

# How to be the MVP of your UVP (Unique Value Proposition).

The top 3 ways to market yourself better so you get opportunities/advancement.



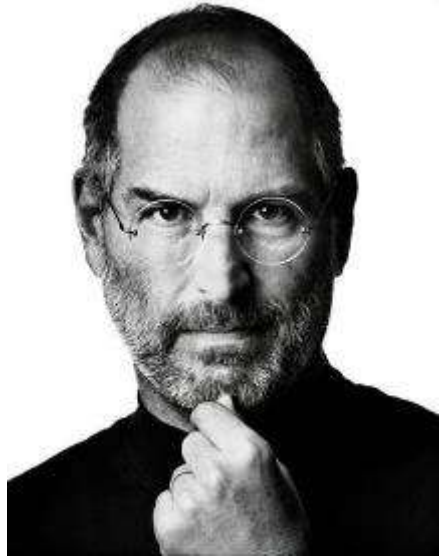
## Who we are:



# We're talking about..

- How you can feel confident so that you showcase your accomplishments without coming across like you're self-promoting/arrogant.
- The art of making the right connections and how you can build thought leadership within your niche.
- Ways you can avoid making big mistakes (online and offline) that will affect your brand and reputation.

# Famous Brands



# You are a Brand



**Your personal brand**



**Your professional brand**

# Your Digital Footprint is:

- A trail of data you leave behind when you upload, engage, and/or use online websites.

## It can affect:

- Your professional opportunities and employment prospects.
- Reputation and relationship with friends and family.



# Avoid making BIG mistakes



**Sunith Baheerathan** @Sunith\_DB8R

Any dealers in Vaughan wanna make a 20sac chop? Come to Keele/Langstaff Mr. Lube, need a spliff or two to help me last this open to close.

[Details](#)



**York Regional Police**

@YRP



Follow

Awesome! Can we come too? MT

@Sunith\_DB8R Any dealers in Vaughan wanna make a 20sac chop? Come to Keele/Langstaff Mr. Lube, need a spliff.

# Senior Public Relations Executive said she was joking.



**Justine Sacco**

@JustineSacco



Follow

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!



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10:19 AM - 20 Dec 13  from Hillingdon, London



# Separating your personal life & your professional life

**All information and profiles are set to PUBLIC (by default)**



# How do people see YOU?



Personal brand is what  
people say about you  
when you leave the room.

- Jeff Bezos, Founder, Amazon.com

# Develop your Unique Value Proposition:

A clear statement that describes who you are, what you do, and and what makes you different than everybody else.

**I am a \_\_\_\_\_ (your  
role)**

**who helps \_\_\_\_\_ (target  
audience)**

**deliver \_\_\_\_\_  
(results)**

## Example:

I am a **Project Manager**

who helps **plan, procure and execute projects,**

so my company/clients **can ensure each**

**assignment is kept within scope, budgeted properly**

**and delivered on time.**

**But is it unique? Let's go deeper**

What are three things you do uncommonly well that an average person doesn't?



**Do you feel like you're bragging about yourself?**



# Arrogance vs Confidence

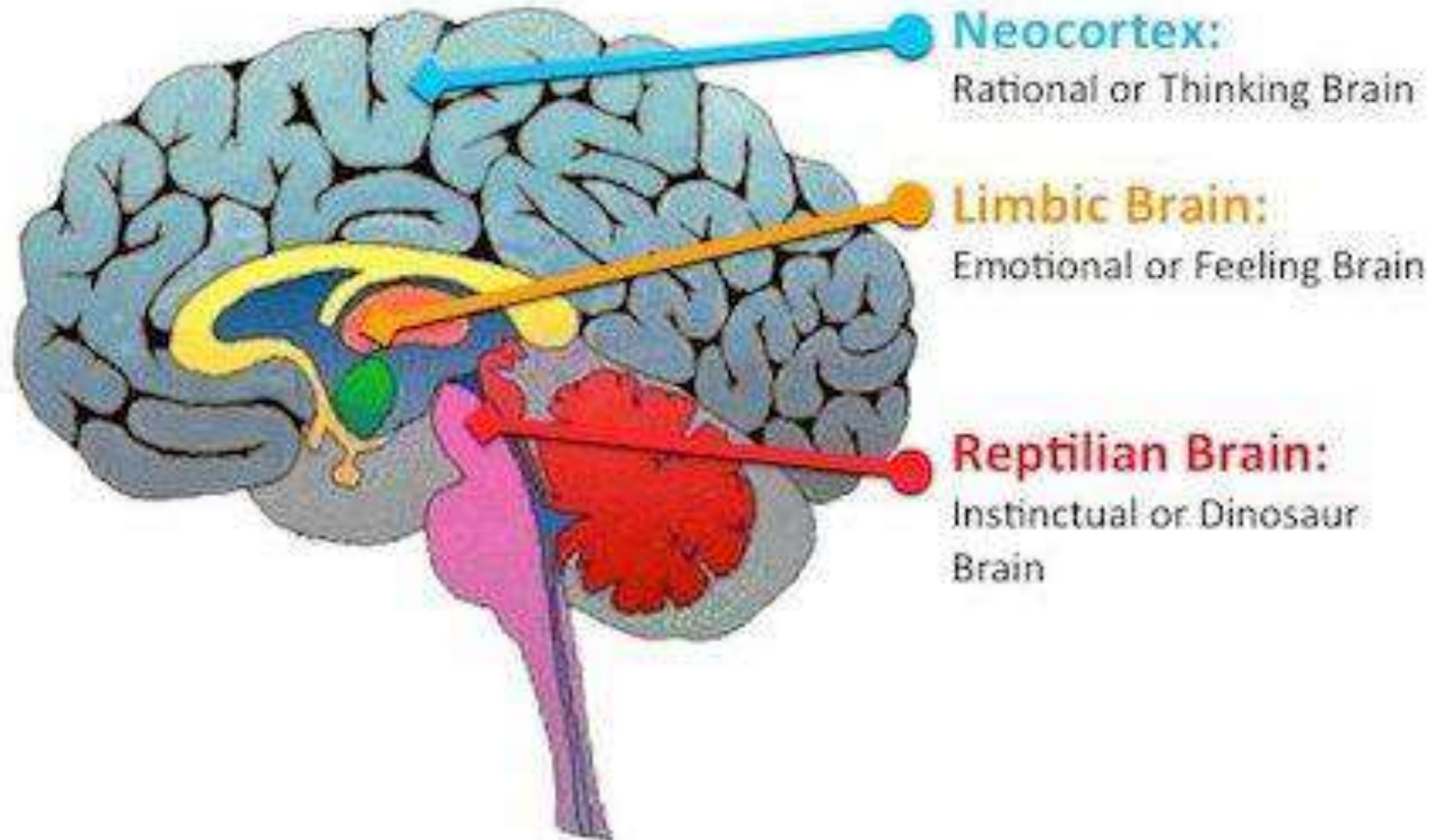
## Arrogant People

- Negative
- Self focused
- Needs validation and will even “steal” accolades from others.
- Talks more about self

## Confident People

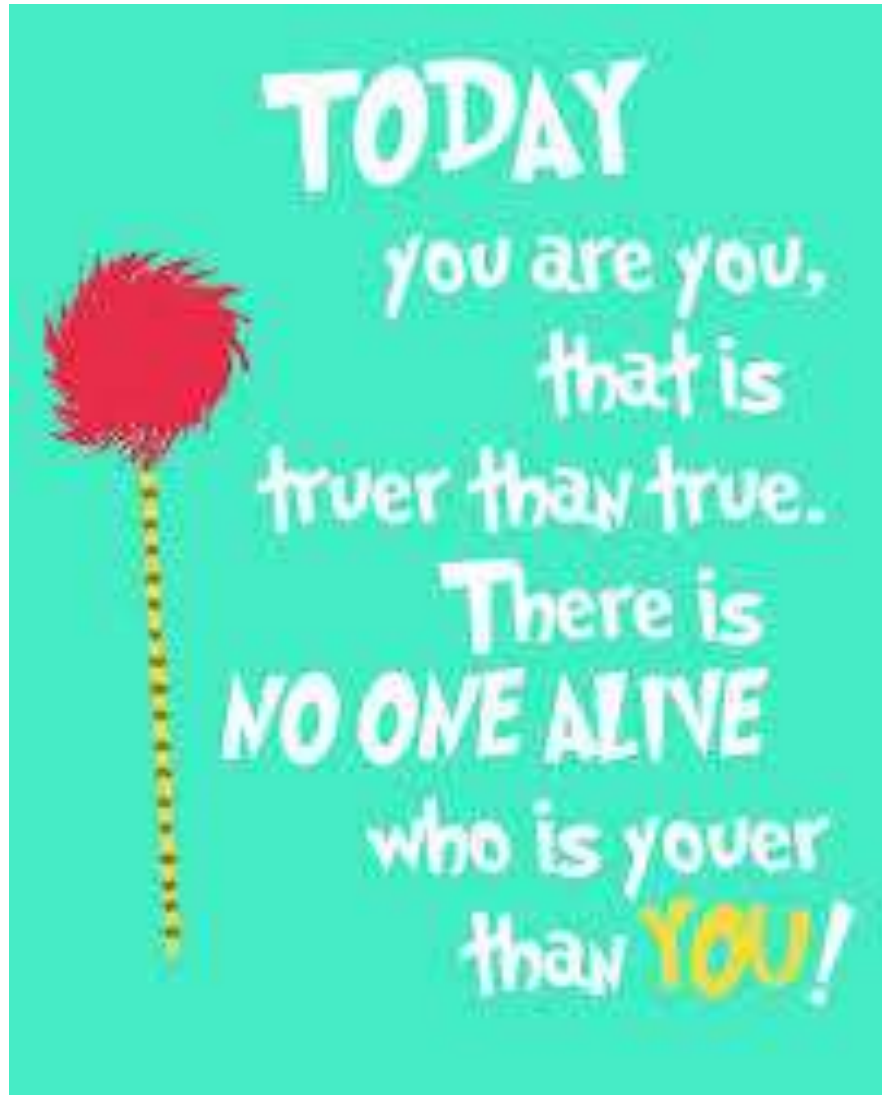
- Positive
- Others focused
- Applies personal goals as the criteria for success
- Values the input of others
- Works collaboratively on a team

# Your brain on accomplishments





# Feel confident about your accomplishments



No one else knows  
what  
YOU know from  
YOUR perspective.

# How to re-frame your “brags” when telling your story.

- I'm honored to have been recognized.....
- I'm driven to ensure my clients/company.....
- I'm committed to producing.....results.
- I'm passionate about.....
- Some people have described me as.....

# Making the most of your professional presence



Branded Cover Image

Professional Photo

Hans Eckman • 1st

Hans Eckman helps you save time and money by streamlining business processes and enabling higher performing teams.

Greater Atlanta Area.

Info-Tech Research Group

The University of Georgia

See contact info.

Strong Headline

Message

View in Sales Navigator

More...

Hans Eckman is a business transformation leader connecting business strategy and innovation to operational excellence.

Contact Hans if your company wants to:


- > Use innovation programs to drive cultural changes, empower teammates, and spark improvements
- > Develop and translate roadmaps into operational support for new initiatives
- > Mature requirements management processes to leverage requirements as an asset
- > Create Centers of Excellence and Communities of Practice to leverage thought leaders
- > Develop high performing teams and future leaders
- > Expand intern programs to find and retain next generation teammates

Compelling Summary




# Obtain testimonials

## Recommendations

Ask for a recommendation 


[Received \(27\)](#)   [Given \(48\)](#)

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**Theresa Beenken**  
Helping Meeting Planners Find the Best Keynote Speakers, Trainers & Influencers at National Speakers Bureau & GSA  
February 27, 2019, Theresa was a client of Leslie's

Wanted to give thanks for the session we had with you where you helped us take a constructive look and update our LinkedIn profiles. It was engaging, easy to understand, and offered improvements we could make right away. My latest quick post has over 150,000 views (!) so it's good to have confidence that my profile was ready for the increasing contact views that came with that. [See less](#)



**Jenn Sunnerton**  
Helping Business With Strategic Digital Marketing, Superior Video Content, Editorial Consulting  
April 17, 2018, Jenn worked with Leslie but at different companies

Leslie Hughes has a way of taking on one of the 'drier' platforms of LinkedIn and make it exciting and engaging!

The first time I worked with Leslie I was filming Educational Segments for her about LinkedIn. By the end of filming, I was a complete convert to the power of the platform and she broke it down in a way that empowered me to take action!

I highly recommend Leslie for anything related to LinkedIn or Social Selling.

## How to ask for a testimonial:

*I'm just in the process of updating my LinkedIn profile and would love to feature a testimonial from you. To make this process easier, I've pre-written some copy below. Please feel free to make any changes, or you can cut & paste the copy directly onto LinkedIn.*

*Thank you so very much for your time.*

# The art of making new connections (in person)

**PRO TIP:** Arrive to a networking event early. This way it's easier to meet people before they are all paired up.

- Ask someone to introduce you to someone you want to meet.
- Set a goal of connecting with a certain number of people per event.
- Know that everyone feels just as awkward as you do.
- Ask questions about them: What do they like to do in their spare
- Follow up with a LinkedIn connection request.

# The art of the LinkedIn connection request

- Always send a personalized note to remind them how you met:

*Hi (name), It was great meeting you at (event).  
staying in touch here on LinkedIn.*

- Offer to connect them with someone in your network, or mutually someone you know would be a great connection.

## If you've never met them before:

*"Hi Sally, I see we both have Deidre Marinelli in common. I used to work with Deidre back when I worked at Weddingbells Magazine. I'd love to connect with you here and get to know your business better"*

Or, ask your mutual connection for an introduction.



# How to make the RIGHT connections for your career.

- Your network is your net worth.
- Set goals and research your dream connections

The screenshot shows the LinkedIn 'All people filters' interface. At the top, there is a search bar and navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Sales Nav. Below the search bar, there are 'Clear' and 'Apply' buttons. The main area is divided into several filter categories:

- Connections:** Includes checkboxes for 1st, 2nd, and 3rd+ connections.
- Connections of:** A text input field with the placeholder 'Add connection of'.
- Locations:** A text input field with the placeholder 'Add a location' and a dropdown menu showing options: Canada, Toronto, Canada Area, Ontario, Canada, United States, and Ottawa, Canada Area.
- Current companies:** A text input field with the placeholder 'Add a current company' and a list of companies: Durham College, Investment Planning Counsel, Ontario Tech University, TD, and St. Joseph Communications, Media Group.
- Past companies:** A text input field with the placeholder 'Add a previous company' and a list of companies: Durham College, Rogers Communications, St. Joseph Communications, Media Group, TD, and CIBC.
- Industries:** A text input field with the placeholder 'Add an industry' and a list of industries: Marketing & Advertising, Financial Services, Information Technology & Services, Public Relations & Communications, and Professional Training & Coaching.
- Profile language:** A list of languages: English, French, and Spanish.
- Schools:** A text input field with the placeholder 'Add a school' and a list of schools: Durham College.
- First name:** A text input field.
- Last name:** A text input field.

On the right side, there is a 'Search with Sales Navigator' button.

# How to build thought leadership.

- Ensure your digital footprint is optimized.
- Publish relevant, quality content/articles on LinkedIn (status updates)\*
- Offer to create content for your company blog.
- Volunteer to help lead initiatives at your workplace.
- Lead workshops.
- Be consistent

**\*Make sure you comply with Social Media policies.**

## Let's recap:

- ✓ Audit and optimize your digital footprint.
- ✓ Define who you are, and what makes you different.
- ✓ Continue to network, build connections and give value.
- ✓ Build thought leadership by publishing content and sharing valuable information.
- ✓ Volunteer to lead whenever possible.

# Let's connect



[www.linkedin.com/in/hanseckman](http://www.linkedin.com/in/hanseckman)



[www.linkedin.com/in/leslie-hughes](http://www.linkedin.com/in/leslie-hughes)