



**Alpha Kappa Alpha Sorority, Inc.®  
Leadership Seminar 2017  
Workshop 204- Brand You:  
Creating Your Professional Brand  
Soror Ayana Davis Hernandez  
Communications and Marketing Specialist**

**AyanaDHernandez@gmail.com**



**@AyanaDHernandez**

**Write Your Professional Story: The Journey**

1. Build on and learn from your successes and failures.
2. Use your personal story to build your professional brand.
3. Succinctly define and highlight what makes you excellent.
4. Only you can be you. Be authentic. Own your voice.

**Develop Your Brand**

1. Be passionate about your passion.
2. What's your elevator speech? Always be ready to deliver it.
3. Be prepared to answer the call you were not expecting.

**Leverage the Value of Brand Associations**

1. Select stable brands that present opportunities for growth.

**Utilize Your Mentors and Sponsors (Brand Endorsers)**

1. Use your connections to [network](#) your way to your next career position.
2. Leverage social media for your professional advantage and
3. Expand your brand presence online.
4. 5 Things Your LinkedIn Profile Must Convey

**Assess and Re-evaluate “Brand You”**

1. What's next?

## Suggested Reading List

**1. *Linked to Influence: 7 Powerful Rules for Becoming a Top Influencer in Your Market and Attracting Your Ideal Clients on LinkedIn* by: Stephanie Sammons**

In *Linked to Influence*, Stephanie combines her high-trust marketing and sales experience with her in-depth LinkedIn knowledge to give you an actionable strategy for success. She shares a comprehensive, step-by-step process that can help you develop a more influential LinkedIn presence and client attraction process.

**2. *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change* by: Stephen R. Covey**

One of the most inspiring and impactful books ever written, *The 7 Habits of Highly Effective People* has captivated readers for 25 years. It has transformed the lives of Presidents and CEOs, educators and parents— in short, millions of people of all ages and occupations.

**3. *How to Win Friends & Influence People* by: Dale Carnegie**

For more than 60 years the rock-solid, time-tested advice in this book has carried thousands of now famous people up the ladder of success in their business and personal lives. Now this previously revised and updated bestseller is available in trade paperback for the first time to help you achieve your maximum potential throughout the next century.

**4. *Crush It!: Why NOW Is the Time to Cash In on Your Passion* by: Gary Vaynerchuk**

In *Crush It! Why NOW Is the Time to Cash In on Your Passion*, Gary Vaynerchuk shows you how to use the power of the Internet to turn your real interests into real businesses. Gary spent years building his family business from a local wine shop into a national industry leader. By the end of this book, readers will have learned how to harness the power of the Internet to make their entrepreneurial dreams come true. Step by step, *Crush It!* is the ultimate driver's manual for modern business.

**5. *The Success Principles(TM) - 10th Anniversary Edition* by: Jack Canfield**

In *The Success Principles*, the co-creator of the phenomenal bestselling *Chicken Soup for the Soul* series, helps you get from where you are to where you want to be, teaching you how to increase your confidence, tackle daily challenges, live with passion and purpose, and realize all your ambitions.

**6. Pre-Suasion: A Revolutionary Way to Influence and Persuade by: Robert Cialdini**

Robert Cialdini shines a light on effective persuasion and reveals that the secret doesn't lie in the message itself, but in the key moment before that message is delivered. His first solo work in over thirty years, Cialdini's *Pre-Suasion* draws on his extensive experience as the most cited social psychologist of our time and explains the techniques a person should implement to become a master persuader.

**7. Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content by: Ann Handley**

*Everybody Writes* is a go-to guide to attracting and retaining customers through stellar online communication, because in our content-driven world, every one of us is, in fact, a writer. If you have a web site, you are a publisher. If you are on social media, you are in marketing. And that means that we are all relying on our words to carry our marketing messages. We are all writers.

**8. So Good They Can't Ignore You: Why Skills Trump Passion in the Quest for Work You Love by: Cal Newport**

In this eye-opening account, Cal Newport debunks the long-held belief that "follow your passion" is good advice. Not only is the cliché flawed—preexisting passions are rare and have little to do with how most people end up loving their work—but it can also be dangerous, leading to anxiety and chronic job hopping.

**9. You Are a Bad\*\*\*: How to Stop Doubting Your Greatness and Start Living an Awesome Life by: Jen Sincero**

In this refreshingly entertaining how-to guide, #1 New York Times Bestselling Author and world-traveling success coach, Jen Sincero, serves up 27 bite-sized chapters full of hilariously inspiring stories, sage advice, easy exercises, and the occasional swear word. If you're ready to make some serious changes around here, *You Are a Bad\*\*\** will help you: Identify and change the self-sabotaging beliefs and behaviors that stop you from getting what you want, blast past your fears so you can take big exciting risks, figure out how to make money, learn to love yourself and others, set big goals and reach them - it will basically show you how to create a life you totally love, and how to create it now.

**10. Storytelling Secrets for Successful Speeches: 7 Strategies for telling stories people love by: Mark Davis**

Public Speaking is a series of stories to get a message across - if we think of it this way, then we only need to work on getting better at telling stories. We tell stories every day. We tell them to our friends, to our families, to our colleagues. We even tell them to strangers on the plane. If we learn to share our stories well, then people will have a positive association. As salespeople, we can link stories to our key points. As trainers, we can tell stories that teach a lesson, and we can create ones that give context and meaning to our message. Only storytelling guarantees we'll hook the attention of the audience then they'll be engaged in what we have to say.

**11. Year of Yes: How to Dance It Out, Stand In the Sun and Be Your Own Person by: Shonda Rhimes**

This poignant, intimate, and hilarious memoir explores Shonda's life *before* her *Year of Yes*—from her nerdy, book-loving childhood to her devotion to creating television characters who reflected the world she saw around her. The book chronicles her life *after* her *Year of Yes* had begun—when Shonda forced herself out of the house and onto the stage; when she learned to explore, empower, applaud, and love her truest self. Yes.

**12. The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly by: David Mereem Scott**

This practical guide is written for marketing professionals, PR professionals, and entrepreneurs who want to grow their businesses and create success. Learn how companies, nonprofits, and organizations of all sizes can leverage web-based content to get timely, relevant information to eager, responsive buyers for a fraction of the cost of big-budget campaigns.

*Reference: All book reviews provided by [Amazon.com](https://www.amazon.com) compiled by S. Michele Echols Curated Collections*