

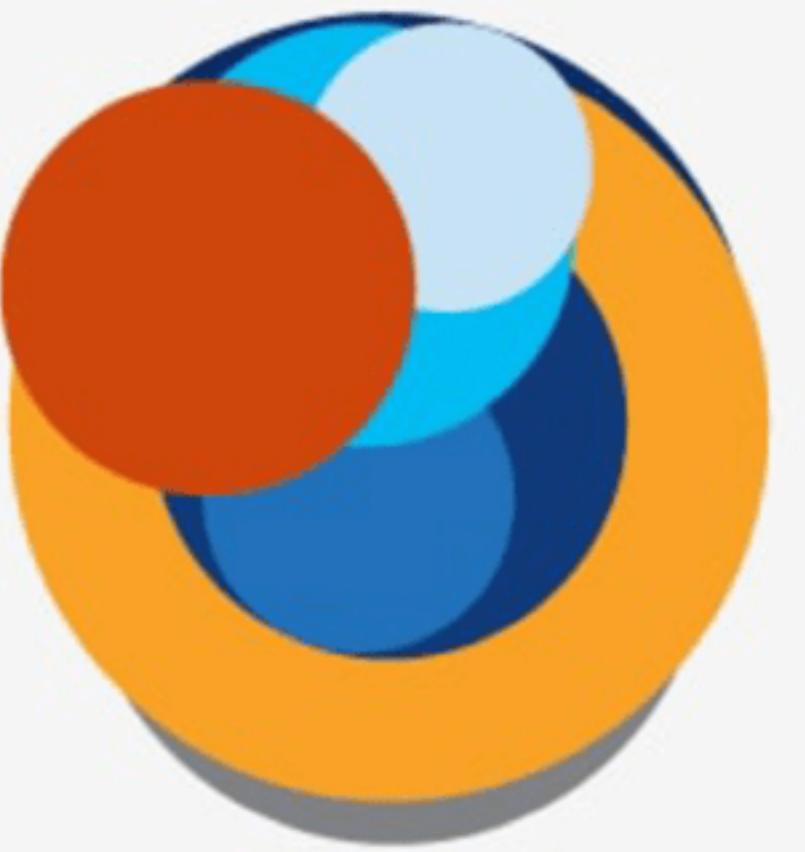


personal branding for developers

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@fharper

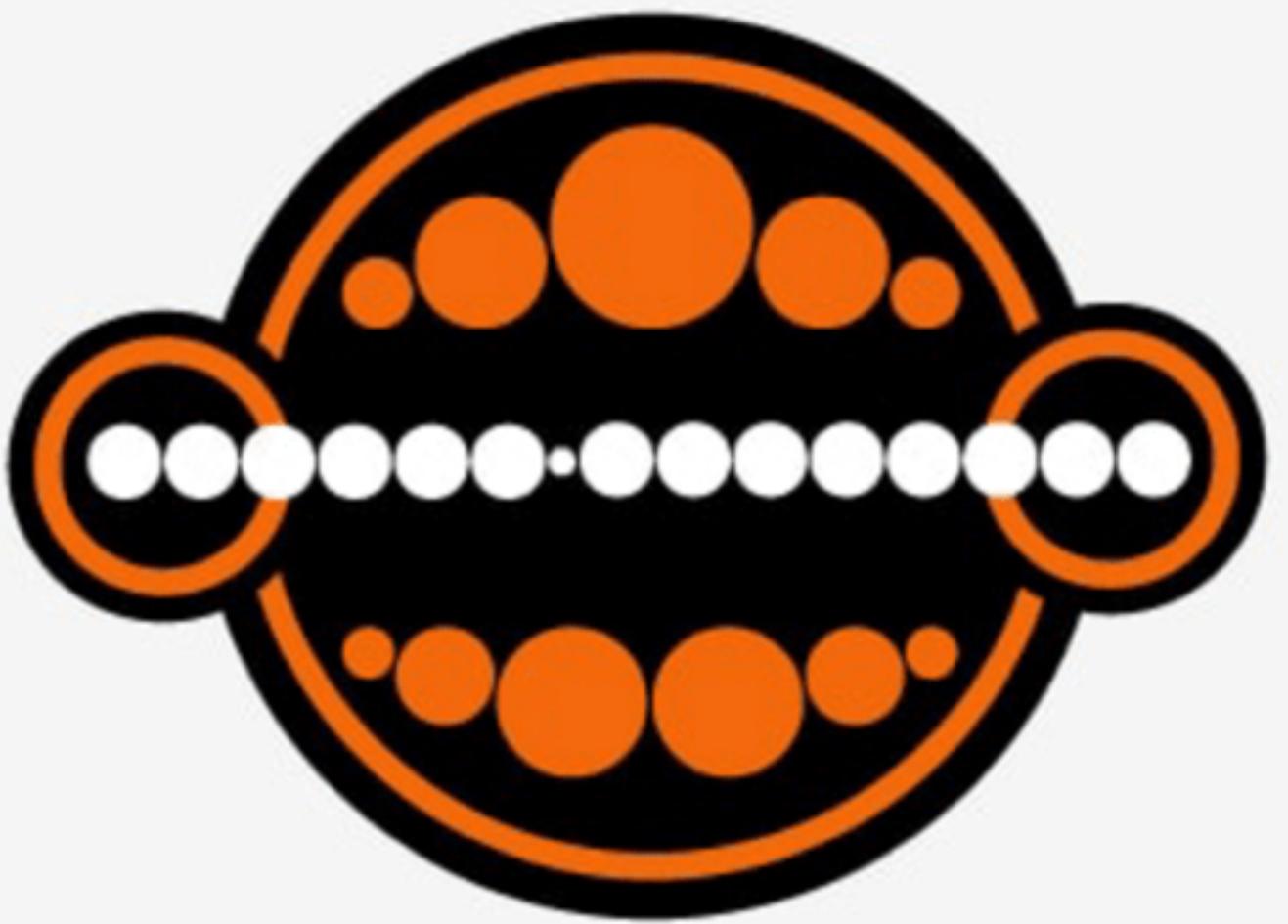
can you recognize this brand?



can you recognize this brand?



can you recognize this brand?



what



personal branding

an **ongoing process** of developing
and maintaining a reputation
and impression of an individual

Matt
Houle



















why



IMPORTANT
MESSAGE









A black and white photograph of a curved brick wall. The bricks are dark grey or black, laid in a staggered pattern with white mortar. The perspective is from below, looking up at the curve of the wall.

HEINZER M. KNEIP C.
SUI + GER
13 ET **0:11** **11**









ADAM

how





<https://unsplash.com/photos/aiqKc07b5PA>



WHAT
WE
ARE

WHAT
WE WANT
TO BE





Do
epic
shit



A close-up photograph of a person's hands holding a white rectangular card. The card features the text "CODE IS POETRY" in a large, serif, dark blue font. The background is blurred, showing warm indoor lighting.

CODE IS POETRY

Rule 3

Rule 4

Rule 5

CONSIDER EVER
BE SELF DISCIPLINED.
FINDING SOMEONE WHO
CHOOSING TO FOLLOW IN A GOOD
TO BE DISCIPLINED IS TO FOLLOW IN A BAD

TO BE SELF DISCIPLINED IS TO FOLLOW IN A GOOD
NOTHING IS A MISTAKE. THERE'S NO FAIL.
NO FAIL. THERE'S ONLY MAKE.

Rule 6

Rule 7 The only rule is WORK.

IF YOU WORK IT WILL LEAD TO SOMETHING.
IT'S THE PEOPLE WHO DO ALL OF THE WORK ALL THE TIME
WHO EVENTUALLY CATCH ON TO THINGS.

Rule 8

DON'T TRY TO CREATE AND ANALYSE AT THE
SAME TIME. THEY'RE DIFFERENT PROCESSES.



<https://www.flickr.com/photos/chavezonico/3521030221/>

nutella





Google

Blogging

Feature Rich





Social Media



Facebook



Twitter



Pinterest



Google+



LinkedIn



Instagram



Tumblr





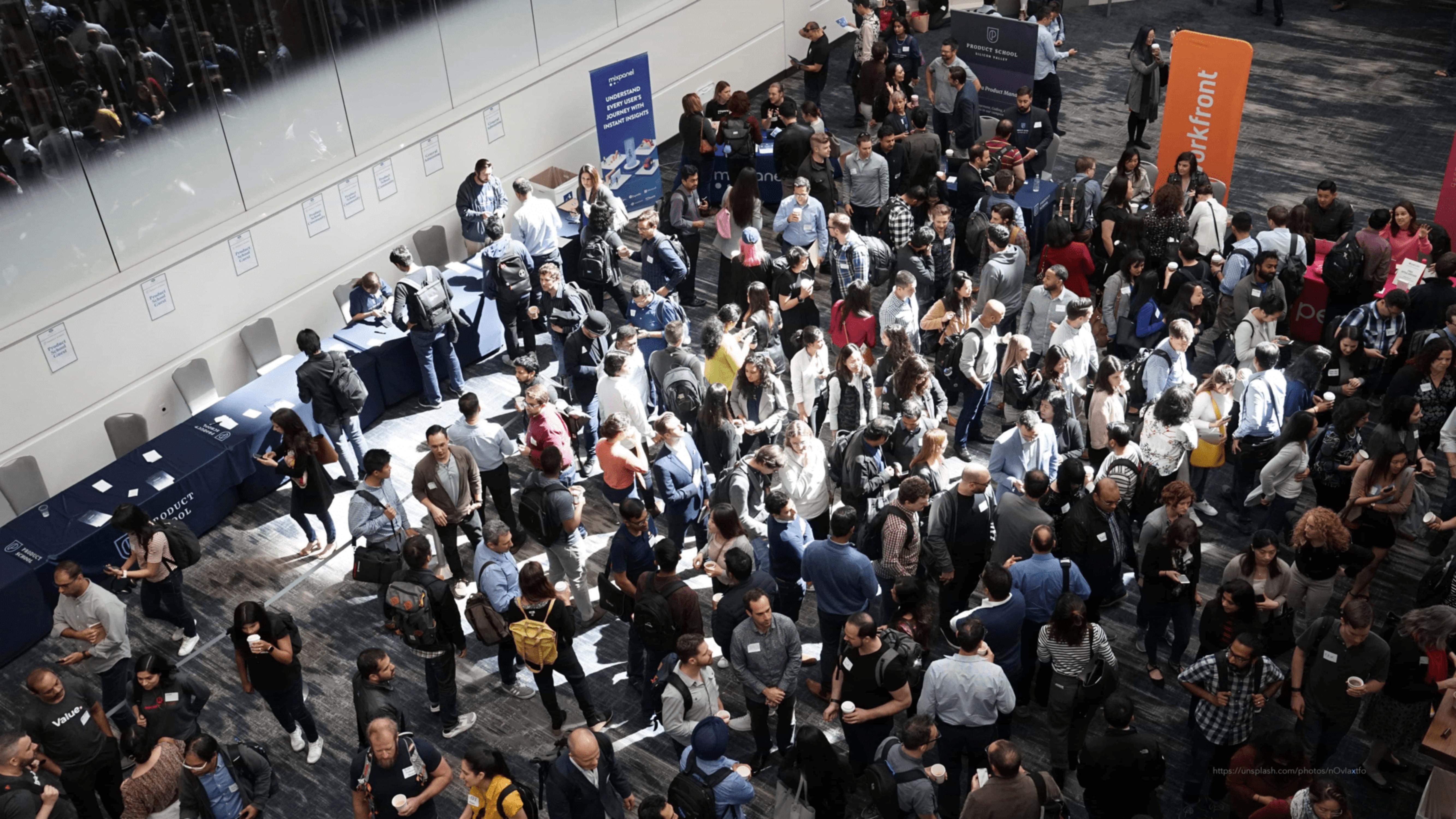
OPEN

Hacktoberfest

2019.

presented by  DigitalOcean and 



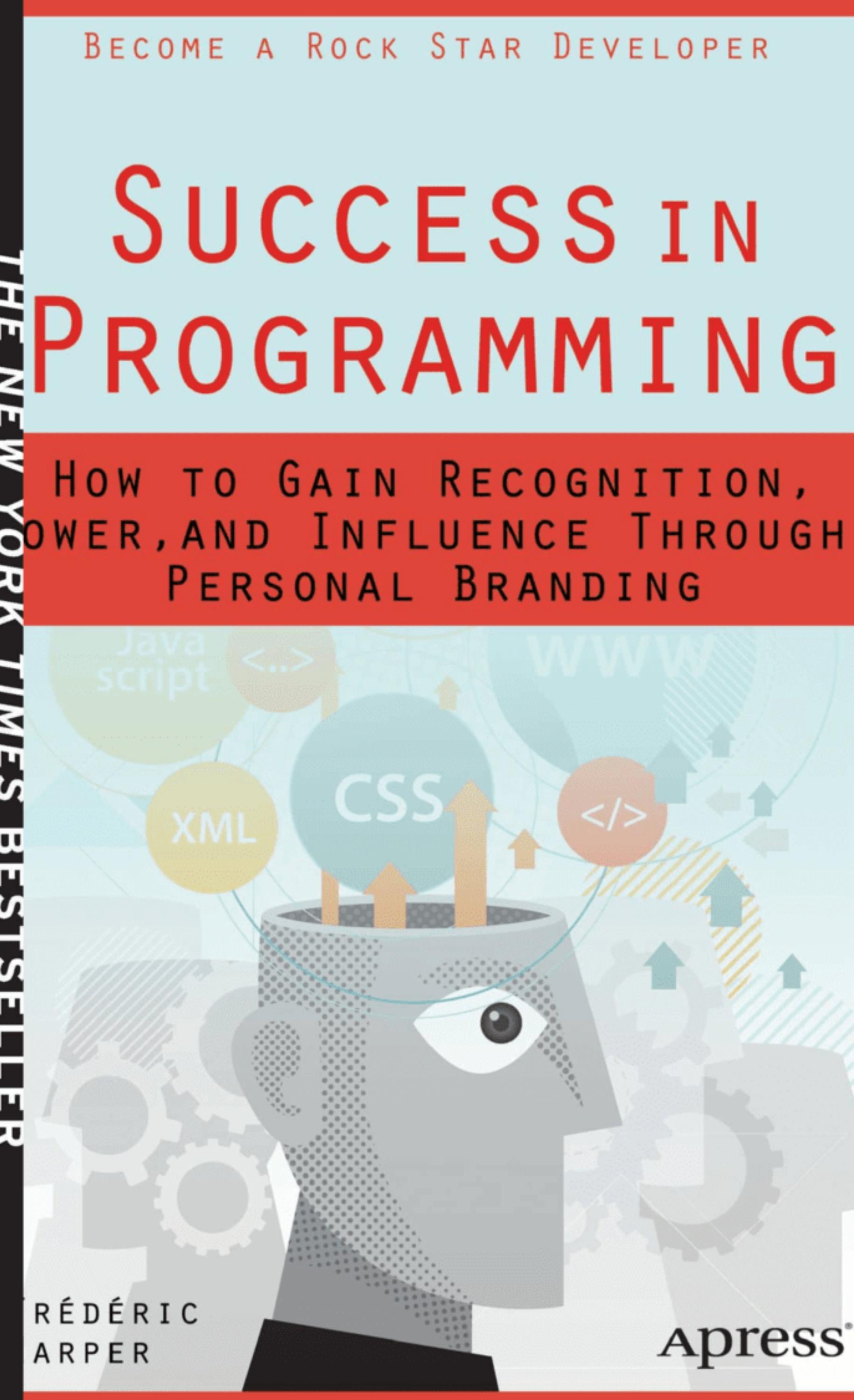
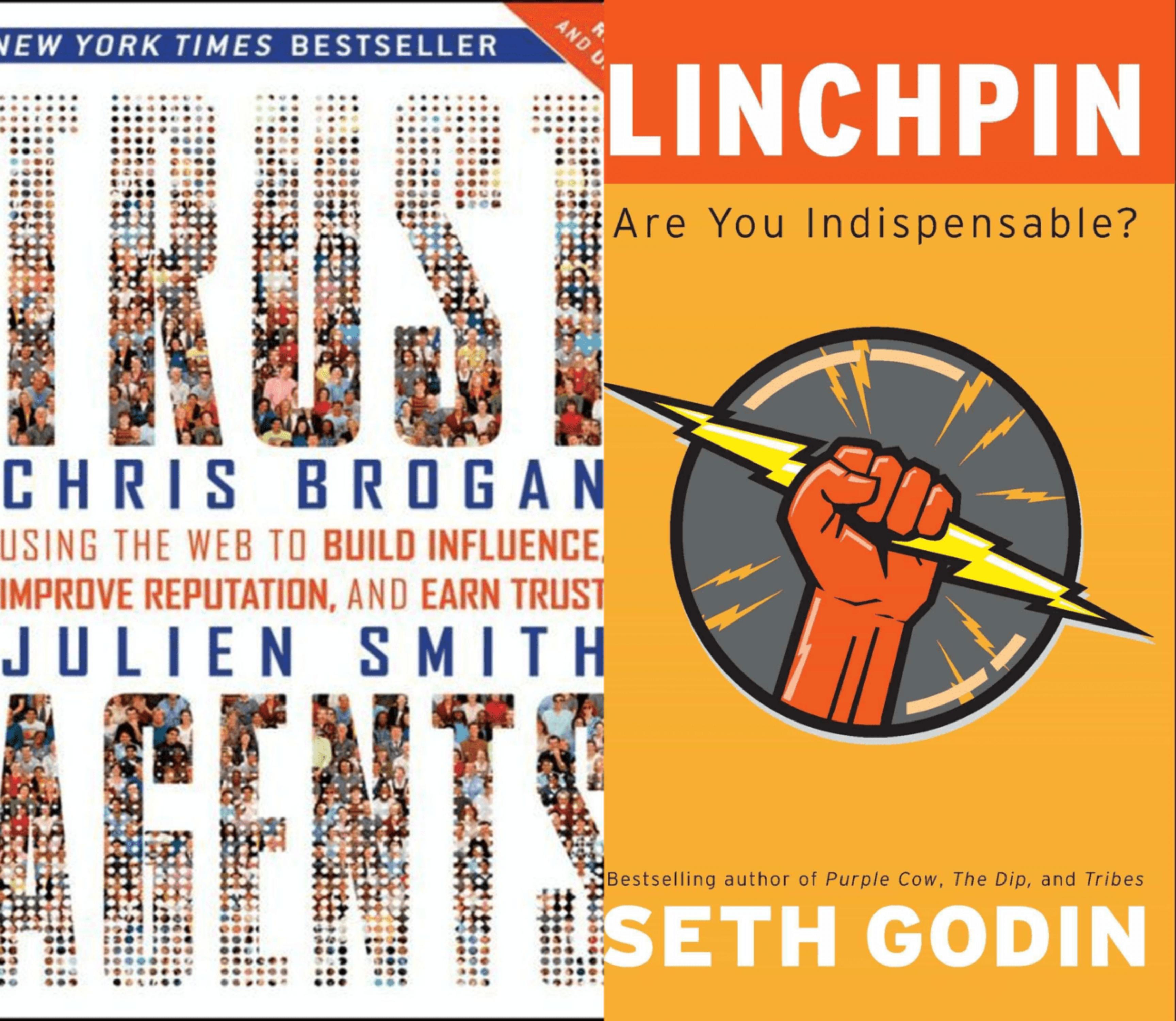


so...

A row of three glowing neon signs. The first sign on the left says "DO". The middle sign says "SOMETHING". The third sign on the right says "GREAT". All the text is in white neon. The signs are mounted on a dark wall.



THIS IS
THE SIGN
YOU'VE BEEN
LOOKING FOR





A large, colorful neon sign with the words "GIVEAWAY" in bold, illuminated letters. The letters are set against a bright blue background. The sign is mounted on a red metal structure, likely a building or fence. The letters are outlined in gold and have a vibrant, glowing appearance.

GIVEAWAY

resources

slides

fred.dev/speaking

my book

fred.dev/book

trust agents

j.mp/gr-trustagents

linchpin

j.mp/gr-linchpin

A black and white photograph of a man with a shaved head and a full, light-colored beard. He is wearing dark-rimmed glasses and a dark zip-up hoodie over a light-colored t-shirt. He is smiling at the camera. The background is a plain, light-colored wall.

Frédéric Harper

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