

# PERSONAL BRANDING

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THE “STEPS” TO GROW YOUR CAREER

# INTRODUCTION

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Partner at Podcast Production  
Agency **Relationary Marketing**

Digital Assets Project Lead at the  
**Nashville Entrepreneur Center**

Cofounder of the **Nashville**  
Podcasters meetup







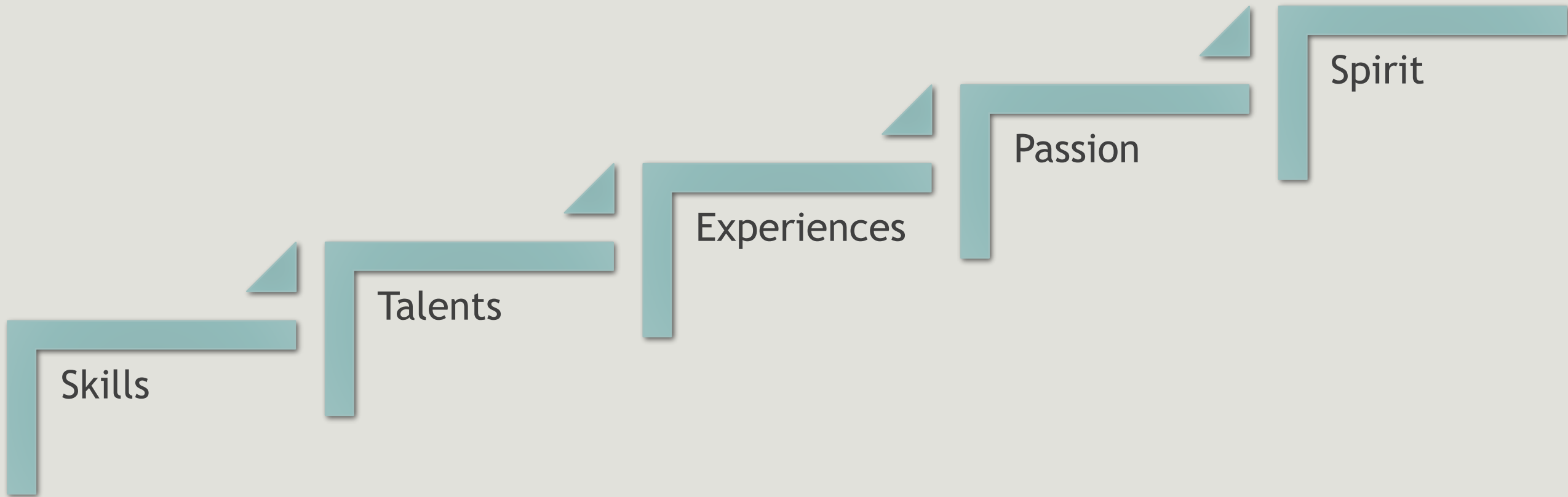






# Your next STEPS

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# Skills

## 10,000 Hour Rule

Get started now and practice.

Student safety net.

## Networking

“It pays to be a connected... in order to be connected, you have to show up and give.”

## Free online courses, like getting inbound certified

([hubspot.com](https://www.hubspot.com))

# Talents

## Connecting with professionals

Use your “student” card

Don't ask to “pick brain” (gross; an attitude of TAKING instead of GIVING)

The magic question... “Who else should I meet with? Any chance you could connect us?”

The follow-up is key

BONUS:

Course: From Student to Intern: Resources to Successful Internships



# Experiences

## Internships! Connections!

Get out of the bubble. It pays to show up.

Often: “Not what you know, but who you know”

“...Make the relationship before you’re needed. And when they need you, you’ve already got the relationship.”

## Resources:

Nashville Entrepreneur Center

Nashville Technology Council

Social Enterprise Alliance

Center for Nonprofit Management

Launch TN

Craft Content

Nashville Chamber

# Passions

## Meetups

Connecting with like minded people at local meetups

[eventbrite.com](https://www.eventbrite.com)

[meetup.com](https://www.meetup.com)

## Own your online platform

Share your passions. “People connect with people!”

Buy your domain name, own your LinkedIn, Instagram, Twitter. Do your passions come through?

What brings you joy?



# Spirit

## Selfcare

This stuff takes time... Don't beat yourself up.

Remember, everyone else looks like they have it together.

Show up and give. Repeat.

Without a good attitude and positive spirit, you can take STEPS towards the future.

# LOOKING FOR INTERNSHIPS + RESOURCES IN NASHVILLE?

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# CONTACT ME

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text **INTERN**  
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# BONUS

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If there's time, we can talk about podcasting ...



# PODCASTING 101

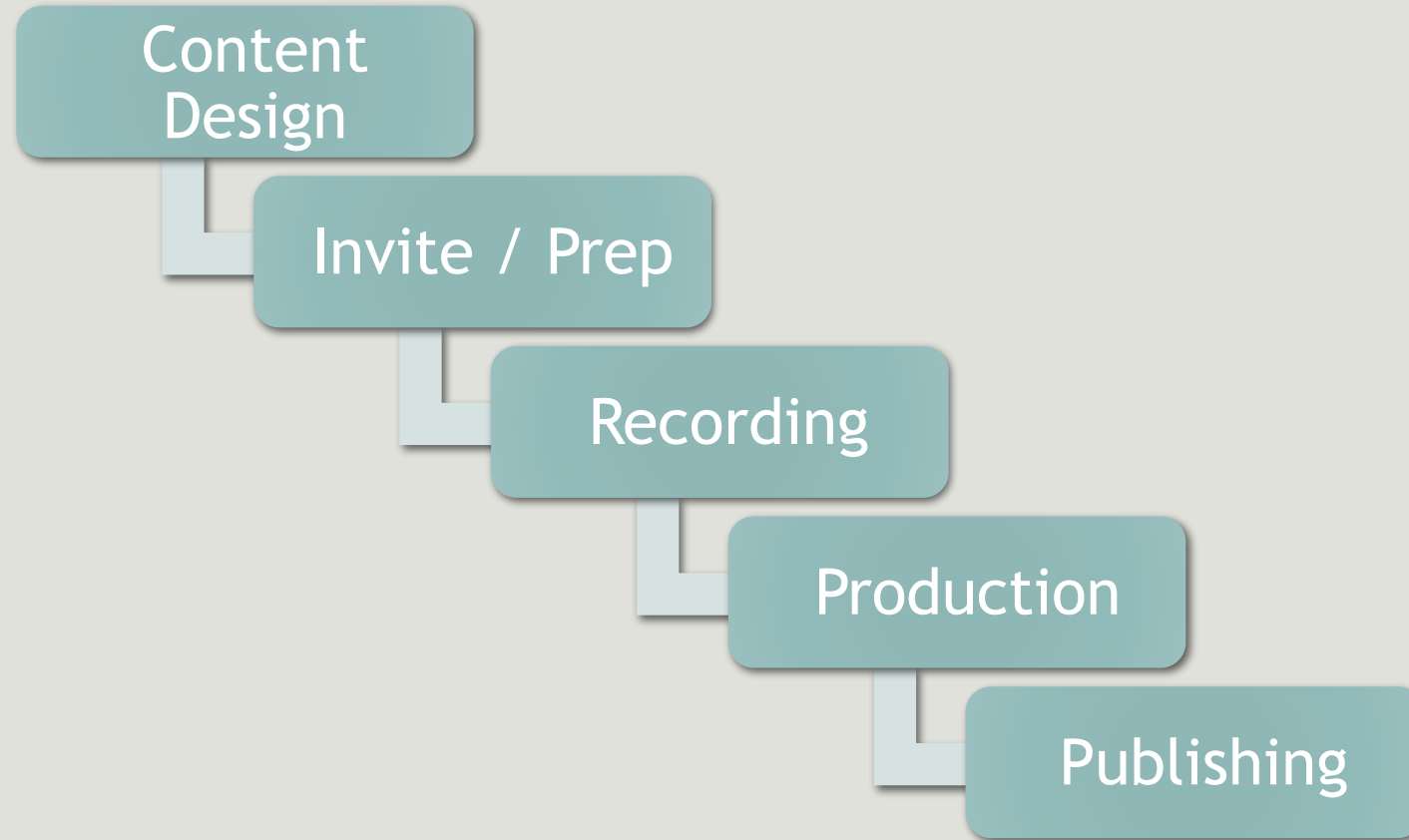
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- Episodic & subscribable
- “Broadcast + iPhone”
- 2014 and beyond
- Average commute time? 25 minutes one-way = significant passive time to consume content

# THE PODCASTING PROCESS

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# PODCASTING BENEFITS

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- Podcasting doesn't make money, it makes for great content marketing
- Content marketing makes money
- What's content marketing?

