Building brand you

Carl Reader
This is an interactive workshop!

• Please contribute both your own ideas and constructively help others
• This isn’t a seminar, so please be prepared to get stuck into the activities
• During my mini-sessions between activities, try to find your own examples (*for example, when I talk about my ‘USP’, allow your mind to wander off as you think about your own*)
• By the end of the session, aim to have a long list of actions to take away
• This will *only* work as a safe space for everyone – please respect confidentiality
Get to know your table…!
Today’s speaker

Carl Reader
@CarlReader

(So, I guess this is my safe space to share all! 😊)
Workshop Activity 1

Breakout discussion and brainstorm, to create an action plan

• Clarify your vision (e.g. I want to be the leading voice for xxx)
• Identify your personal values (e.g. integrity, clarity and passion)
• Set some broad tangible goals (e.g. radio interview, press coverage, writing a book)
• Set some interim activities (a braindump of what you can do to move towards goals)

REMEMBER: Your job today is to create an action plan for tomorrow!
Workshop Activity 2

Breakout discussion – each table member to

• Share their current USP – why and how they are different
• Allow feedback from the rest of the table, which can be:
  - Requires some soul-searching
  - How about tweaking it to …
  - Great – no more work needed!

REMEMBER: Your job today is to create an action plan for tomorrow!
Workshop Activity 3

Individual work, to create an action plan

• Research outlets *(trade press, radio, social media, online communities)*
• Identify key influencers *(journos, key people, businesses to partner with)*
• Create an task list *(think: to do item, volume of activity, deadline)*
  – *These don’t all have to be specific tasks: they might be “research XYZ further”*
  – *Make sure you capture everything, even if it’s as simple as “buy a new microphone”*

**REMEMBER: Your job today is to create an action plan for tomorrow!**
Now what...?

Thank you for your efforts!

• Commit a date in your diary to refine and plan
• Stay in touch - @CarlReader
• I’m around for questions afterwards

REMEMBER: Your job today is to create an action plan for tomorrow!
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