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# AUTOMATE YOUR CAREER WITH A PERSONAL BRAND

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## Getting Started with PowerShell Core on Windows, Mac, and Linux



Ashley

June 9th, 2017

Today we have a guest post from Honorary Script Guy and Microsoft Premier Field Engineer Ashley McGlone, also known as [GoateePFE](#).

This is deeper than Coke vs. Pepsi or Ford vs. Chevy. We are breaking down the barriers. Cats and dogs living together. Are you ready for this?

### What is PowerShell Core?

The next release of PowerShell (6.0) was open-sourced last year and is currently in beta. However, it is *PowerShell Core* designed to run cross-platform on Windows, Mac, and Linux. PowerShell Core runs



YouTube



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# WHY ARE WE HERE?

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We want to learn.

Who do we learn from?



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# WHEN A PROSPECTIVE EMPLOYER SEARCHES FOR YOU ONLINE, WHAT WILL THEY FIND?

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Will it open the door and make the interview an afterthought?

Will your reputation precede you?



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# WHY BUILD A PERSONAL BRAND?

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Automate your career.



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# BLUF: HOW DO I BUILD A PERSONAL BRAND?

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# BRANDING: NICHE

## WHO AM I? WHO IS MY AUDIENCE?

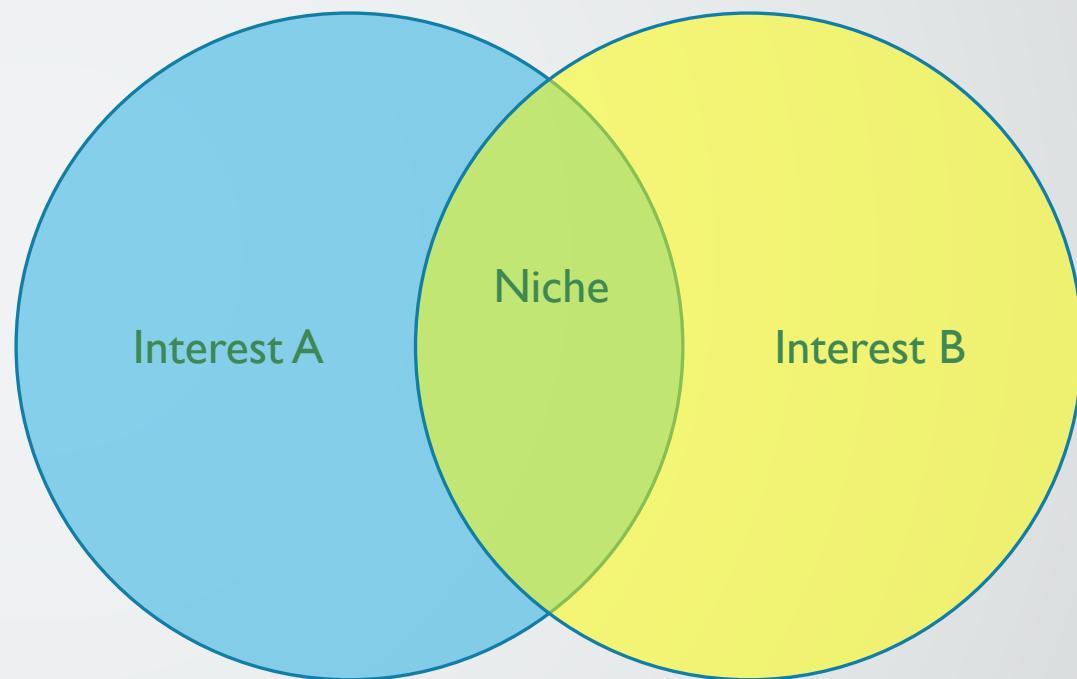
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Plenty of people do A.

Plenty of people do B.

But few do A & B.

That's your niche.



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# BRANDING:THE PROBLEM SOLVER DIRTY JOBS / DO HARD THINGS

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- Think of the technology or challenge you dread the most...
- PKI, migrations, integrations, refactor X to Y, MacOS automation, database tuning, etc.
- @QuinnyPig – AWS bill decyphering



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# CONTENT

## WHAT DO I TALK ABOUT?

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- Niche - intersection of two interests
- Problem solving
- Real world need
- FAQs
- Research in the field and lab



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# PRACTICAL BITS

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- Personal Time vs. Work Time
- Social media policy
- Legal use of graphics
- Monetize?
- Choosing a social media handle
- “Hype cycle”



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# PERSONAL EFFORT OR EMPLOYER-SPONSORED?

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## PERSONAL

- Harder to build momentum.
- Cost
- +/- Personal time
- + Total control
- + Ability to monetize it
- + Ticket to opportunity

## EMPLOYER

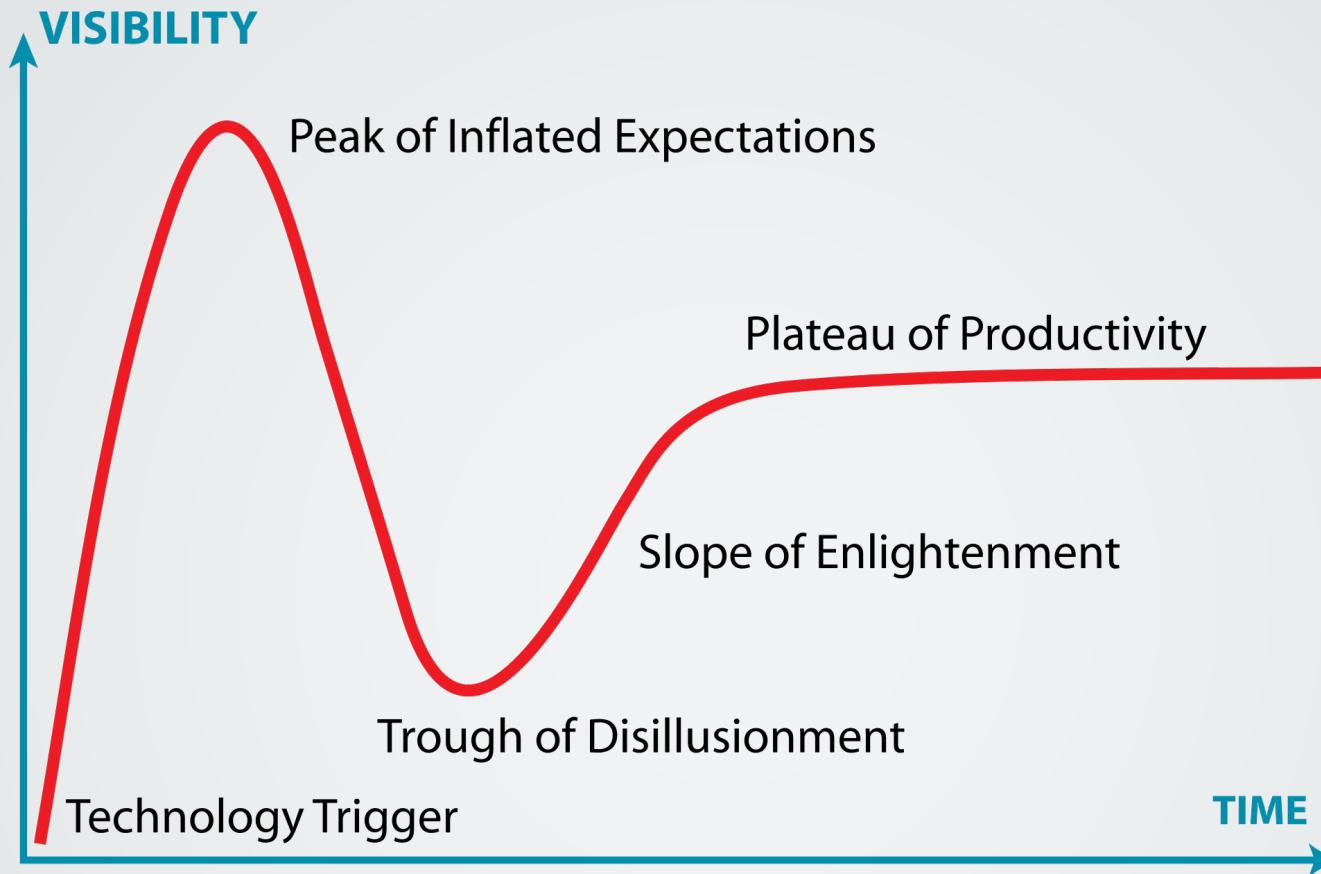
- + Free traffic and promotion
- + Brand association
- +/- Management support
- Longevity / flavor-of-the-month
- Change of employment
- + Ticket to opportunity



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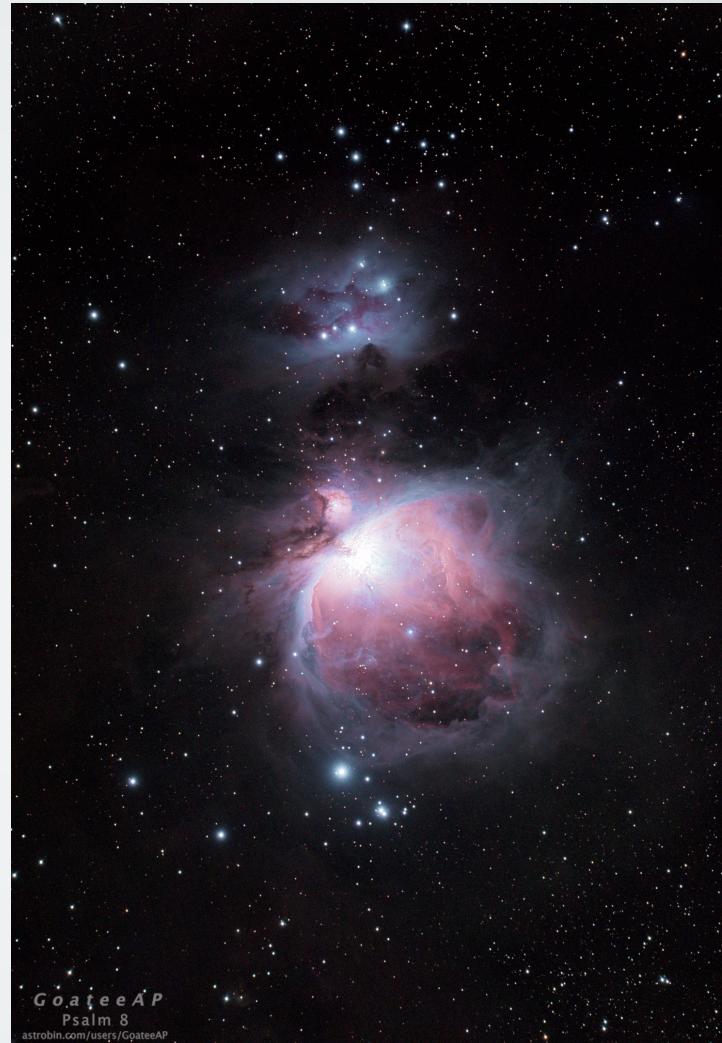
By Jeremykemp at English Wikipedia, CC BY-SA 3.0, <https://commons.wikimedia.org/w/index.php?curid=10547051>  
[https://en.wikipedia.org/wiki/Gartner\\_hype\\_cycle](https://en.wikipedia.org/wiki/Gartner_hype_cycle)



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# WHERE TO MAKE MY MARK? HISTORY

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<u>&lt;1980</u>	<u>1980/1990</u>	<u>2000</u>	<u>2010</u>	<u>2020</u>
Books	IRC	YouTube	YouTube	Twitch
Newspapers	Email	Blog	Facebook Live	Discord
Magazines	AOL / Delphi / CompuServe / Juno	Podcast	Facebook Groups	Substack
Radio		LinkedIn	Twitter	Patreon
TV		Skype	Steam	Streamyard
Stage	BBS	Forums	Instagram	Clubhouse
	Newsgroups	Google groups	OBS	
	Listserv email	Yahoo groups	Slack	
	Conference calls	MySpace	Zoom	
	User groups	Reddit	Medium	
		Pluralsight	Github	
		Webinars		



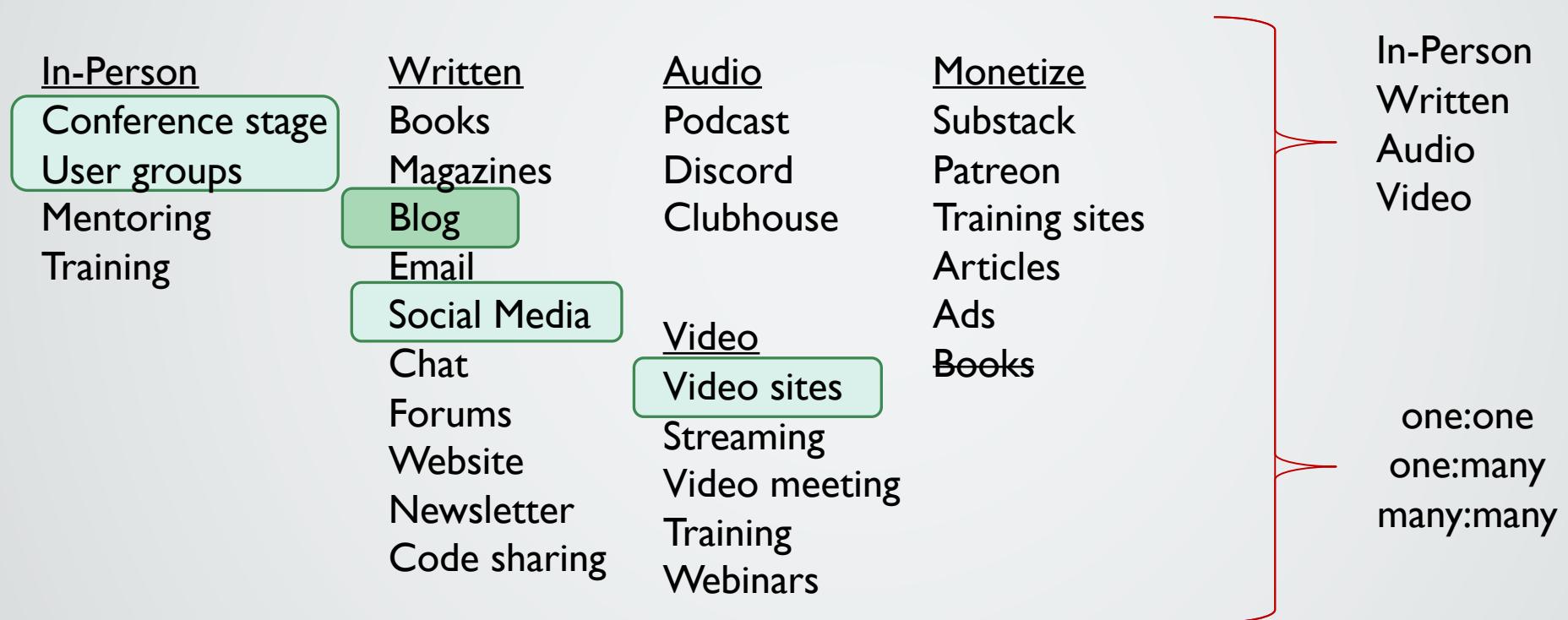
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# WHERE TO MAKE MY MARK?

## META CONSIDERATIONS – CHOOSE A COMBO



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# IDENTITY

## HOW OTHERS RECOGNIZE ME ONLINE

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- Social media handle – knowem.com
  - Unique across all social platforms
  - Memorable
  - Not tied to your company or job title
- Headshot / Avatar – fiverr.com
  - Your brand logo for visual recognition
- Bio
  - Credentials
  - A personal interest
  - Endorsement



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# SUCCESS FACTORS

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- Mentors
- Content creators community
- Goal of consistency
- Practice / doing it
- Community / Social
- Take the long view. SpaceX/Blue Origin didn't happen in a day.



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# CARE AND FEEDING

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- Review metrics - What landed? What didn't? Surprises about what sticks
- File kudos
- Answer comments
- Behold the long tail! Accumulated content will take on a life of its own.
  - Occasionally I still get messages from people about content I wrote 5-10 years ago.
- Promotion - If you believe in your content, don't you want to help more people?
  - See *Superfans* by Pat Flynn



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# THINGS I GOT RIGHT

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- Addressing real world topics with thorough solutions
- Engaging in community (Twitter, user groups, conferences)
- Highlighting the work of others
- Adding personal flavor
- Metrics (Google Analytics, views, countries, linked from, linked within, etc.)
- Following advice of mentors
- Catching a tech wave when people are searching for answers
- Impacting lives of readers



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# MISTAKES

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- Social media handle tied to my former job title
- Talking too much about myself
- Spamming forums with my latest post, without building relationship in those forums
- Not following advice of mentor (missed a tech wave)
- Getting “the big head”



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# ELEPHANT IN THE ROOM: TALKING ABOUT YOURSELF

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- Most folks don't like arrogant, conceited people. I don't want to be "that guy".
- It's awkward. I still don't like it.
- Sometimes it's necessary.
- Humbly establish your credibility with a new audience. Use the words of others.
  - "Attendees of Ashley's sessions have said that he is both informative and entertaining."
- Do your best to take attention away from yourself.
  - Put focus on the problem you're solving and how to help your audience.
  - Do that enough times, and you won't have to talk about yourself any longer.
  - Others will do it for you.
- Don't open your presentation with you. Open with the problem or story or attention thing.



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# HOW DO I BUILD A PERSONAL BRAND?

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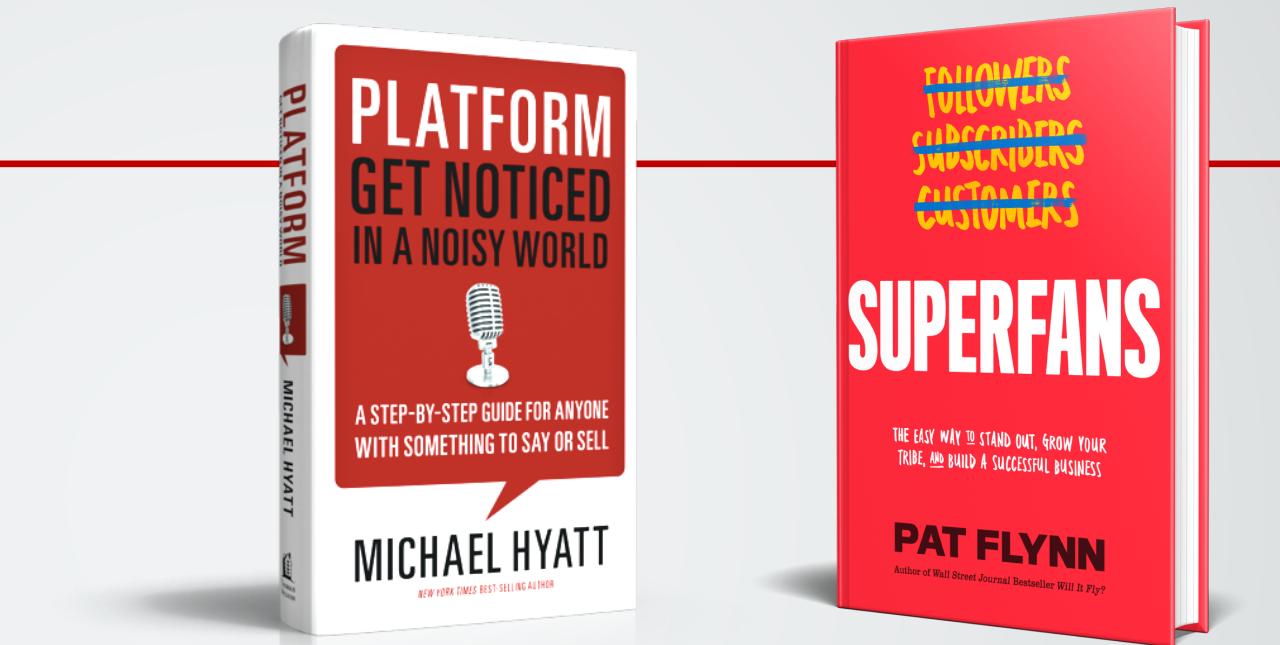
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# RESOURCES

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- Michael Hyatt - *Platform*
- Pat Flynn - *Superfans*
- Fiverr.com - graphics / music
- Knowem.com - handle search
- Toastmasters
- LinkedIn / Twitter – Let's continue the conversation.



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**From:** David \*\*\*\*\*

**Sent:** Tuesday, August 29, 2017 11:39 AM

**To:** Ashley McGlone (GOATEEPFE)

**Subject:** RE: New-TimeSpan -Start '9/1/2017'

Thank you for all your contributions to the community. Your work has had a tremendous impact. Here is a 30,000' view of how it has helped my career:

- Helped me get out of a bad job into a good one.
- Caused an employer to create a position to promote me into.
- Had enough fun with it that I put 'PowerShell Enthusiast' on my LinkedIn profile, resulting in a cold-call from my current employer, MSFT. 😊

Best wishes in your future endeavors,

-David



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<https://github.com/GoateePFE/AutomationSummit2021>



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