



Educator **Alexander**

Go Brand Yourself!

Desiree Alexander

www.educatoralexander.com

Desiree Alexander

- Regional Director of North Louisiana for Associated Professional Educators of Louisiana (A+PEL)
- Founder CEO of Educator Alexander Consulting, LLC
www.educatoralexander.com
- Bachelor, Master + 30, and Education Specialist from Louisiana State University
- Master of Library Science from Texas Woman's University
- Master from Nicholls State University
- Currently pursuing a Doctorate from Lamar University
- Certified in Louisiana in Secondary English, Reading Specialist, School Librarian, Educational Technology Facilitator, Educational Technology Leader and Educational Leader Level 1
- Certified in Texas in English Language Arts and Reading for grades 4-8 and grades 8-12, as a Reading Specialist for grades EC-12, School Librarian, and Principal



Certified Associate

G Suite Administrator



LEVEL 1

CERTIFIED
Educator

Google for Education

LEVEL 2

CERTIFIED
Educator

Google for Education

CERTIFIED
Trainer

Google for Education

CERTIFIED
Innovator

Google for Education



What is Branding?



Branding is a marketing strategy that involves creating a differentiated name and image -- often using a logo and/or tagline -- in order to establish a presence in the consumer's mind and attract and keep customers.



What is Branding?



VIDEO



Who is our Consumer?

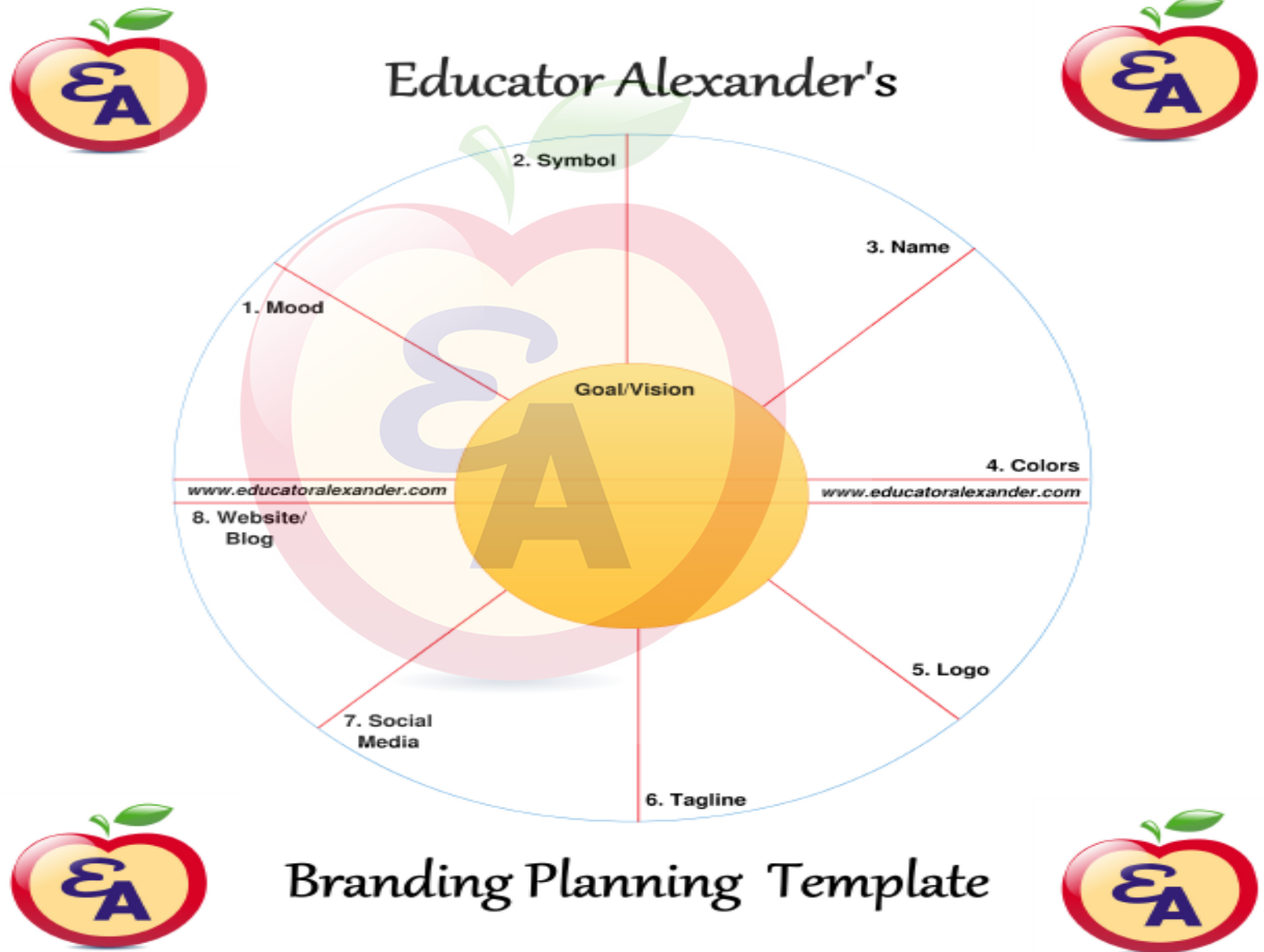




Why Brand?

- Establish your image
- Control your message
- Engage your stakeholders
- Building understanding and trust
- Showing your value, worth and skills
- Consistently self-reflecting
- Connecting to your global peers
- Share and learn
- Employability

Where to Start?



Where to Start?


Educator Alexander's Branding Planning Chart

Mood	Symbol	Colors	Name

Logo and Tagline

Social Media, Website/Blog

Goal/Vision

 **Educator Alexander**
www.educatoralexander.com



Goal/Vision

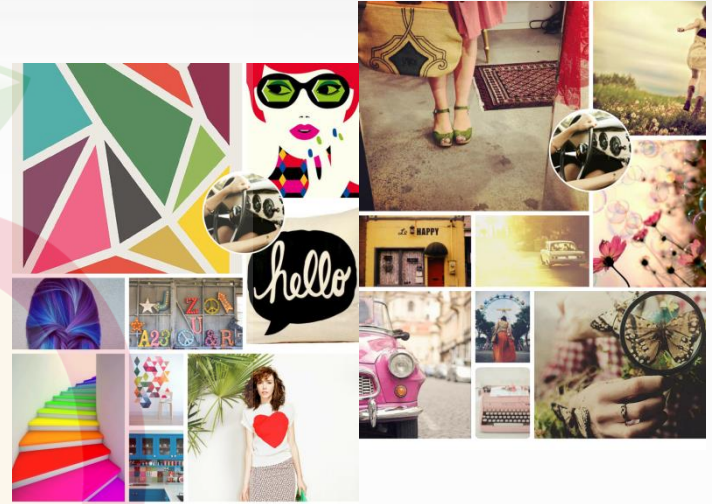
- Why do you want to brand?
- What are your biggest strengths?
- Where are your passion areas?
- What makes you unique?
- Determine your target audience.
- Create a communication plan
- Research: Who is already out there...Connect with mentors...Check around....
- Where do you want to be in 5 years?



Mood

Brand Voice: feminine, pretty, adventurous

- Fun
- Simple
- Playful
- Serious
- Professional
- Subdued
- Cartoonish
- Sassy
- Feminine, Masculine



Brand Voice: bold, quirky, fun



***Brand Voice:
earthy,
natural,
simple***

Symbol

- What represents you?
- What represents what you are trying to accomplish?
- Cartoon or Real
- Keep it positive
 - Elevating symbols to the status of being part of the identity reflects their potential power
 - Visual Imagery: Nike's swoosh, McDonald's arches
 - Metaphors: Energizer bunny, Rin's lightening
 - Heritage: Amul, Aavin, Vicks, Doordarshan



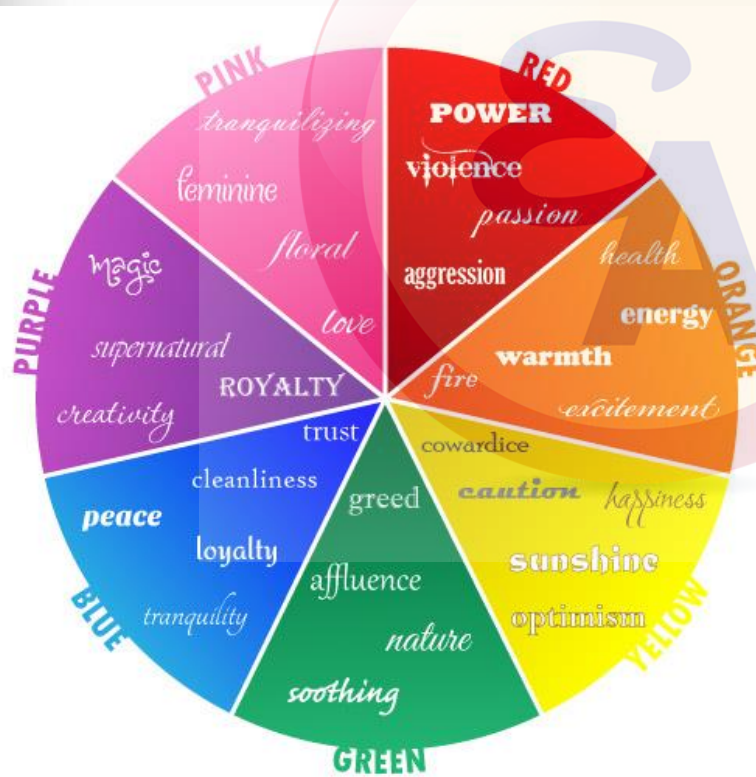


Name

- Use the founder or inventor's name (Hewlett-Packard)
- Describe what you do (Southwest Airlines)
- Describe an experience or image (Sprint)
- Take a word out of context (Apple)
- Make up a word (Google)
- Check all social media
- Check URL

Colors

- Does color make sense with symbol and goal?
- One color or multiple colors



COLOR EMOTION GUIDE





Tagline

Begin the process by asking yourself the following fundamental questions:

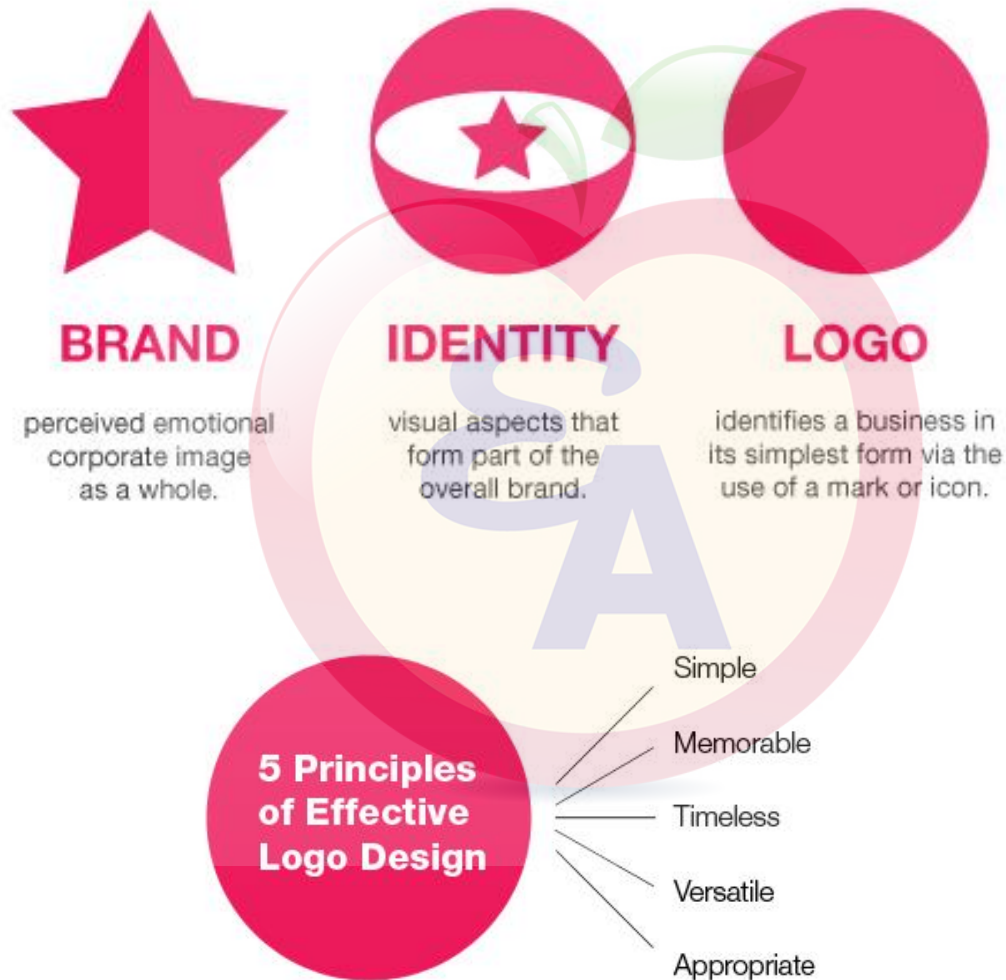
- What does your brand do? (in 10 words or less)
- Why does your brand exist?
- What is your brand striving to become?
- What core values guide your brand?
- How is your brand unique? What separates it from the rest of the pack?
- What solution does your brand sell/promote? What does it promise and deliver?
- What is your brand's key strength/advantage?
- Who is your target audience? Describe what is special/unique about it.
- What compels people to use your brand's product/service? What are their hot buttons?



Logo

- Put it all together: mood, color, symbol, name, website/blog/social media, tagline, etc.
- Have different sizes (banner size, box size, one with name, one without, do you want any other info on it)
- Transparent and white background
- Make it clean and professional

Logo



<http://www.smashingmagazine.com/2009/08/26/vital-tips-for-effective-logo-design/>



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Social Media

BRAND ACCOUNTS, not personal

- Facebook
- Twitter
- Instagram
- LinkedIn
- Snapchat
- Pinterest
- YouTube Channel
- Periscope





Website/Blog

- URL name
- Paid vs unpaid website account
- Purchased domain
- Advertising
- Harvesting email addresses
- Original Material
- Schedule of Posts
- .pdf documents (secure vs unsecure)



Tips

- Professional picture
- Professional bio (various lengths)
- Presentation descriptions
- Updated resume
- Some type of evaluation
- Logo on everything
- Constant promotion
- Google voice phone number
- Business cards
- Vistaprint, Fiverr, Hootsuite/Buffer, 4imprint, StickerYou, Wisestamp, Smore/MailChimp
- Weebly/Wix/Google Sites, GoDaddy



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EVALUATION

educatoralexander.com/comments



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