



CONFERENCE: Nov. 15-18, 2021
TRADE SHOW: Nov. 16-19, 2021

IAAPA.org/IAAPAE expo



@IAAPAHQ | #IAAPAE expo

Getting Promoted Means Getting Noticed

Josh Liebman, ROLLER Software



@IAAPAHQ | #IAAPAEspo



@IAAPAHQ | #IAAPAEspo



PERSONAL BRAND



@IAAPAHQ | #IAAPAEspo



Defining your personal brand



@IAAPAHQ | #IAAPAEspo



Defining your personal brand

- Be a specialist, not a generalist
- Combine passion and proficiency



Defining your personal brand

- Be a specialist, not a generalist
 - Be as specific as you can – the riches are in the niches!
- Combine passion and proficiency

Defining your personal brand

- Be a specialist, not a generalist
 - Be as specific as you can – the riches are in the niches!
 - Jack of all trades... master of none
- Combine passion and proficiency



Defining your personal brand

- Be a specialist, not a generalist
 - Be as specific as you can – the riches are in the niches!
 - Jack of all trades... master of none
 - More specific leads to being sought out more
- Combine passion and proficiency

Defining your personal brand

- Be a specialist, not a generalist
 - Be as specific as you can – the riches are in the niches!
 - Jack of all trades... master of none
 - More specific leads to being sought out more
- Combine passion and proficiency
 - What are you good at?

Defining your personal brand

- Be a specialist, not a generalist
 - Be as specific as you can – the riches are in the niches!
 - Jack of all trades... master of none
 - More specific leads to being sought out more
- Combine passion and proficiency
 - What are you good at?
 - What do you love doing?

Defining your personal brand

- Be a specialist, not a generalist
 - Be as specific as you can – the riches are in the niches!
 - Jack of all trades... master of none
 - More specific leads to being sought out more
- Combine passion and proficiency
 - What are you good at?
 - What do you love doing?
 - What are you constantly striving to get better at or learn more about?

What category can you own?



@IAAPAHQ | #IAAPAEspo



What category can you own?

- Example: **Marketing**



What category can you own?

- Example: **Marketing**
 - Marketing for amusement parks

What category can you own?

- Example: **Marketing**
 - Marketing for amusement parks
 - Social media marketing for amusement parks

What category can you own?

- Example: **Marketing**
 - Marketing for amusement parks
 - Social media marketing for amusement parks
 - Facebook marketing for amusement parks

What category can you own?

- Example: **Marketing**
 - Marketing for amusement parks
 - Social media marketing for amusement parks
 - Facebook marketing for amusement parks
 - Paid advertisements on Facebook for amusement parks

What category can you own?

- Example: **Marketing**
 - Marketing for amusement parks
 - Social media marketing for amusement parks
 - Facebook marketing for amusement parks
 - Paid advertisements on Facebook for amusement parks
 - Using Facebook ads to convert followers into paid guests

Once you've defined your brand



@IAAPAHQ | #IAAPAEspo



Once you've defined your brand

- Align it with your name and face (regardless if it's in your job title)



Once you've defined your brand

- Align it with your name and face (regardless if it's in your job title)
- Include your experience related to your personal brand in your bio



Once you've defined your brand

- Align it with your name and face (regardless if it's in your job title)
- Include your experience related to your personal brand in your bio
- Share relevant articles

Once you've defined your brand

- Align it with your name and face (regardless if it's in your job title)
- Include your experience related to your personal brand in your bio
- Share relevant articles
- Be authentic

Once you've defined your brand

- Publish articles to your network (hint: it's **really** easy to do this)



Once you've defined your brand

- Publish articles to your network (hint: it's **really** easy to do this)
- Share thoughts or questions with your audience

Once you've defined your brand

- Publish articles to your network (hint: it's **really** easy to do this)
- Share thoughts or questions with your audience
- Submit presentation proposals to events like IAAPA expos



@IAAPAHQ | #IAAPAEspo

Once you've defined your brand

- Publish articles to your network (hint: it's **really** easy to do this)
- Share thoughts or questions with your audience
- Submit presentation proposals to events like IAAPA expos
- Recognize that you're playing the long game
 - and you don't get to decide when you're there!

What not to do



@IAAPAHQ | #IAAPAEspo



What not to do

- Tell people that this is your personal brand
 - It must develop organically

What not to do

- Tell people that this is your personal brand
 - It must develop organically
- Refer to yourself as a guru, ninja, or wizard
 - Let other people give you those titles instead

Each of these activities *increases your value*



@IAAPAHQ | #IAAPAEspo

What next?



@IAAPAHQ | #IAAPAEspo



What next?

- Define your personal brand
 - Identify the niche where you have passion, proficiency, and curiosity



What next?

- Define your personal brand
 - Identify the niche where you have passion, proficiency, and curiosity
- Network, network, network!
 - Align *the majority* of your activities around your personal brand

What next?

- Define your personal brand
 - Identify the niche where you have passion, proficiency, and curiosity
- Network, network, network!
 - Align *the majority* of your activities around your personal brand
- Be a forward thinker
 - Identify challenges related to your brand and suggest the solutions

FINAL THOUGHT



@IAAPAHQ | #IAAPAEspo



Your brand is more than your job title. Your brand clarifies who you are and the value that you bring.



@IAAPAHQ | #IAAPAEspo

Your brand is more than your job title. Your brand clarifies who you are and the value that you bring.

It is the best way to get noticed, and get promoted.



@IAAPAHQ | #IAAPAEspo

THANK YOU!



@IAAPAHQ | #IAAPAEspo

