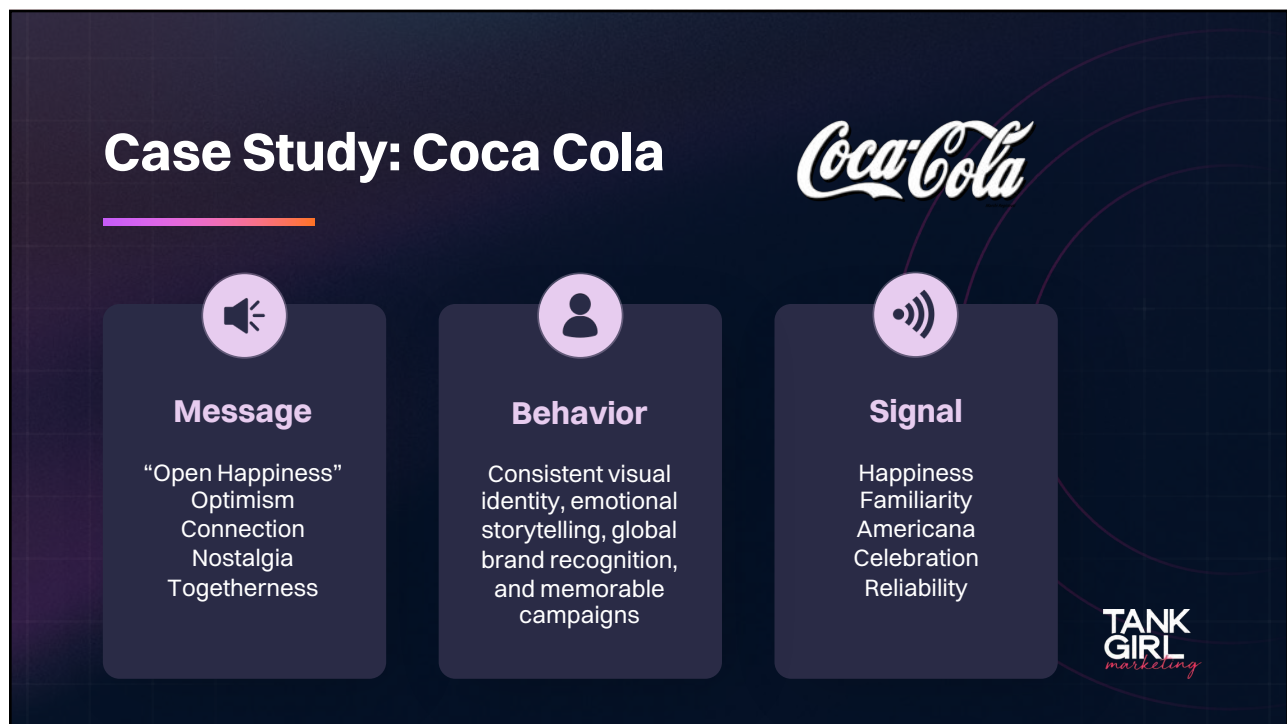
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**Brands aren't built
on intention.
They're built on
consistency over time.**

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Why Coca Cola Works: Consistency Builds Trust

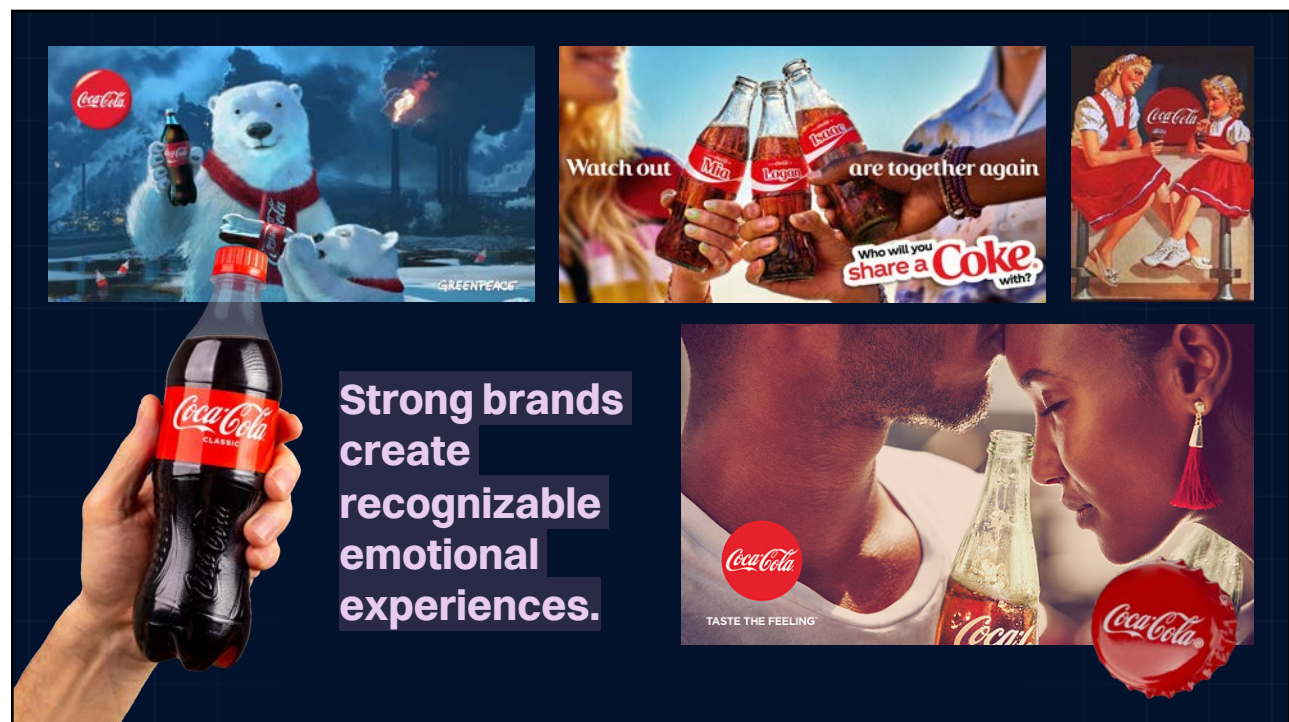
What Coca-Cola DOESN'T do:

- ✓ Abandon its core identity
- ✓ Change tone every year
- ✓ Chase every trend
- ✓ Dilute its identity

What Coca-Cola DOES do:

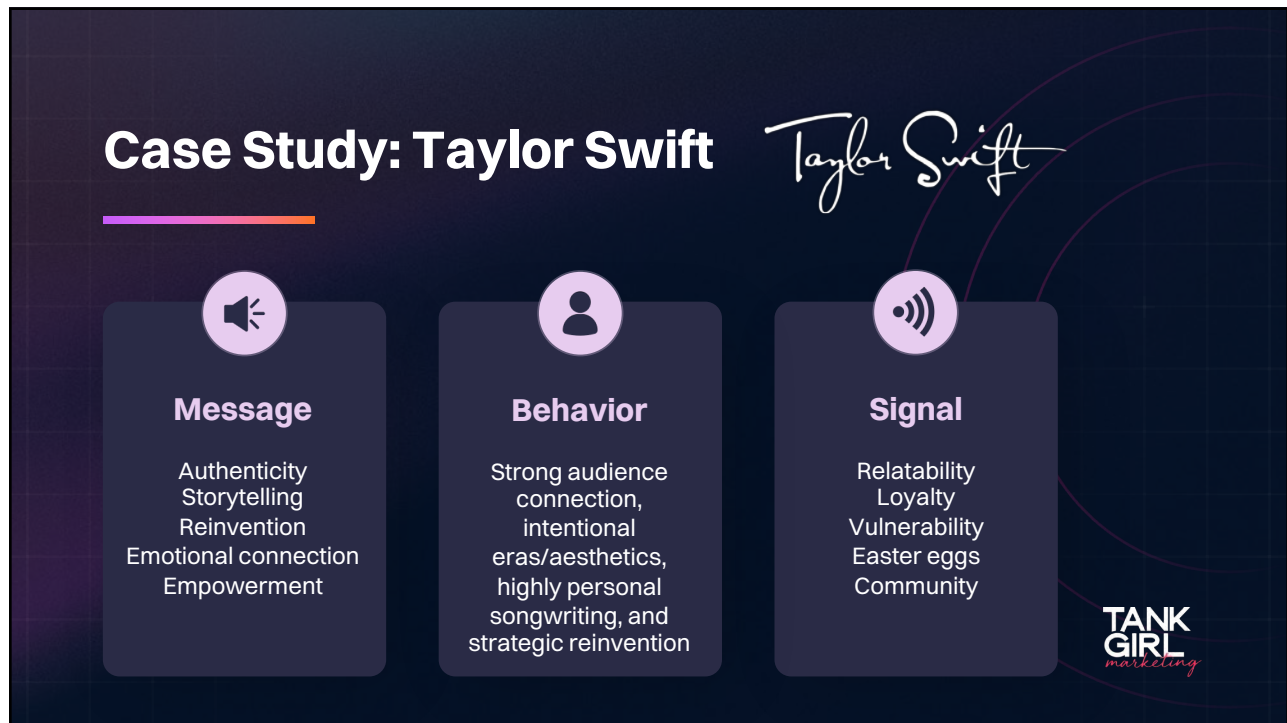
- ✓ Repeats core emotional themes
- ✓ Maintains recognizable visuals
- ✓ Creates shared experiences
- ✓ Delivers a predictable brand feeling

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Strong brands
create
recognizable
emotional
experiences.

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Why Walmart's Brand Signal Became Complicated

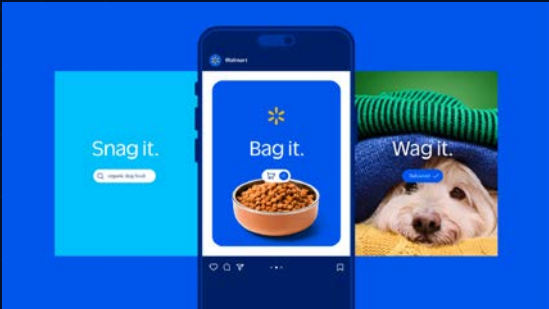
Walmart DOESN'T want to signal:

- ✓ Disorder and stress
- ✓ Poor shopping experiences
- ✓ Internet meme culture
- ✓ Low-quality perception

What people actually experience:

- ✓ Overstimulating environment
- ✓ Inconsistent customer service
- ✓ Frustration/stress/crowded stores
- ✓ Viral internet stereotypes

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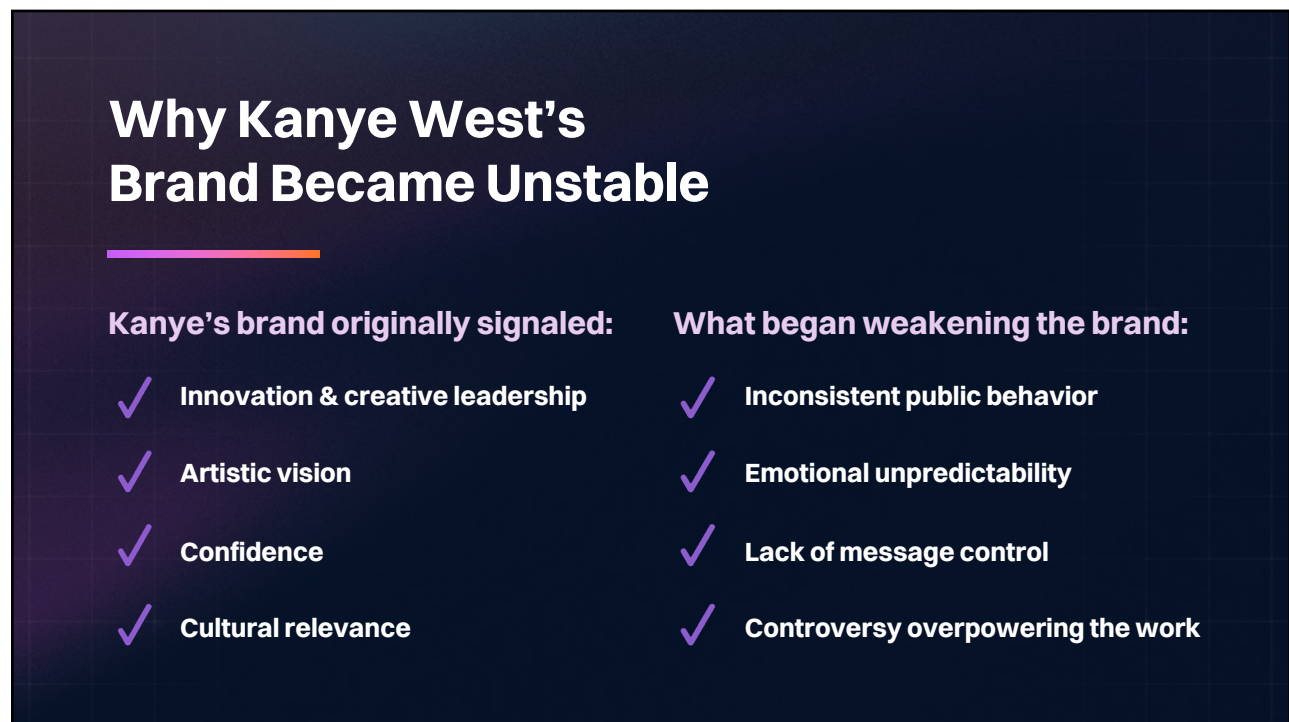


**Experience
will always
overpower
intention.**

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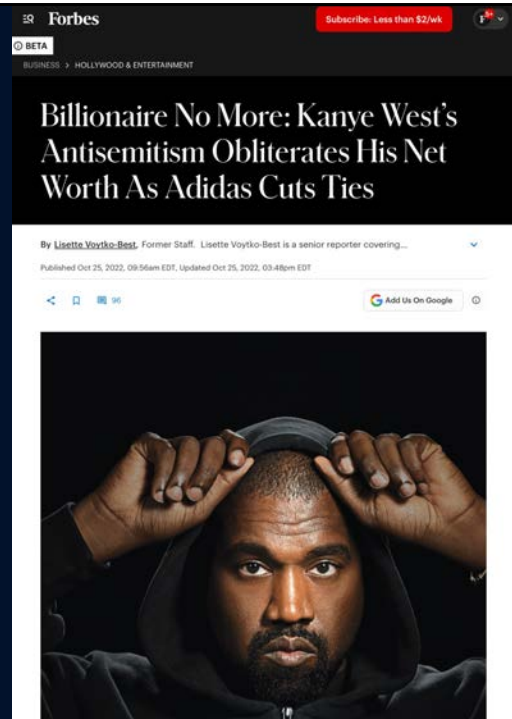
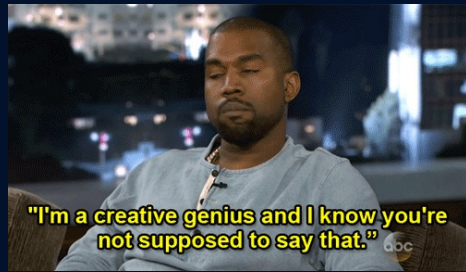


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Public perception is shaped over time through repeated behavior.



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Case Study: TankGirl Marketing / Deirdre Booth

ONCE UPON A TIME
ONCE UPON A TIME
 ONCE UPON A TIME

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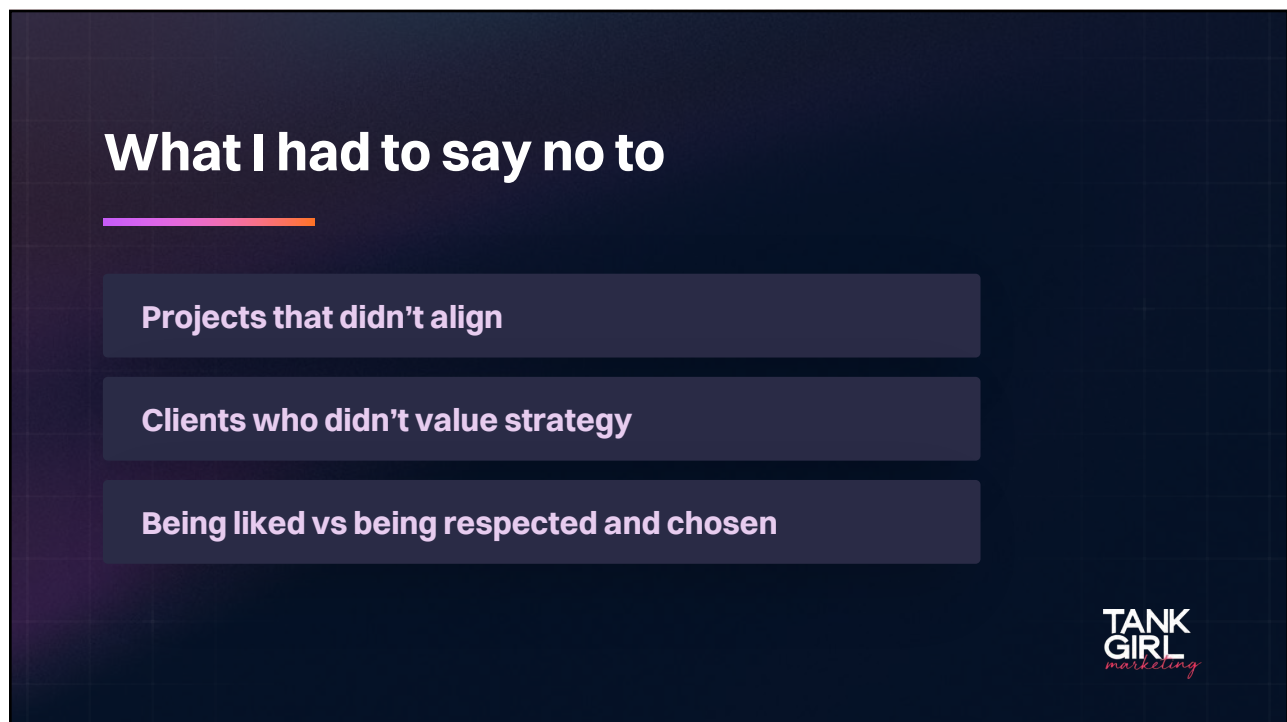
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How it Shows Up



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What I had to say no to



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What this “cost” me

Not for everyone = less opportunities

Tighter filter means shorter sales cycle

Those that fit, we enjoy and pay better

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What has NOT changed?

**The imagery has changed,
but the core values and
how we show up has not.**

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2023 TRAINING SERIES

AEC Design Trends

May 25, 2023 | 11 AM AZ | 90-minutes
Zoom Webinar | 1.5 CEUs

\$65

TGM TUESDAY TIP:

Use **Paragraph Rules** in InDesign to maintain consistency throughout your document



STRATEGY: WIN

REASON #762 WHY A/E/C MARKETERS DRINK:

Someone just asked me to "make it look pretty"

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HELP YOU WIN
YOUR CASE





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STRATEGY: WIN

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WINNING STARTS HERE.

AEC firms call TankGirl when they need clear strategy, stronger messaging, and smarter pursuits.

PURSUITS THAT WIN
Proposals • SOQs • Interview Coaching & Support

STORYTELLING THAT STICKS
Technical Writing • Messaging • Content Development

DESIGN THAT STANDS OUT
Branding • Graphics • Templates

STRATEGY THAT MOVES YOU FORWARD
Strategic/Marketing/Comms Plans • Executive Advisory

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ZOOM WEBINAR

INDESIGN TABLES DEEP DIVE

January 29th | 11 AM - 12:30 PM AZ

TANKGIRLMARKETING.COM/TRAININGS OR SCAN CODE



Helping A/E/C firms across the country

WIN!



LOADING...



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Personal brand gap check

What are you known for?

Is it what you want?

What do people come to you for?

What do they NOT come to you for?



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**What are you doing today
that is reinforcing the right
or wrong message?**

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Define your brand



**I want to be known for _____
because _____**

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Behavior alignment

If that's your brand...
how do you show up daily?



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Micro-behaviors that build trust

Be the person who summarizes the meeting clearly

Be the one who follows up before being asked

Be the calm voice when things go sideways

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Visibility



- ✓ If people don't see it, it doesn't count.
- ✓ Where will you be visible and how?

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Reinforcement

Consistency builds trust over time.



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What weakens your brand

Overcommitting and underdelivering

Staying quiet when you should speak

Being inconsistent across situations

Trying to be liked instead of trusted

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Action Planning

One behavior to change

One visibility action

One relationship to strengthen



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**Small shifts in how you show up
change how people experience
you—and that changes
everything that comes your way.**

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**You don't get to opt out of
having a brand.**

**You only decide whether you build
it, or you let them do it for you.**

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Take the Poll!

Please

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