

WEBSITE AND PERSONAL BRAND

Literature Study

How does the website contribute to my personal brand, my growth, and development?

Question Reasoning

I asked this question to understand how I can show the personal brand, the growth and the development in this semester.

Method selection

- A. Library: Literature Study
- B. Stepping Stones: Concept
- C. Showroom: Unique selling points

Method reasoning

The main used method here, is the Literature Study. I believe that a personal brand is basically what revolves around a person perception of good design, colours, themes and vision. Therefore, the more the person does a research and the more the optical feed, the personal brand becomes more rich and better. Alongside Literature Study, I also considered the concept. This method was strategically chosen to craft a comprehensive professional and personal brand. Finally, I used USP based on the finding of this Literature Study as the author suggested it is good to have.

Method Setup

Literature Study: To explore the relationship between a website and personal brand development, I begin by searching the internet with the following keywords, “Website contribution to personal brand”, “How does the website contribute to the personal brand”, “Personal brand and website”, and more. I then was able to find the article "How To Achieve A Stunning Personal Brand For Your Career" authored by Goldie Chan, a Brand Strategy expert and founder of Warm Robots. I assessed the reliability by looking into Goldie Chan background, and the other articles she created. Furthermore, I delve into the cited strategies, the case studies provided within the article to gain a comprehensive understanding of the pivotal role websites play in nurturing personal brands for career advancement and professional growth.

Concept: After reading the article, I was able to shape the concept by summarizing the 'the main principle of the solution.

USP: I created a list of what makes my portfolio ideas unique, what I like and what make it different from the other available websites following the writer advice.

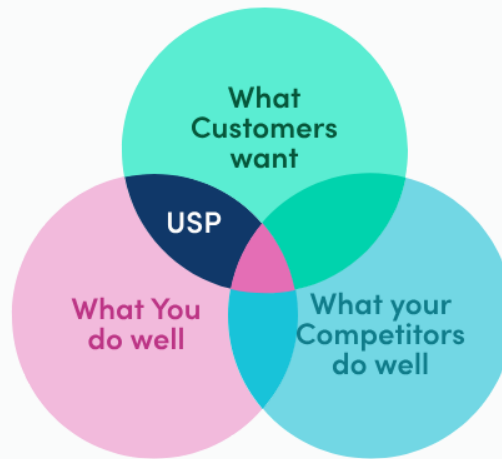
Results

According to Goldie Chan (Dec 1, 2023), a branding expert who is also known as the “Oprah of LinkedIn.” Said that, “having a strong online presence will work in your favour. The narrative you create for yourself will determine how people perceive you. By showcasing your values, passions, and expertise, you give hiring managers and potential clients insight into who you are.”

She also encourages looking into what define the person Unique Selling Proposition. She also said, “Think about your favourite stores or brands that you are loyal to, what is it that makes you connect with them?”

Figure number

The Importance of USPs in Product Management



USPs in action

On my view, my unique selling proposition or points are;

1. I love Star Wars series, I haven't watched it all, but the futuristic sci-fi view they have of our world is astonishing and amazing.
2. I like to see 3D objects and be able to interact and do something with them. The feeling of being able to do something other than just look at a website is what distinguishes it.
3. I love to take something from the current trends and try to apply it.
4. I like to see a clean website in the matter of coding and positioning, therefore I decided to use the React coding language which I saw potential on both coding and building a 3D website or integrate a 3D object with.

Goldie Chan also talked about the target user, which she outlined a set of steps to know them. To me, I know who is the target group, the teacher in semester 7 and the hiring agents for a type of companies that work on websites' development.

"A brand story, ...gives your audience insight into why you do what you do. When thinking about how to create your personal brand, your brand story is one of the most important aspects to consider." She said when making a story, be authentic, keep it short and highlight the benefits. She is directing to deeper the emotional connection with the users by being authentic, don't bore the user with a lot of text it is better to be easy to digest, and finally, let the audience know what they are getting by highlighting all the benefits.

Which I believe have done that by deciding to make a very short introduction about my self, at the first I decided to show my name, passion and major subject for the hiring against, then I also decided to include two different 3D objects that present the projects and the reading guide. The project is represented by a crate of a future inspired by sci-fi games and Star Wars. The idea behind it is that when you open a crate you find a many valuable objects or for example many guns and medkits in a survival game. As for the reading guide, I decided to represent it with a sci-fi gadget that shows a summary of something. It is also inspired by games and machines, the idea was that if the reading guide is a summary then the gadget can also represent that in a way.

Develop An Online Presence, googling the name is what the clients usually do to figure out who the person is. “The most effective way to achieve this is through a website, social media, a blog, and media engagement.” this is also mentioned by Oprah of LinkedIn. From which my website is a portfolio, with my name. Therefore, I believe I have ticked this point.

Conclusion

In order for the portfolio website to show my personal brand, I need first to create a personal brand and then take that information from it, like that it holds some requirements and design choices to create the website prototype and then build it. But how to create the personal brand?

To achieve a stunning personal brand or to take it to the next level, according to Goldie Chan, I need to have a strong online presence, create a USP, define the target user, and create a brand story. Therefore, after reading the article and analysing it the results were that my unique selling points is having a passion for Star Wars, 3D interaction, trend integration, and a preference for clean coding using React. Understanding the target audience is key, as emphasized by branding expert Goldie Chan. Building an online presence via a portfolio website aligns with the recommended strategies for visibility and personal branding. Overall, the website effectively aligns with the principles of personal branding outlined by Goldie.

The Reference

1. How To Achieve A Stunning Personal Brand For Your Career, Goldie Chan, Dec 1, 2023:
<https://www.forbes.com/sites/goldiechan/2023/12/01/how-to-achieve-a-stunning-personal-brand-for-your-career/>

The Figures Reference

1. The Importance of USPs in Product Management,
ref:<https://productschool.com/resources/glossary/unique-selling-point>