



Personal Branding

An Example; Jenny Baker

PIVOT: The Only Move That Matters Is Your Next One. Now available via Hardcover, Kindle and Audible! Grab your copy »



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WELCOME!

*Hi! I'm Jenny. I love helping people organize their brain.
I'm an author, speaker, career coach and business strategist living in New York City.*

<http://www.jennyblake.me/>

About Jenny Blake



HI, I'M JENNY!

Normally I would write in the third-person to tell you about how *ahhh-mazing* I am, and why super fancy people hire me for uber-awesome undertakings. But you know what?

Work schmerk. Let's start with the fun stuff, shall we?

I'm a 32-year-old Silicon Valley bred career and business strategist living in the Big Apple; a world traveler not to be mistaken with a backpacker (as I most certainly cannot be relied upon to pack lightly); a yoga lover and gadget fanatic.

An eternal bookworm and quote junkie, I am always on the lookout for just the right book "prescription" for whatever might be standing in your way (or mine). When I'm not buried in a book, magazine, newspaper, moleskine notebook or gadget, you will find me walking through the streets of Manhattan with a rockin' soundtrack playing, imagining I'm the lead in a movie called "New York City, Starring Jenny Blake." I know . . . it's ridiculous.

I love staying active—yoga, pilates, walking and dancing keep me grounded, strong, happy and sane—but not without an ulterior motive: to work off at least one delicious multi-course meal I delight in on weekends. Finally, I am a shamelessly gooey romantic—I love asking people how they met their significant other: watching their smile widen and their eyes sparkle

Has an incredibly strong message; while easily expressing her personality visually on her website to aid her message.



Identity and Personality



<-- Old one

Identity (within)

- dynamic
- expressive
- creative; not rooted in tradition and willing to do unorthodox and modern ideas
- modern
- pays respect to tradition but politely break the rules
- playful

excitement, sincerity, and sophisticated.

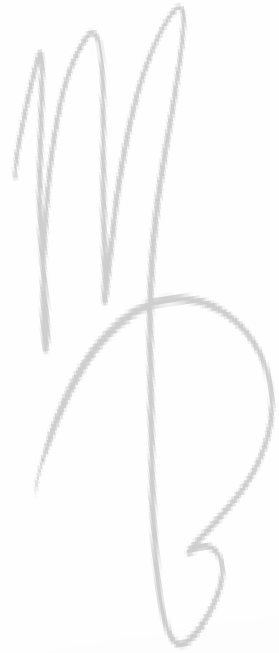
Vision Statement

To show that ingenuity can also be fun. Taking things seriously while still having fun with it. If funnest of activities turn into a process, requirement gets boring.

By being open to new ideas, it keeps this brand in the quo ("staying hip") yet always staying true to the overall style.

General balance of keeping up to what is going on in the design, while still sticking to the usual roots of what makes it me.

Being different in a likable way; as people can feel uncomfortable with change.



M

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- "hand-drawn" look
- expressive

+ flowy

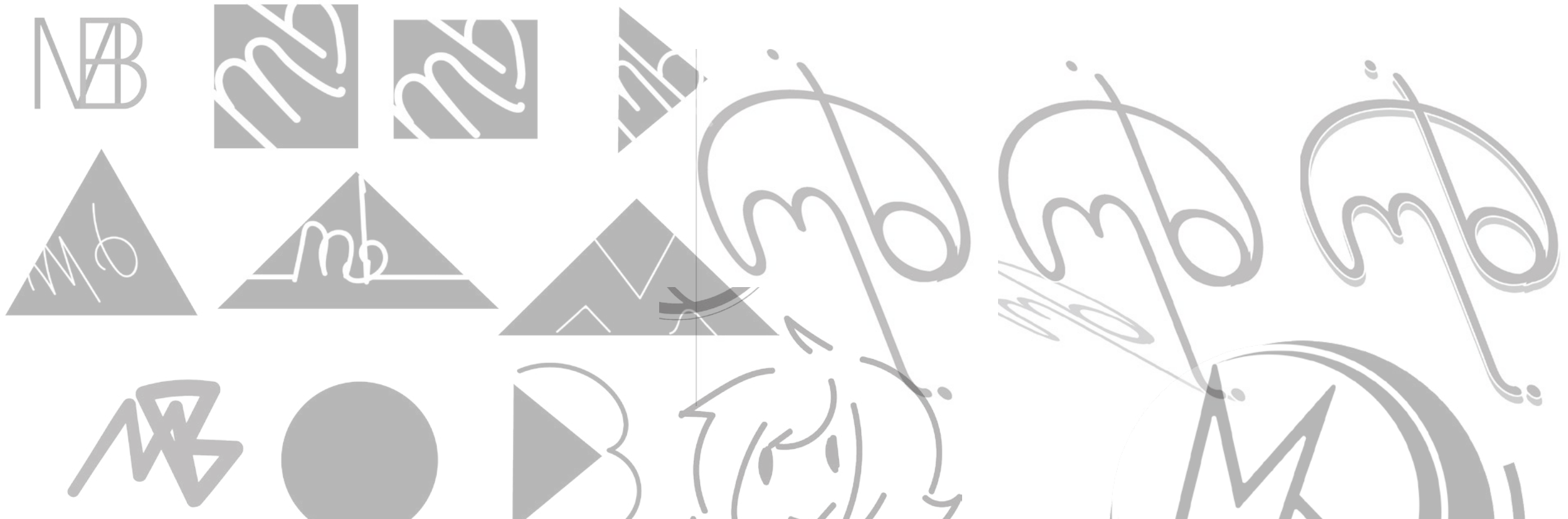
looks musical

SO MUCH.



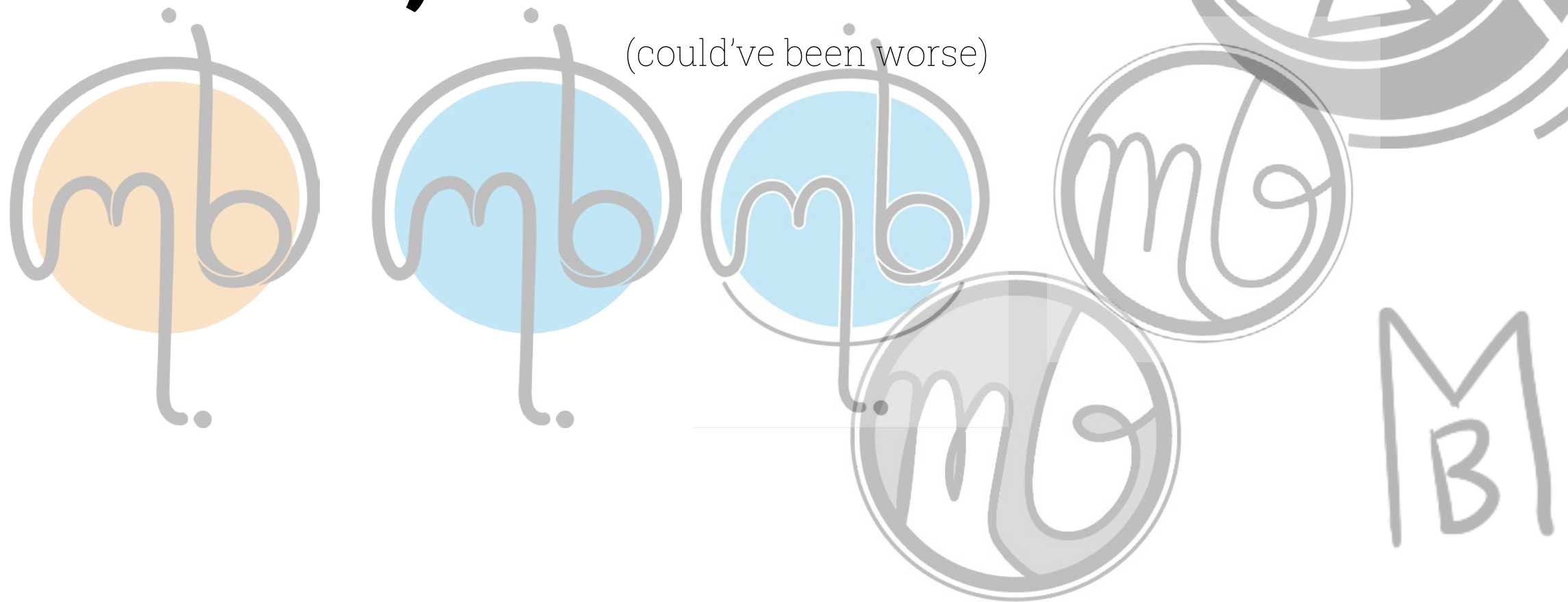
Monica
Daran





LIKE, WAY TOO MUCH

(could've been worse)



Process



Linear



Its round shape represents over all being well-balanced and is very accessible. This can be used amongst many medias (stamps, enamel pins, stickers)



Final

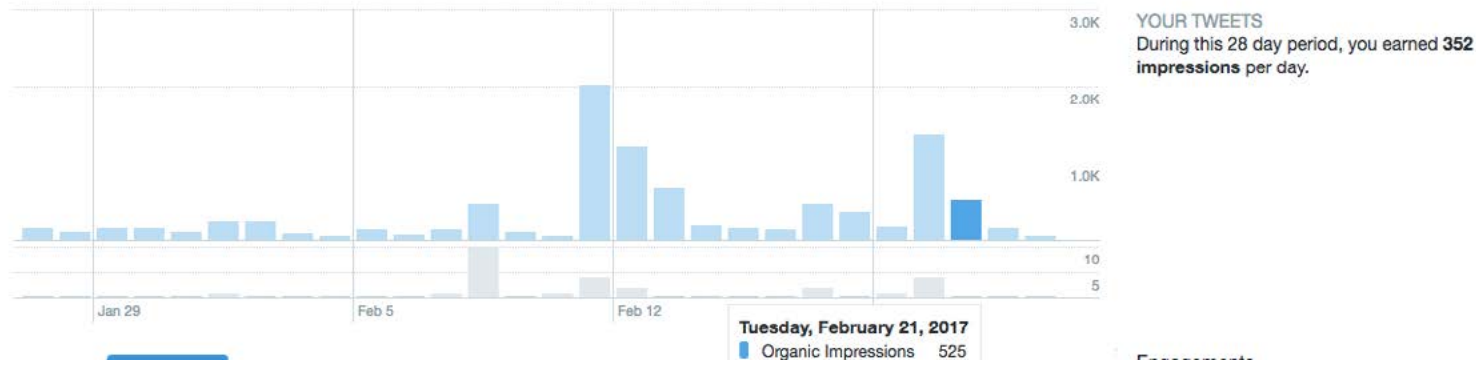


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Target Audience

- Typically teens to adults (14-28 or so)
 - interest in games, entertainment and hobbies.
- Some of my work however is bought particularly by older people (e.g pet portraits)
- To my target audience it's not often that they see people who do work other than illustrations, so providing this flexibility creates a more intriguing look from everyone else.

Your Tweets earned **9.9K impressions** over this **28 day** period



Engagements

Showing 28 days with daily frequency

Engagement rate

1.9%

Feb 23
0.0% engagement rate



Link clicks

20

Feb 23
0 link clicks

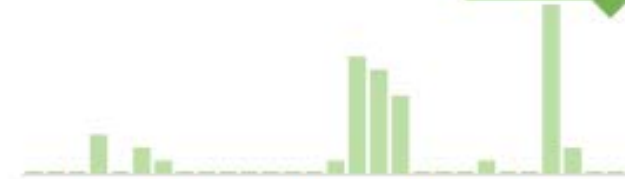


On average, you earned **1 link clicks** per day

Retweets

46

Feb 23
0 Retweets



On average, you earned **2 Retweets** per day

Likes

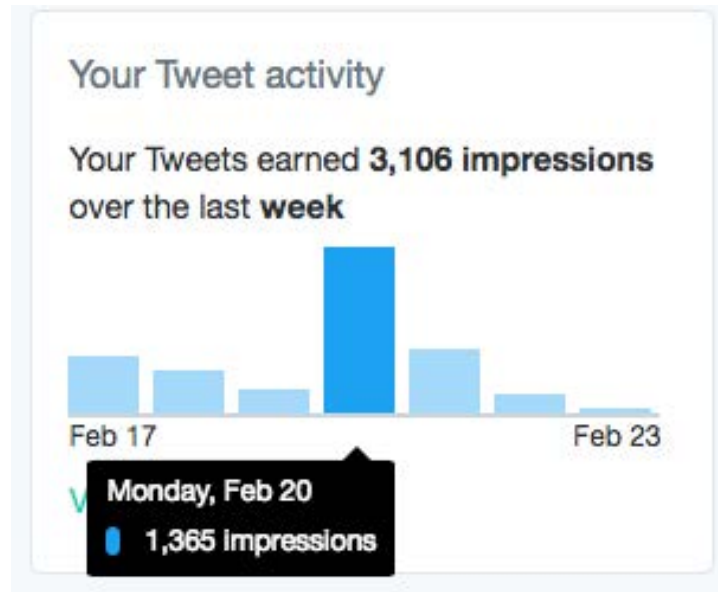
77

Feb 23
0 likes



On average, you earned **3 likes** per day

<https://monutsu.wixsite.com/portfolio>



monutsu

commissions open!

monutsu
@monutsu
Art side of the world woahhh all stan cian welcome Personal Twitter @monutsu Curious Villager Commissions Open!
Joined November 2014

TWEETS 318 FOLLOWING 47 FOLLOWERS 124 LIKES 359 MOMENTS 0

Moni @monutsu · Jan 15
COMMISSIONS OPEN - RT's appreciated!
Various options to choose from! Link Here: docs.google.com/document/d/1u6...

COMMISSIONS
Info in link!
For questions @ or DM





(A cool opportunity for everyone)

 patreon



364

patrons

\$2,065

per month

 Share

 More



GOALS

View all



\$1,706 - reached!

per month

Tag Management

#

photgraphy - illusration - digitalart - fanart - original

commission - monutsu - (brand name)logo - copic - ink

落書き

SWOT Analysis

Strengths

- Works very efficiently when there's momentum (personal endearments lead to far better quality)
- High standards for quality
- Well organized when received a task.
- Very bubbly personality
- Can speak with a loud and clear voice

Weaknesses

The difference between creating what I enjoy, versus creating what others want for the sake of pleasing them.

- Uncomfortable with unfamiliar territory; time is needed to adjust often
- Standards can be set too high which leaves a gap; resulting in lack of capability or motivation to do it.
- From a posting stand point; not posting consistently (random hiatus') Lack of consistency.
- Not the greatest speaker when it comes to information/describing clearly.
- better use of typography and photography.

Opportunities

Young, open to new ideas and exploration

Trends I'm aware of

- The growing eSports company and community; smaller expanding organizations.
- Entertainment culture (shows and games, animation)

Aware of the ever growing advancements of technology from a business standpoint; new payment methods and social media sites online.

Threats

- advancement in technology
- aspiring young artists; being introduced and taught fundamentals at a younger age
-

Feedback?

<https://goo.gl/forms/QxX-F5QsEuYeM0kKo2>

OR

Check the facebook group!

Any Questions?