

Building Your Personal Brand

Boston .NET Architecture Group (BNAG)

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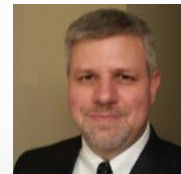
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Robert Hurlbut

- **Independent Software Security Consultant and Trainer**

- Owner / President of Robert Hurlbut Consulting Services
- Microsoft MVP – Security Developer 2005-2009, 2015
- (ISC)2 CSSLP 2014-2017
- Group Leader – Boston .NET Arch Group, Amherst Sec Group
- Speaker at user groups, conferences, and other training events



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What is a brand?

We know many products primarily by their brand

Xerox (photocopy machine), Chapstick (lip balm),
Kleenix (tissue paper)

Branding helps identify qualities and ideally, uniqueness

Thinkpad vs Macbook Pro

McDonalds vs Burger King

Name becomes their brand

Why build your personal brand?

Because you want people to know who you are

Because you want people to know what you do

And, because you are an individual who has a
unique voice and image

My story

Agenda *

Determine your area of expertise

Start writing and publishing

Use social media

Speak at events

Network like crazy

(* based on article: <http://www.inc.com/jayson-demers/5-steps-to-building-a-personal-brand-and-why-you-need-one.html>)

Determine your area of expertise

What are you good at in your work?

What do you like to do?

What do you want people to think of when they think of you or see you?

Make a goal and go for it!

Try finding yourself on a search engine. What do you see? What do others see?

Start writing and publishing

Create a website and/or blog

For a blog,

Set up reasonable goal of one post a month or one post every other week

Then, maybe increase to one post or more a week.

For developers, create a GitHub account and put projects there (make sure to maintain it)

Write about your area of expertise and what you are learning.



Start writing and publishing

Write reviews

Write articles

Maybe write a book – not necessary, but helpful

Be mindful of SEO (Search Engine Optimization)

- Hyphenated URLs

- Keywords in posts and articles

- No link-baiting – real content

Use social media

Create a LinkedIn Profile



- Create a summary – make use of space

- Add a few job positions or other info

- Ask for endorsements (skills or testimonials)

- Get involved in user groups on LinkedIn

- Post blog posts that point back to your blog or website

Use social media



Create a Twitter Account

Use it to link to your blog posts

Follow others in your industry or field

Interact with others

Don't share everything – it's not Facebook! ;)

For Twitter and LinkedIn, use a professional photo – again, this is not Facebook! ;)

Speak at events

Look at Toastmasters or other speaker groups

Look for user groups – always looking for speakers

Look at conferences – some help with new speakers

Speak from your expertise, or areas you would like to learn more about

Network like crazy

Let people know what you are doing

Ask them to check out your blog, LinkedIn and Twitter accounts

Let people know when you are looking for work, return the favor for others

Summary – Building Your Personal Brand

Area of expertise

Writing and publishing

Social media

Speaking

Networking

Resources

[Introduction to Personal Branding: 10 Steps Toward a New Professional You](#)

Mel Carson

Other books on LinkedIn, SEO, etc.

Questions?

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