

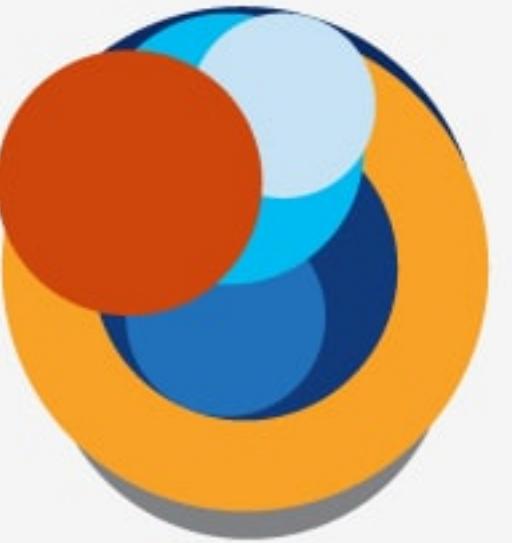


personal branding for developers

Frédéric Harper
Senior Developer Advocate
DigitalOcean

@fharper

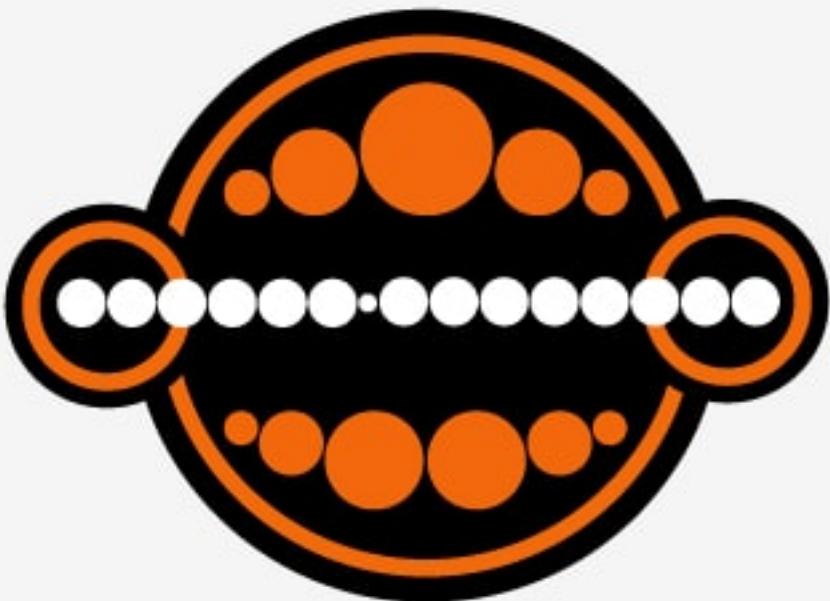
can you recognize this brand?



can you recognize this brand?



can you recognize this brand?



what

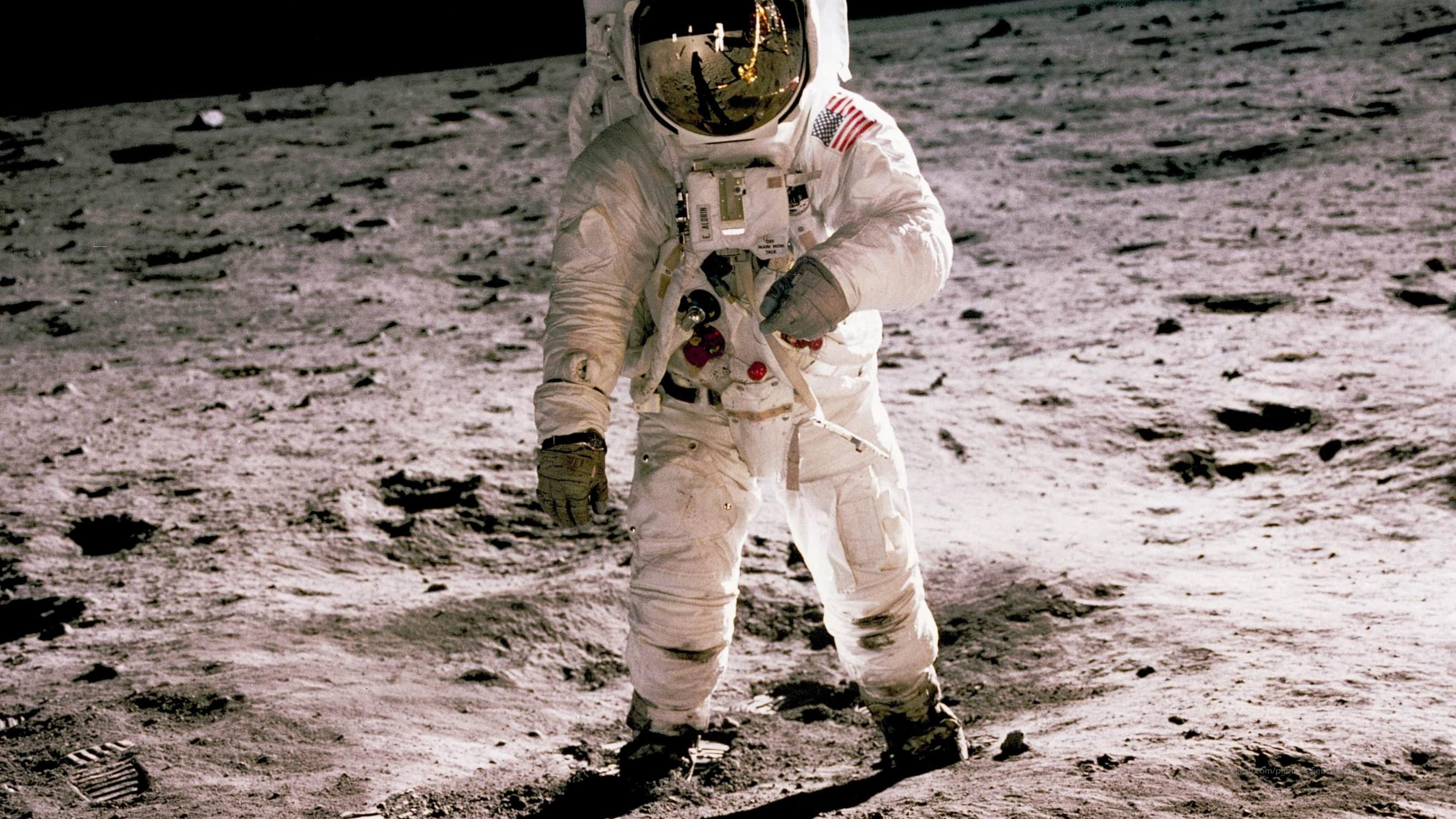


personal branding

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

**Mot
it
inoue**









https://www.flickr.com/photos/mtn_dc/5323104963/











why



IMPORTANT
MESSAGE













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









how





Macintosh Plus

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



WHAT
WE
ARE

WHAT
WE WANT
TO BE





Do
epic
shit





CODE IS POETRY

Rule 3

Rule 4

Rule 5

CONSIDER EVER

BE SELF DISCIPLINE
FINDING SOMEONE WHO
CHOOSING TO FOLLOW IN A GOOD

TO BE DISCIPLINED IS TO FOLLOW IN A GOOD
TO BE SELF DISCIPLINED IS TO FOLLOW IN A GOOD

Rule 6 NOTHING IS A MISTAKE. THERE'S NO FAIL.
 NO FAIL. THERE'S ONLY MAKE.

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





The image shows the Google logo in its signature multi-colored, 3D-style font. The letters are illuminated from behind, casting a soft glow on the wall. To the left of the logo, there is a large, dark blue circular graphic element that resembles a stylized 'G' or a play button icon. The background is a light-colored wall, and to the right, there are some decorative elements like colorful pipes and a person holding a camera.

GOOG

Feature Rich

Blogging





Social Media



Facebook



Twitter



Pinterest



Google+



LinkedIn



Instagram



Tumblr

<https://www.flickr.com/photos/jasonahowie/8583949219/>





A large, illuminated neon sign reading "OPEN" in red and blue. The letters are formed by a grid of small, glowing squares, giving them a pixelated appearance. The "O" and "P" are red, while the "E" and "N" are blue. The sign is set against a dark background and is flanked by two thick, horizontal blue neon bars above and below the text.

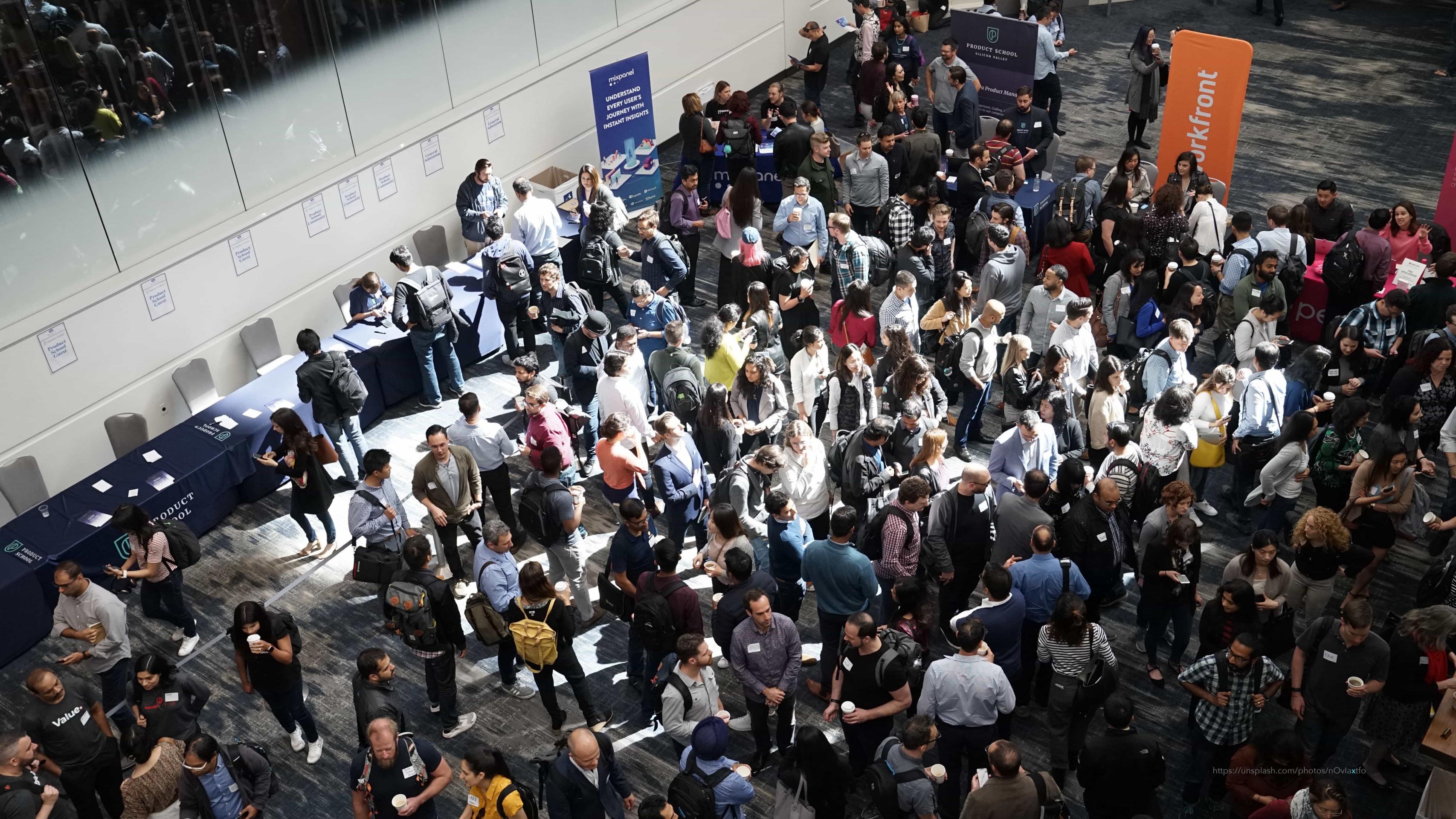
OPEN

Hacktoberfest

2019.

presented by  DigitalOcean and 





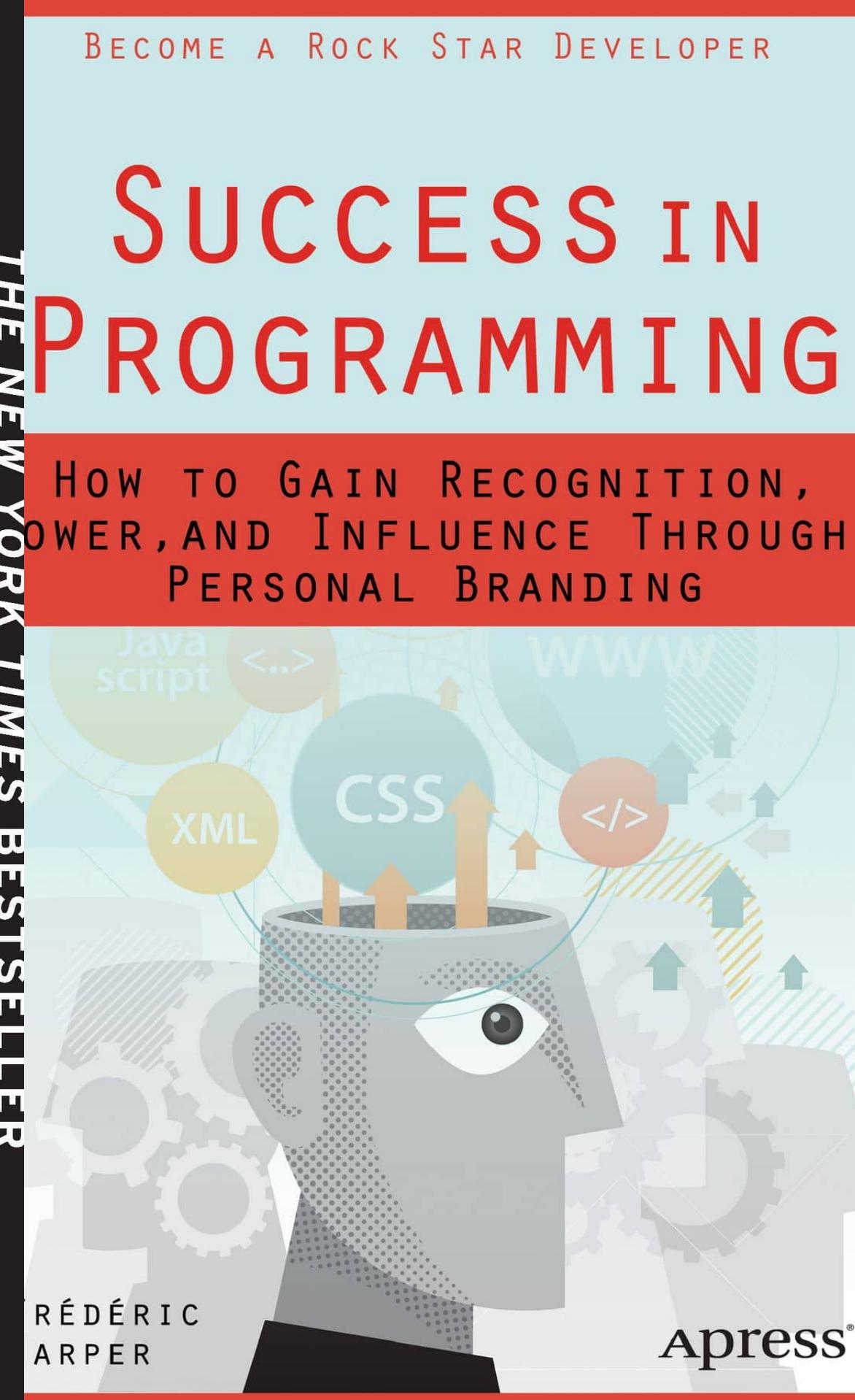
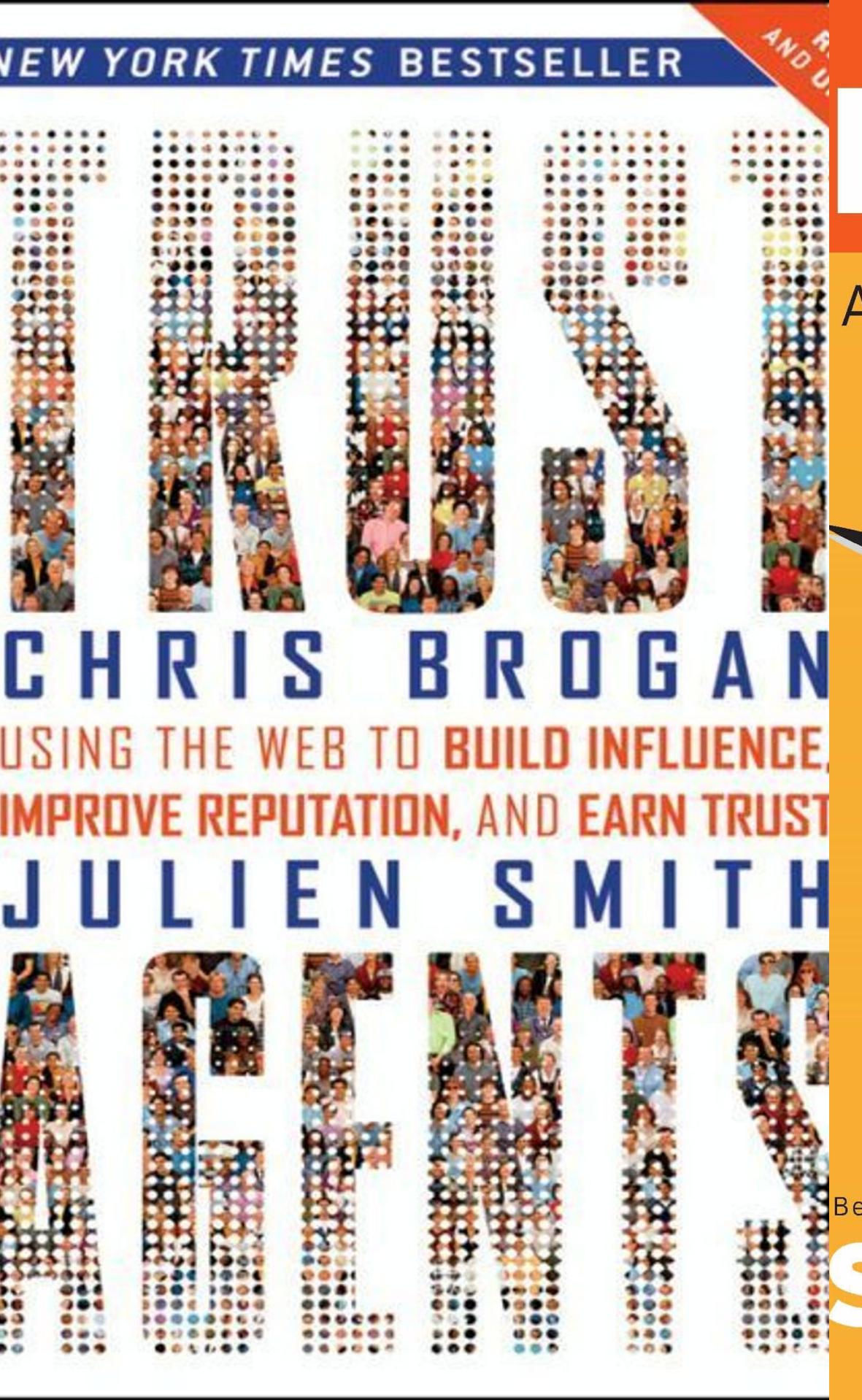
so...

A row of four glowing neon signs spelling out "DO SOMETHING GREAT". Each word is contained within its own rectangular frame, separated by vertical columns. The letters are formed by white neon tubes against a dark background. 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 arranged in two rows: "GIVE" on top and "AWAY" on the bottom. Each letter is framed by a bright, glowing border. The colors of the letters alternate between red, green, and blue. The sign is mounted on a dark, textured background, likely a metal wall or fence. The sky above is a vibrant, clear blue.

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, well-groomed beard. He is wearing dark-rimmed glasses and a dark zip-up hoodie over a light-colored t-shirt. He is smiling warmly at the camera. The background is a plain, light-colored wall.

Frédéric Harper

fred@do.co
fred.dev