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for

SUPERNOVA SOUTH



**your name is *your brand*:**

*writing to get ahead*

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## the plan

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- ▶ introductions—**Say hi!**
- ▶ presentation—**What it is / Why care? / How-to**
- ▶ exercise—**Live branding!**
- ▶ recap + Q&A—**Bueller? Bueller?**

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hello!

—

*Molly Dickinson*

- ▶ background—English, **creative writing**, lit, journalism, magazines, **theatre**, communications, marketing, advertising, **branding**
- ▶ started **mdash**—brand messaging company—in 2009
- ▶ **professional writer** & freelancer—10+ years
- ▶ here to share what I've **learned**—& **love**—about what I do



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follow & share



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@mdashwriter

#mdashcreative

@supernovasouth

#SNSYall



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your turn :)

—

- ▶ First & last **name**
- ▶ Occupation/**calling**/contribution to society
- ▶ Why **SuperNova South**?

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what is branding?

—

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**B**



**®**

# BRANDING



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# BRANDING





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# BRANDING

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- (n.) A particular **identity** or image regarded as an **asset**
- (n.) A habit, trait, or quality that causes someone **public shame**
- (n.) An **identifying mark** burned on with a branding iron
- (v.) To mark **indelibly**
- (n.) A **torch**
- (n.) A **sword**

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your brand

—

your word(s)

your image

your reputation

your mark

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your brand



your look  
your voice  
your story



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# THE LOOK

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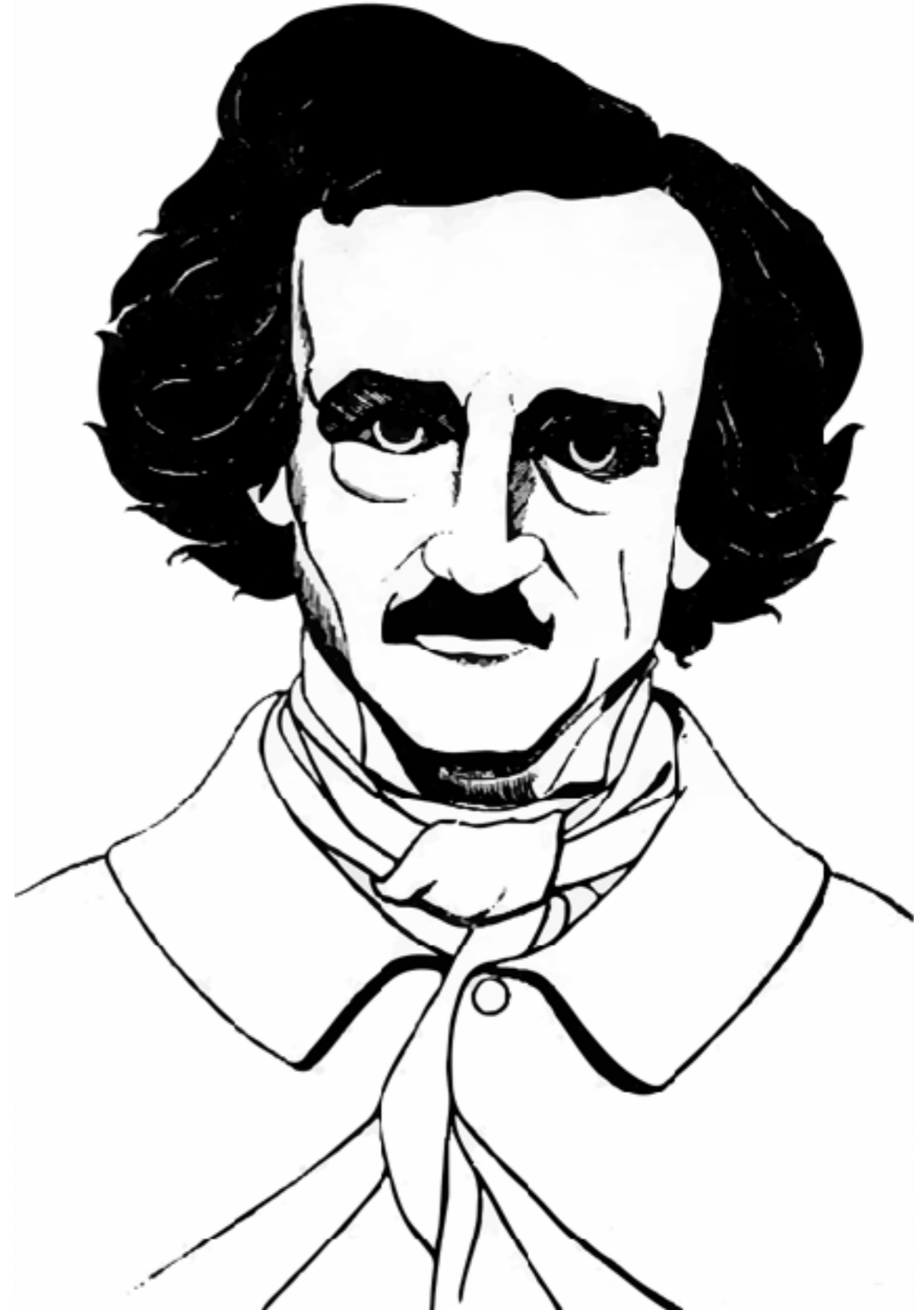


# THE VOICE



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# THE STORY



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your **brand**



your **look**: the way present yourself

your **voice**: the way you sound

your **story**: the way you tell it



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what makes a  
great brand?

—



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great brand



thoughtful  
memorable  
real  
consistent



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# your channels



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ready, set, google



search for the following:

your first + last name

your full name + your employer

your full name + your alma mater

your full name + your city of residence

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find a partner



share what you found

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# brand channels



portfolio site / personal website

Instagram

Twitter

Facebook

YouTube



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LinkedIn

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tell your **story**



on your LinkedIn summary





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# brainstorm it



style  
content  
personality

*\* don't just summarize—  
**add** something*



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draft it



a headline  
a few lines  
the whole thing

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workshop it



volunteers?

email drafts to [mdashwriter@gmail.com](mailto:mdashwriter@gmail.com)



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# build it



refine & adapt

practice the live version

get visual: photography, colors, fonts, imagery,

logo

watch & grow



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Q&A



what do you want to know?



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thank you!



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