Overview

• Big vision
• Causation focus
• Branding basics
• Getting in front of right people
• Strengthen relationships
• Keys to social media
• Helping online and offline
Non-Profit Organizations
- American Diabetes Association
- Diabetes Media Foundation
- Diabetes Hands Foundation
- JDRF International
- Diabetes Sisters

Brand Definition
Successful brand = Positive emotional connection

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"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."
~ Maya Angelou

Create Your Brand
1. Brand Attributes
2. Your Six Words
3. Actions to Embody

Everything: Adds or Subtracts

Personal Brand Attributes
- What people/market/tribe value
- What resonates with you
- Makes you stand out
- TSS = The Sweet Spot
- TSS

TSS = The Sweet Spot
Marcia Pell
Six Words
Embodies them

Toby Smithson
Six Words
Embodies them

Marlene Koch
(pronounced “cook!”)
Six Words
Embodies them

Relationships
Get in Front of the Right People
Help
Influence
**Strengthen Relationships**

- Positive feeling
- They matter
- Empathy

**Large Investment**

**Small Good Deeds: Over and Over**

**Small Investment**

**Keys to Social Media**
Commitment

Awareness
Give top value, a taste of your results, keep lapse between touchpoints short.

Consideration
Continue to give value, engage, inspire actions, help, some purchases occur.

Preference
Continued contact, help, major purchases and creation of evangelists

Social Media

Community Evangelist/Customer

Committed

Helping Others
Show people you care

Thanks!
• Thinking of you card with handwritten note
• Via snail mail send printed copy of article person has an interest in
• Follow-up email or LinkedIn invite/message after in-person meeting with a thank you and mention of one thing from the meeting that stood out
• Find a theme day at http://food.unl.edu/fnh/seasonal-ideas that is related to your brand or work and send a card via snail mail to someone celebrating the day with them
• At networking event/conference give out mini-homemade loaves of bread wrapped with ribbon and a special note and give out to two new contacts you make explaining you are thankful you met them

• Find out a cause they are passionate about and make a donation on their behalf and share about the work they have done
• FB message or text that you hope their day is going wonderfully/great – create a fun graphic sending them E-N-E-R-G-Y
• Send someone that helped you in a big way a gift from www.sendoutcards.com  www.sendthankyoucard.com  www.smilebox.com  with a note
• Create a video testimonial using your phone and post on YouTube and send them the link.

“Right now, no matter where you are, you are a single choice away from a new beginning.”

Oprah