

SECRETS TO BUILD & GROW YOUR BRAND

.....
BY A SENIOR EXECUTIVE AND TECH
INFLUENCER



B R I A N E T H O M A S



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01

Build Your Brand

Welcome

Get the exposure you need to be found and land your next big opportunity!

The simple and proven methods to become an industry expert or influencer.

Your way to be a recognized expert, get paid and move into the C-Suite.

Brian E. Thomas

C-Suite Executive & Tech Influencer



About Me

Hello and welcome! My name is Brian Thomas and I am excited to share my secrets on how to be found by your next employer, get positive exposure, or become an influencer in your industry. I've made this document an easy read so you can digest and learn it easily and quickly.



I truly want your success and if there is anything I can do to help you reach your goals, I am here to serve.

Thank You for investing in yourself!



About Me



03

Build Your Brand

My Story

From Joe to Pro

I was a struggling Technology Executive who worked hard at the traditional methods to grow my career. However, times had changed and I knew that to get found or land my next big role was to be recognized as an industry expert.

Quick Facts:

- Grew social network from 200 to 70,000 followers
- Consultative offers, paid gigs for my expertise



My Story



04

Build Your Brand

My Story (Continued)

Trial and Error

I started my journey of trial and error to find the best ways to get positive exposure. It took many "network meetings", reading, contributing, social media classes, etc. Initially, it was a long, hard grind since I didn't really know what I was doing. Day-by-day, I read more, learned more, followed people that were influencers on social. That is when things started to happen.

Quick Facts:

- Became a "go to" as a panel facilitator, keynote speaker, expert contributor
- Featured in several magazines, expert contributor in Harvard Business Review, CIO, other top-tier publications



My Story



05

Build Your Brand

My Story (Continued)

Then It Happened

Then the snowball started rolling. About every week, I was asked to speak at an event, be featured in a magazine, be on a podcast, or had a call from a hiring recruiter or manager.

Eventually, I became an influencer in three industries. Because of this, I have built a successful digital publication and podcast, and have been able to help hundreds of other professionals with their brand.

Quick Facts:

- Made list of Top 100 CIO Officers in the World
- One of my articles was viewed over 1 million times



My Story



What's the Secret?

Break It Down

My goal here is to give you the shortcuts to building your brand so you don't have to take the long route. You can be found more rapidly by recruiters, invited on to popular podcasts, shows and features, and become an industry expert or influencer...and get paid!

No Stone Unturned:

There are many tools, platforms, mediums, groups, to build your brand. Use the ones that work best for you.



The Secrets



Social Media

Start Today!

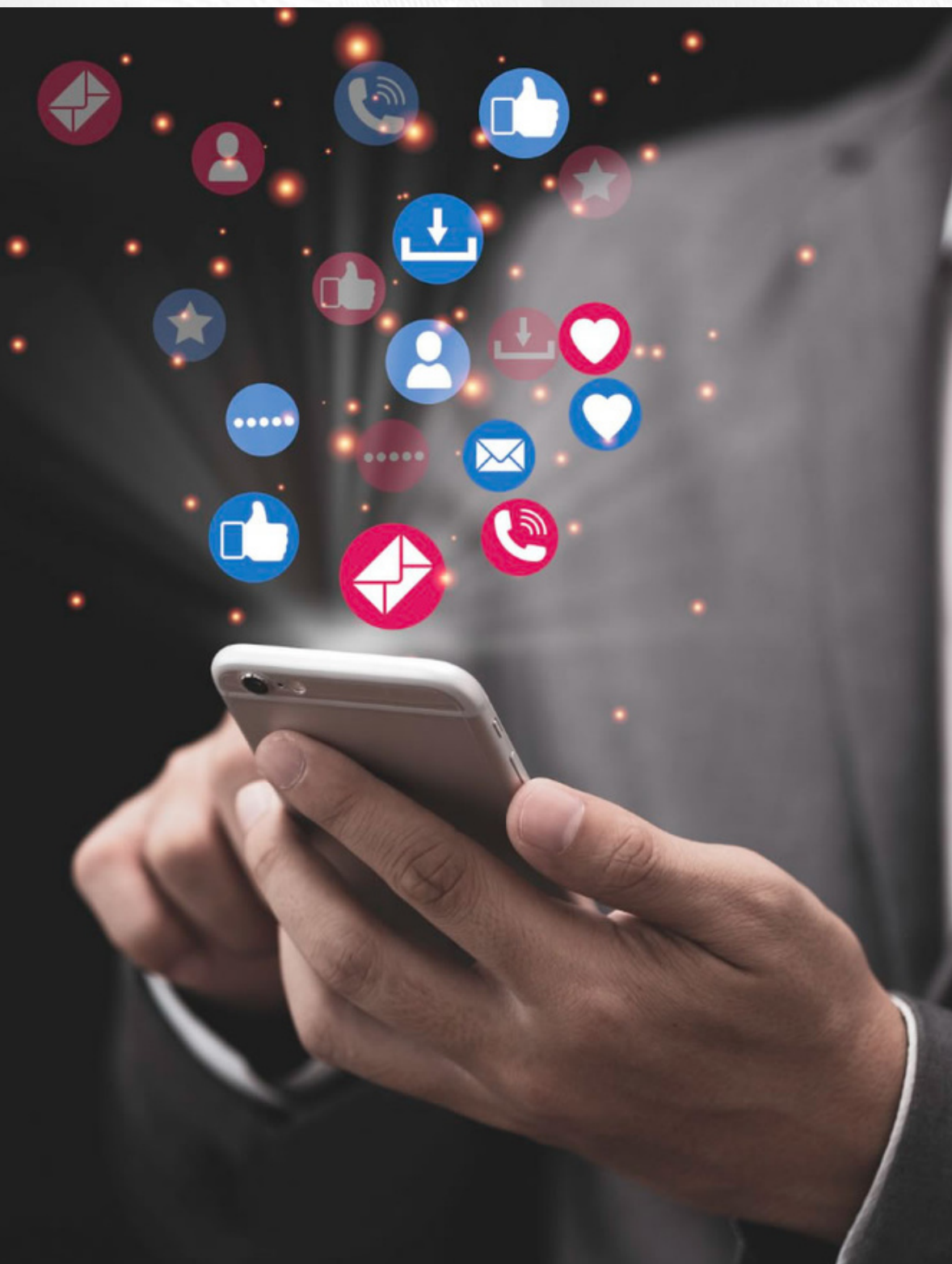
Social Media is one of the best ways to brand yourself and get found. Yes, you can do this professionally, and not just through LinkedIn. Social Media is the most effective AND inexpensive way to build your brand without spending ad dollars, hiring a PR agency, or running a paid marketing campaign.

Best For:

- Brand exposure
- Marketing yourself
- Networking



Social Media



Volunteer

Internal & External

Volunteering is a great way to get some positive exposure and kudos. Time permitting, volunteer to lead or be part of a company project that has visibility. Volunteer in a community event where you have a visible leadership role. You can do this outside of your workplace as well. In the end it will be a good addition to your resume, LinkedIn profile, and simply a good cause.

Examples:

- American Cancer Society
- American Heart Association
- Local Food Bank
- Community Outreach
- Local Church or VFW



Volunteer



Expert Contributor

Write. Speak. Lead

Start today and request writing privileges to some of the top digital publications in your industry as an expert contributor. Ask to be a panelist or speaker at an industry convention or event. Get out and show your peers that you are a thought leader! Additionally, start your own blog and post bi-weekly - you can use your own website, Medium, or LinkedIn. **Contribute. Be Featured.**

**Harvard
Business
Review**



Forbes

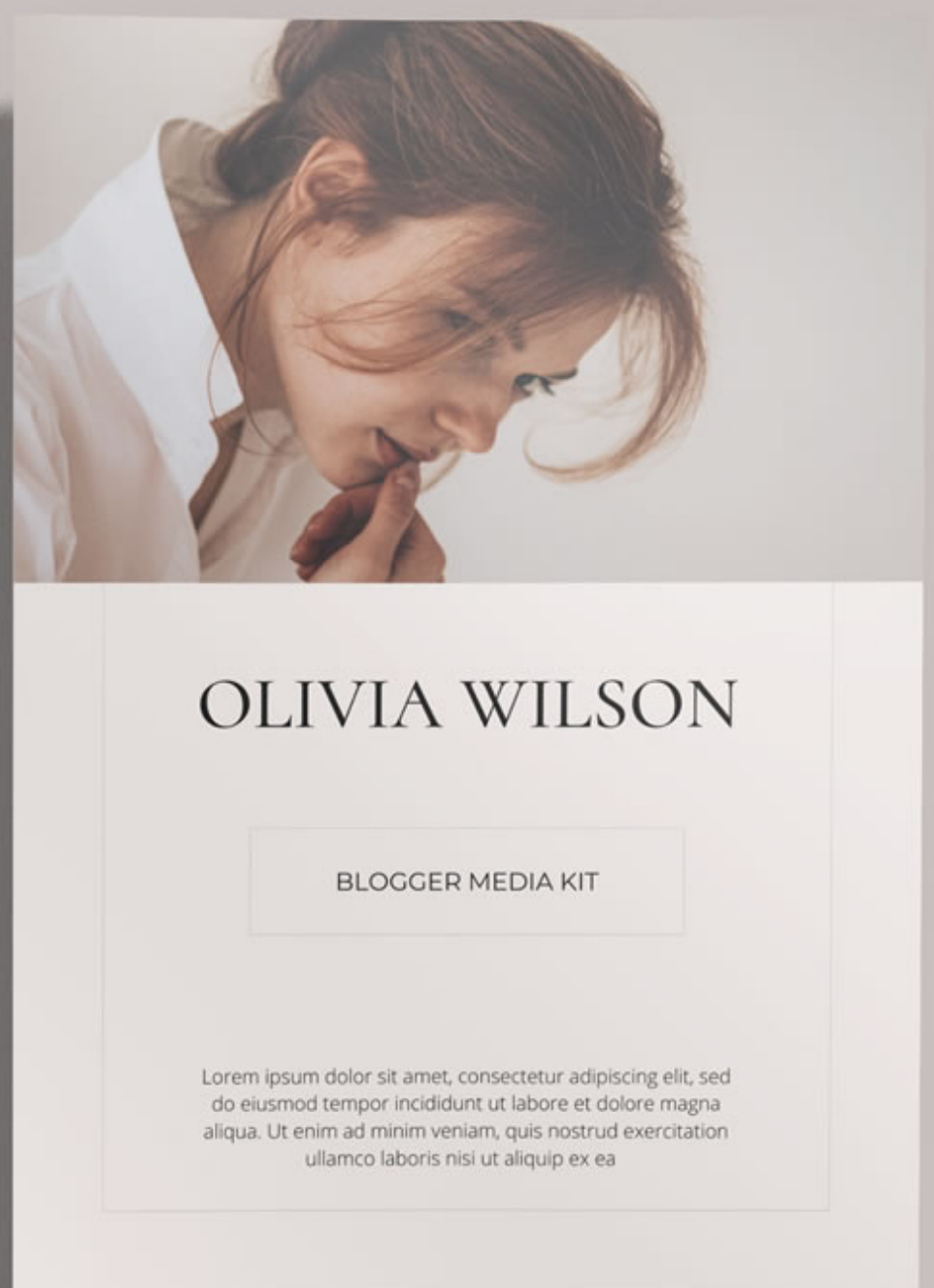


**Entrepreneur
MAGAZINE**



**TC
TechCrunch**

Inc.



Publication Feature

Get Featured

Being featured in a small or large publication is one of the fastest ways to get exposure. Sometimes you can be featured for free, but most are "pay to play". There are ways around this, but it's about your connections and notoriety as an influencer in your industry that will get you more gigs and more free opportunities.

Examples:

- PR Agencies
- Wikipedia Feature
- Local Publications
- Popular Blog Sites
- Digital Publications
- Local or Regional Magazines
- Local Newspaper or News Channel



Publication



Network

Build It

Building your network is one of the most important pieces to building your brand. Many of your peers, colleagues, friends can be your best PR Team to get you shared amongst their network and beyond. You need to do this very regularly, both on LinkedIn and in your local community.

Examples:

- Professional Organizations
- After Work Mixers
- Zoom Groups, Clubhouse
- Professional Organizations
- Webinars
- Charity Events



Network



Brian's Thoughts

You Are In Control

I've outlined everything in this eBook that I used to become an influencer. You can use these tools and methods to do the same. Once you start gaining momentum, you may surprise yourself how big your brand will grow overnight. I truly want your success and I am your biggest fan. You just need to start today!

Thought of the Day:

"When you want something, all the universe conspires in helping you to achieve it."

~Paulo Coelho



My Thoughts



What's Next?

Develop Your Gameplan

I've covered just about everything here so that you can started. The main thing to keep in mind is creating a plan, setting goals, then taking action.

You might be reading this because you might feel lost, have questions, or you just want to get found or land your next opportunity - I can help.

Contact me today! www.Coruzant.com/Brand



Gameplan

