



# **Creating Credibility: Master the Art of Non-Cringey Self-Promotion**

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January 4-6, 2025



# Agenda

- 01** Introduction
- 02** Personal Branding 101
- 03** The **Importance** of Personal Branding
- 04** **Honing** Your Personal Brand
- 05** Strategies for Sharing Your Personal Brand **In-Person**
- 06** Effective Ways to Share Your Personal Brand **Digitally**

# Introduction

- Founder & CEO of digital marketing consultancy
- Thomson Reuters legal technology client executive
- Lawyer by practice and training
- 18 years in account management/sales
- Now I help companies and individuals amplify their brands through social media



Mom,  
evangelist of innovation &  
legaltech,  
DC statehood,  
“don’t dim your shine  
because others can’t  
handle the light”, and  
all the GIFs

# What is a personal brand?



NOT:

- An influencer
- Your job title



A personal brand IS:

- What you're **known for**
- The things people say about you **when you're not in the room**
- Your reputation – but **something you can change** repeatedly



# Why should you care about a personal brand?



**You're in sales and need people to like you.**



**You need to be seen as a trusted partner who provides value beyond a mere online sale.**



**You need buyers to understand you have successfully solved problems like theirs before.**

## Also, first impressions matter



# “I’m on social media, and people can find me there”

If your LinkedIn profile is basically an electronic copy of your resume, are they really connecting with you there?

Can they tell how knowledgeable you are about their problems?

Do they know how successful you are?

Will they even want to connect?



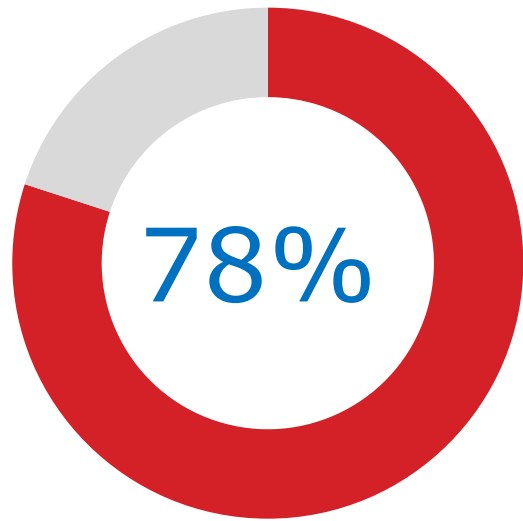


# “I ‘like’ things on social media – why do I have to brag about myself?”

Because this is how most people share on social media!



## If nothing else, maybe understand this:



78% of sales reps who practice social selling out-perform their peers who don't.

This isn't "just social media."

This is online business development!

# The key to honing your brand



Introspection and self-reflection are the keys to honing your brand.

Your personal brand is the intersection of your experiences and your story.

# Devoting time to honing your brand

Set a timer for 20 minutes and write down your answers to these 5 questions:

1. Why did you choose to work in this industry? (OR why do you stay in this industry?)
2. What do clients or supervisors say they like about working with you?
3. What makes you want to go back to work each morning?
4. What is your superpower?
5. What is your favorite part of your day?





# Don't think of this as "bragging" or cringey self-promotion



- Your clients, colleagues and connections want to know what makes you "tick."
- You set an example for those coming up behind you.
- No one will promote you like you do!

# My personal brand

- **Superpower:** Sharing about legal innovation, authentically posting on social media and connecting people
- **What People Like:** Enthusiastic, outgoing and authentic super-connector
- **My Favorite Part of My Day:** Empowering others in a way that make their days better
- **What I'm Known For:** Innovation evangelism, using social media to amplify nonprofits driving change in Legal, personal branding and authenticity
- **Passions:** DEI/#nomanel, social media, modern parenting, my community/DC!

## My elevator pitch:

I am an attorney with a passion and love for innovative technology and marketing and personal branding. I love helping people leverage their skills, tools and authentic voices to live happier and more rewarding lives.

# Sharing your brand in-person



Practice your **elevator pitch** for meetings.



Ask questions and get to know them, then **look for commonalities.**



Be sure **to follow up** with anything promised.

# Networking: Side note for introverts!



**Ask people** about how they found the event, or if they've attended before.



Ask them for **advice** as a new person.



# Sharing your brand digitally without it feeling cringey

Weave your personal brand into your digital presence in 2 ways:

- LinkedIn profile
- LinkedIn activity



# 3 ways to weave your personal brand into your profile

1. Headline/Title
2. Banner Image



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# 3 ways to weave your personal brand into your profile

## 3. About Section

### About

I am an attorney with a passion and love for innovative technology and marketing and personal branding. I love helping lawyers and legal professionals leverage their skills, tools, and authentic voices to live happier and more rewarding lives.

Currently in my day job I help medium law firms harness the power of technology to better serve clients, improve their practice of law, and enjoy better well-being and career satisfaction all around.

In my free time I love helping people--lawyers, other legal professionals, bar associations, nonprofits, technology startups, you name it--find and hone their voice and message. I teach them how to craft their traditional and online media to authentically share their passions, skills, and personal brands (or "special sauce") to reach clients, potential clients, and influencers to boost their visibility and awareness and fill their sales and business development pipelines.

I fell into both legal technology and marketing! After clerking and practicing law briefly, I found I loved the business of law far more than the practice of it; specifically, innovation and technology, professional development, recruiting, business development, and diversity, equity, inclusion, and belonging are what I am drawn to.

Two decades later, I started my own digital media consulting business after spending time in several legal technology companies, selling into and expanding relationships at the biggest global law firms and learning the power of selling yourself.

Clients love working with me because I'm authentic and always happy to connect people.



Elevator pitch/headline



My skills and special sauce



What clients/colleagues love about working with me



# 3 ways to share your brand online



1. Building your network
2. Comment, comment, comment
3. Share content



# Build your network through invitations

Send warm invitations, always adding a note!

Reference where you met (or will meet), common connections, or any points of interest in their profile.



# Comment, comment, comment to share your personal brand



## Why is it better than adding an emoji?

- Ties you to content that meets your personal brand
- Builds your relationship with the original poster by:
  - Amplifying their content
  - Drawing their attention
  - Encouraging reciprocity
- Expands your network by putting you in the conversation

# How to craft comments

- Don't overthink it.
- One sentence is enough!
- Quote a section of the post or underlying article that resonates.



# Posting content to share your brand in a non-cringey way





## 4 easy steps to sharing posts

1. You only need as few as **2 lines of text!**
2. Use a headline/**compelling first sentence (try a question, statistic or theme)**
3. Include lots of **white space**
4. Last 2 lines:
  - **Last blank line**
  - Then **3-5 hashtags**



# Topics for authentic posts to share your personal brand

- Events (include a few insights)
- **Photos** (ensure text has a theme)
- Third-party articles related to marketing and promotions (e.g. **ASI website!**)
- **Topics outside of your job** (leadership, work-life balance, remote working)
- Reposts - IF YOU CURATE - clients and colleagues' posts
- Your own accomplishments!

# Sharing your own accomplishments (self-promotion)



Ensure you share your own accomplishments (whether professional or personal).

Focus on:

- The work and what it means to you
- The team who helped you achieve it
- The recipients

# Topics for content

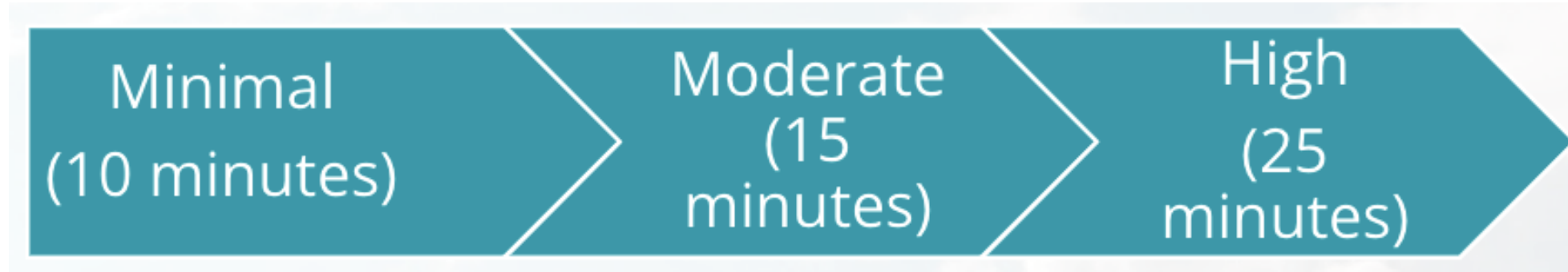
- 1/3 = content from your company or related to your work (consider photos/insights from events, third-party articles, testimonials)
- 1/3 = resharing content from connections
- 1/3 = sharing on topics like leadership, work-life balance, remote working, working while parenting, etc.

## Engage after posting

- Reply to each comment.
- Send relevant posts to connections via LinkedIn.



# Weekly commitment for sharing your brand



- Comment 2 times
  - Reshare 1 post
  - Connect with 3 people
- Comment 3 times
  - Reshare 1 post
  - Connect with 5 people
- Comment 5 times
  - Reshare 1 post
  - Share 1 original post
  - Connect with 5 people

# You'll soon find so many benefits



- Demonstrate your leadership.
- Boost your visibility.
- Gain new opportunities.
- Connect more deeply.
- Feel more engaged.
- See and be seen.

# Conclusion: Set aside time to invest in yourself & share that with others

- Spend the time on yourself.
- Get to know yourself better.
- Drive deeper relationships.



**Any questions?**





**Share your feedback  
on the session with us!**



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