

## Chapter 1 : How to Make a Name for Yourself

*In Make a Name for Yourself, Robin Fisher Roffer shows you how to develop a unique, personal brand strategy for success by identifying your extraordinary attributes, thinking about your values and passions, and by learning how to use them in today's marketplace.*

Part of the reason I blog is not the whole reason is to build a platform that has my name attached to it. Yes, my blog exists because God placed a message on my heart. And yes, I write on my blog each week because God has given me the words. I write all of that honestly, from the deepest parts of myself. But in the midst of it all, I believe that God has given me this platform. He has provided opportunities to share my passion with others. Because of this blog, my name is greater than it was a year ago. Whether you like it or not, your blog is attached to your name which is attached to your blog which is your platform. It is okay to want your platform to grow. It is okay to desire a greater name. Before you leave my blog and never come back, there is a piece to this greater name puzzle that must be in place every day, with every word, with every action. Along with your name, you are leaving a legacy. Your legacy can be one of pride and arrogance, selfishness and personal gain. Or your legacy can be one of the gospel, of grace, of love, of kindness. Your platform is your blog is your legacy. Just know, my friend, that along with a greater name comes a larger legacy. We are told to be in the world but not of the world. We can do all of those things and more while also leaving a legacy of grace, truth, and gospel love. We abide in Christ, for without Him we can do nothing. We have to actually do the abiding live the abiding surrender to the abiding. I wrote this in my journal a few days ago: I only want to live for you, to bow with singleness of heart before the throne of grace, to live as a servant for your Good News. If I strive and climb the ladder to make my name great, I lose. There is nothing at the end of that ladder but brokenness and sinfulness and great disappointment. My friends, when we abide in Christ, we quit striving on our own. When we climb, we climb toward Him. When we abide in Christ, He shows us the way to a greater name full of gospel legacy. Click To Tweet When we abide in Christ, we give up making a greater name for ourselves and instead leave a legacy of divine purpose. This is the reason I weekly come to this place and write at AlisonTiemeyer. Rather, I claim to walk alongside you, to grow in my ability to boldly abide, to learn about the impact of my legacy. Blogging bud, it is okay to want your platform to grow. It is okay when you admit the selfishness, pride, and climbing toward vain greatness. It is okay when you ask God to enter in and guide you into a legacy of gospel goodness, powerful truth, and humble love. Grab the 5-day mini series for free! Now check your email to confirm your subscription. There was an error submitting your subscription.

**Chapter 2 : How to Make a Cool Nickname for Yourself: 5 Steps (with Pictures)**

*REMEMBER: If you want to make a name for yourself, start becoming the living brochure of your own awesomeness. Stick yourself out there today. For the list called, "65 Things I Wish Someone Would Have Told Me When I Started My Company," send an email to me, and you win the list for free! Scott.*

Contributors control their own work and posted freely to our site. If you need to flag this entry as abusive, send us an email. And it speaks volumes about this New Radical pioneer. Gore now has star power of a different kind. He sells out his shows -- touring with his Oscar award-winning documentary, An Inconvenient Truth -- like a rock star. He has a new nickname, "the Goracle. Just like my clients, you have an established reputation. Your task is to create a new identity on this solid foundation -- one that makes it clear why you are the ideal person for the role you have in mind whether Activist, Entrepreneur, or Innovator. So, how do you do this? Why has he been so successful in his New Radical role? One reason is because he developed a personal brand that resonates with the public. I hesitate to call it branding, because in some quarters that phrase is so loaded. Individuals like Gore are doing what companies have practiced for years: To me, the real beauty of branding is that it is a kind of sophisticated shorthand. Done well, it is clear, concise answer to three related questions, "Who are you? And how you can do the same. Have you successfully made a name for yourself? Or did you find it difficult to shift from your original career to a New Radical role? What have pioneers like you learned that the rest of us can apply to our own transitions? Or are you an employer, and what kinds of things might make you sit up and take notice? How would a candidate win your heart? Suggest a correction MORE:

## Chapter 3 : Make A Name For Yourself Quotes, Quotations & Sayings

*make a name for yourself definition: to become famous or respected by a lot of people. Learn more.*

And it might not be the one you want. Consider these twenty-two little known ways to do so: Oprah is the most trusted person in America. This is not a coincidence. The amount of money you make is directly proportionate to the number of people who trust you. Inside of your organization. Insanity is the lifeblood of innovation. Crazy is the new sane. Are you willing to strap on the straitjacket and start changing the world? And since nobody else is going to pony up the stones to do it, it may as well be you. Are you willing to overcome the diffusion of participation? In your current situation, figure out which move everybody always makes. The action most people always take. Then do the complete opposite. What norm are you willing to violate? Never overlook the strategy of remaining completely irrational, unreasonable, illogical and insane. Sanity is overrated anyway. How absurd are you willing to be? Begin with the end in mind and a road will eventually appear. Your problem will have no choice but to be solved. When was the last time you updated your vision board? Hang out with people who make money. Not people who want to learn how YOU make money. Do you need richer friends? Be the walking translation of your values. People will follow you just to see where you go next. How followable are you? For once, try depending on YOU. At least you can trust that person. Stop resisting and it will stop persisting. Learn to love it. Relax into your tension. Breathe instead of reacting. What is your body trying to communicate to you? Nobody will be able to stop you. What did you learn today? The minute you write it down is the moment it starts being a mentor. The minute you learn from it is the moment it starts being a lesson. And the minute you give thanks for it is the moment it starts begetting an opportunity. How could you turn screw-ups into tune-ups? If you want to get ahead, get uncomfortable. Are you ready to purposely make yourself feel insecure? How many do you have? When was the last time you meditated? All that hokey, cheesy, corny crap about attitude actually works. How many affirmations have you recited today? Actually, let me rephrase that: Let the world meet you. How will the meeting go? Are you a make-things-happen guy, a watch-things-happen guy, or a what-the-hell-just-happened guy? When you refuse to ask HOW you know what you know. Do you believe what you believe because you actually believe or because someone told you to believe? Those guys are morons. Especially the ones who use statistics and facts to support their bullshit theories. Go ask a thinker. Is this person an expert or someone who just got lucky once? Balance is for ballerinas. You need to be aligned. How aligned are you? Most people have a learning style. Or a learning plan. What about an UN-learning style? If you want to make a name for yourself, start becoming the living brochure of your own awesomeness. Stick yourself out there today.

*Make it someone you speak to often and feel % confident about expressing yourself to. Capturing yourself speaking is a great way to get comfortable developing your voice. Don't over-think your writing.*

When Big Fish was buying media and creating online advertising, I made ridiculous money, but I was miserable. So I chucked that side of the business and focused on brand strategy and storytelling. It turns out my bliss is in demand. Eating lunch at your desk is not a success strategy. Having people recommend you for projects, positions and promotions takes more than good work; it takes a commitment to connecting and building lasting relationships. Do everything you can to understand the people who influence your success. Ask them about their challenges, dreams, what makes them happy. In any business situation, appearances count big time. Crisply articulate who you are and what you can contribute in a way that tells those in your sphere of influence why you are the solution. Get on a mission. We are all here for a true purpose. Why are you here? If you want to make meaningful contacts, nothing beats actually not virtually being in the room. But, the opportunities are out there, not over email, Skype or on a cold call. Stay positive and play fair. Worker bees that play martyr will also be passed over for promotions. When you experience a failure or get caught up in a drama, throw a party. Create your guest list carefully and only invite the people in your life that are uplifting. Let go and enjoy yourself. This too shall pass. Block time for big projects. Stop putting off what you really want to do. The space to do great work will never find you; you have to carve it out and be protective of it. If you want to get it done, get away! Invest in your success. We all need an anchor in rough seas. You can also take a writing workshop, hire a speech coach, get a fitness guru, bring in a stylistâ€ whatever you need to be your best and remain relevant. Work smart, not hard. It seems counter-intuitive, but letting go of control is the way to get it. Get your swagger on. When you walk into a room, own it and convey your message with confidence. Leave a bad situation. Strike while the iron is hot. Within 24 hours of finishing a meeting or getting off a conference call, follow-up with an email and anything you promised to deliver. Tell your greatest story. When interviewing or networking, shape perception by sharing a killer signature storyâ€one where you triumphed in a challenging situation. Make sure that your website, LinkedIn profile, Twitter presence and other social media reflect your authentic voice and your authority or mastery of your area of business. Write blogs, curate quotes, re-tweet people you admire. The linchpin of a successful personal brand is your area of expertise. Being a generalist is old news. Zero in on your specialty and you will find clients who need your unique skills or a position that requires your special talent. Digging in your heels is rarely the answer. Collaboration and compromise costs you very little and can pay off handsomely. Give yourself a break. Doing your absolute best is one thing; perfectionism is quite another and can often be a barrier to moving up or ahead. Go after Big Fish. Like minnows, small companies are easy to catch in your net, but they produce little sustenance. Big fish take longer to reel in. They require persistence and perseverance. Submit a Comment Your email address will not be published.

### Chapter 5 : Make a Name for Yourself: 11 Personal Branding Power Tips | Social Media Today

*Word of the Day. sieve. a tool consisting of a wood, plastic, or metal frame with a wire or plastic net attached to it. You use it either to separate solids from a liquid, or you rub larger solids through it to make them smaller.*

Facilitating a small group meeting Recording a podcast Speaking before a large crowd Autographing your book at an event My opinion is the photo that will serve you best is simply you looking into the lens smiling, looking friendly and approachable-with no distractions. Any memorable brand, your personal brand included, should present itself consistently. Using a variety of logos, colors, and fonts will confuse your audience. Develop a look for your personal brand with: A professionally designed logo A limited menu of fonts Apply the standards you create to everything-your website, business cards, advertising, etc. Here are additional tips from yours truly. A goal in the development of your personal brand should be building a tribe, that is, a growing community of dedicated fans. You have to discover how to express yourself as the unique individual you are. Subscribe to their blogs and make a point to read the content. Try to identify why their style appeals to you. A mistake I see far too many make is they put on the writer cap and stiffen up. You try to sound smart. Capturing yourself speaking is a great way to get comfortable developing your voice. Go back and edit a little for clarity. The style will evolve. Your voice will emerge. As I said, this is a tricky lesson to deliver. I love this one: If it feels like work, you may not be writing like yourself. Personal branding is largely online marketing. The most valuable asset an online marketer could ever hope to have is an email list-people who have raised their hands and declared, "market to me," or perhaps, "keep me in the loop. I tend to tell my clients the development of your email list and deployment of your email program can indeed wait awhile. But it should be a short while. They feel email is old school. Email is the private and mostly trusted medium everyone uses. I rant on this a bit in my post "Email Marketing: Make a point to read the post. And please, join my email list. Dial into the dialogue. The people behind great personal brands are great conversationalists. They listen and respond. Please nod your head in agreement now. Only foolish old marketing die-hards believe advertisers talk and consumers listen. You need to encourage it. Consider the following ways to do this: Host blog comments and respond to them. On your path to becoming a revered personal brand, your goal should be to ignite meaningful, brand-adjacent conversations in your community. Build a circle of influencers. Want to be influential? In the article I explain how you accelerate your influence by leveraging the authority of other authorities. Every class, club, team, or organization always seems to have "the popular people," you know, the in crowd. Naturally, it feels awkward to invite yourself into it and unlikely to work. There are so many ways you can build authority by forging new relationships. Create "roundup" content that recognizes authoritative leaders and their work. Shake hands and swap business cards at events. Call on experts to contribute to your content. Ask people you know to introduce you to people they know a. Ask for guest post opportunities. Share the content of influencers you admire. Your personal brand is reflected in the content you create and share. Creating content to showcase your expertise must be at the core of your personal branding efforts. Take these considerations to heart: Where can you publish it to support the growth of your personal brand? Are you focused on educating the reader, not promoting yourself? Will your content inspire some sort of action? Focus on sharing your knowledge. Say what you think. No one values a bland brand. If you want to challenge convention, do it. You want to ignite the passion in the right people. Use a variety of media types to accommodate the different preferences of your target market:

### Chapter 6 : How Do You Make A Name for Yourself? | HuffPost Life

*make a name for (oneself) To establish oneself in a particular field or area; to become well-known. It took a long time and a bunch of supporting roles, but I've finally made a name for myself as an actor.*

### Chapter 7 : 23 Ways To Make A Name For Yourself - Personal Branding Strategy | Big Fish Marketing

## DOWNLOAD PDF MAKE A NAME FOR YOURSELF

*make a name for yourself, make your name become successful and well known because of your skill in doing something very well: She quickly made a name for herself as one of the best brain surgeons in the country. He made his name in the theatre and then moved into movies.*

### Chapter 8 : Make a Name for Yourself (Audiobook) by Robin Fisher Roffer | [calendrierdelascience.com](http://calendrierdelascience.com)

*Robin reveals must-have tips and tools in her books, Make A Name For Yourself, Guiding powerhouse players like Aon, Bloomberg, CNN, HBO, NBC Universal, Food Network, FX, Warner Bros, Verizon and more, she distinguishes brands to drive business.*

### Chapter 9 : How to Stay Humble While You Make a Name for Yourself

*Make a Name for Yourself: Eight Steps Every Woman Needs to Create a Personal Brand Strategy for Success by Robin Fisher Roffer, Doris Ober One of America's leading brand strategists shares her step-by-step program for creating an unforgettable identity in today's marketplace.*