THE CARE & FEEDING OF
YOUR PERSONAL BRAND
Welcome!

Paula Taylor Morris
- **Day Job #1**: Professor, Salisbury University Perdue School of Business
- **Day Job #2**: CEO of PTM - Professional & Thoughtful Marketing
- Wife, mother of 3 awesome adults
- **Passion**: Crusader for doing good
- **Three words**: Curious, Energetic, Optimist
- **One fact**: Bakes bread on a regular basis

Robbie Tarpley Raffish
- **Day Job #1**: CEO of a.s.a.p.r. integrated marketing
- **Day Job #2**: Owner/Writer, A Freelance Life
- Wife, mother of 2 amazing college kids
- **Passion**: Distance walker for charity w/friends
- **Three Words**: Creative, Community, Optimist
- **One fact**: “Mad Men” bar cart in her office
THE ENVELOPE … PLEASE
“BRAND” NEW TO THE GROUP

1. Who is your guest?
2. What do you know about her?
3. How do you know these things?
4. How do you think she’d introduce herself if she was at your table?
5. Do you think your image of her is consistent with what you think she’d say?
6. Learn something new about her now!
7. What is one thing you can learn from your guest about personal brand?
LIGHTENING ROUND #1

TABLE TAKE-AWAYS
VOICES of EXPERIENCE

- Andrea Staub, Senior Vice President of Corp. Comm., Perdue Farms
- Christy Weer – Dean, Perdue School of Business, Salisbury University
- Lenita Wesson – Anchor, ABC47
- Mary Willis – Brigadier General, US Army (Ret.)

Thanks for all of your help, Kathleen McLain, John Ebert and the editing team at WMDT.
DEFINE YOUR PERSONAL BRAND

- What are you passionate about?
- Do you understand your own mission, vision and values?
- What makes you different?
HOW DO YOU DEFINE YOUR PERSONAL BRAND?
BRANDS EVOLVE
HOW HAS YOUR BRAND EVOLVED?
CARE & FEEDING

- Be visible
- Cultivate a cheering section
- Become a “connector” of people, skills, products, resources
WORDS OF WISDOM
LIGHTENING ROUND #2

YOUR BEST TIPS – GO!
Our question to you:
The next time you introduce yourself, will you do it any differently?
Q & A & C

Questions, Answers and Comments
MAKE CONTACT

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