



SOPHIA MATVEEVA, FOUNDER, ENTY



# How to Create & Grow Your Personal Brand

*For Career Success*

# Lauren Davies



- Designer
- Boggled down by every day work
- Struggling to get heard during Covid

# Lauren Davies

After **one session** together:

- Publishes article on Medium, that gets picked up by UX Collective (430,000 readers)
- Clients reach out to her





# Who this is for

Experienced  
professionals



Entrepreneurs



Board members





# What you will know by the end

- How to find your breakthrough idea
- How to link your personal brand to more money
- How to find time to invest in your personal brand



# I tried it all

- Networking with journalists
- Writing content nobody read
- Pitching stories and getting no response



# CHICAGO BOOTH



The University of Chicago Booth School of Business



# THEN THIS HAPPENED

Forbes

8,700 views | Sep 15, 2019, 04:49am EDT

## Why Writing Content Is Useful, Even If Nobody Reads It



**Sophia Matveeva** Former Contributor @

Careers

*Startup founder in retail tech.*

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in



Creating content is great for your business and career, even if your initial readership is tiny GETTY

# I wish I had known that

- The journey is iterative
- Start with smaller opportunities
- Tie the personal brand work to what you are already doing



# Fast forward 6 years...

Contributed to



Interviewed by



THE WALL STREET JOURNAL.

**Inc.**

- Teach my course at London Business School & Oxford University
- Advised Microsoft, Blackstone, Techstars etc
- Use personal brand to grow Tech for Non-Techies

# You might be just like me

- You're an action taker and you're resourceful!
- You're willing to work hard
- You already have an overly busy schedule
- You're not sure where to get started



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About

# How Sensory Play and Co-Creation With Kids Can Activate an Innovation Mindset

Sensory play with my son helped me stay sane during lockdown and emerge inspired and full of ideas



Lauren Davies Jun 16, 2020 · 6 min read ★



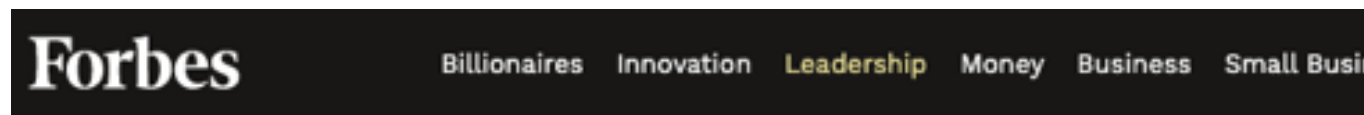
A vertical photograph on the left side of the slide shows a person's hands writing in a notebook. The person is wearing a white shirt. The notebook is open, and the person is using a yellow pencil. The background is blurred.

# 1 Develop Your Expert Niche

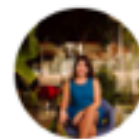
- Start niche because there are already many generalists
- **Learn by doing**
- Be the best in your context (not the world)

# Ideas to test for your expert niche

What  
are the **top books** about your  
field?



## Essential Technology Books For Non-Technical Founders



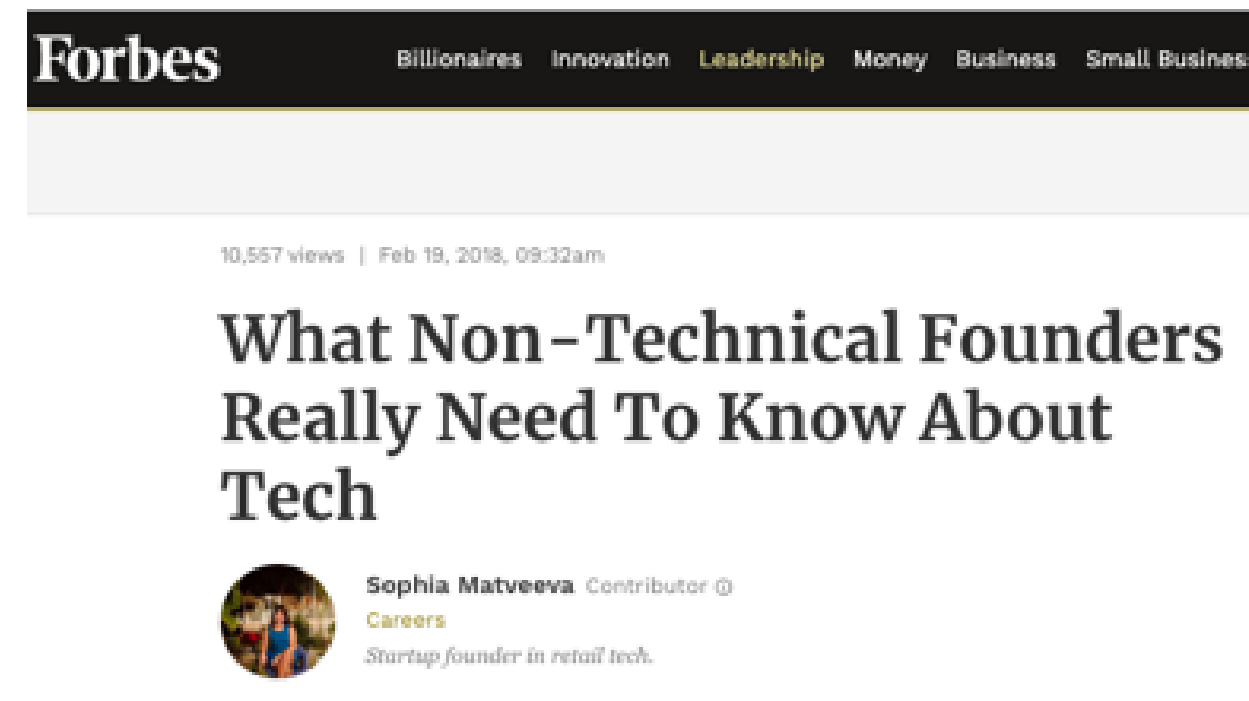
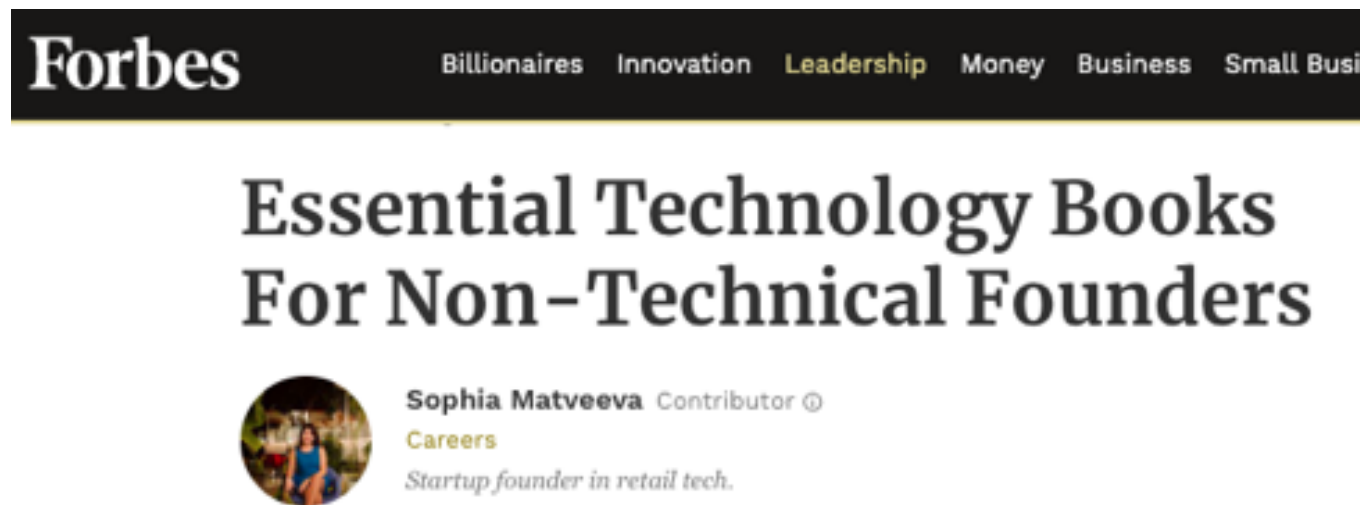
**Sophia Matveeva** Contributor @  
Careers  
*Startup founder in retail tech.*



# Ideas to test for your expert niche

What are the **top books** about your field?

Can you explain your industry to an **outsider**?





Have you EVER *felt icky*  
about self promotion?



# 2 Embrace being a thought leader

Be the visionary!



*Ask yourself:*

*Who are you NOT helping because  
you're afraid of blowing your own  
trumpet?*

Thought

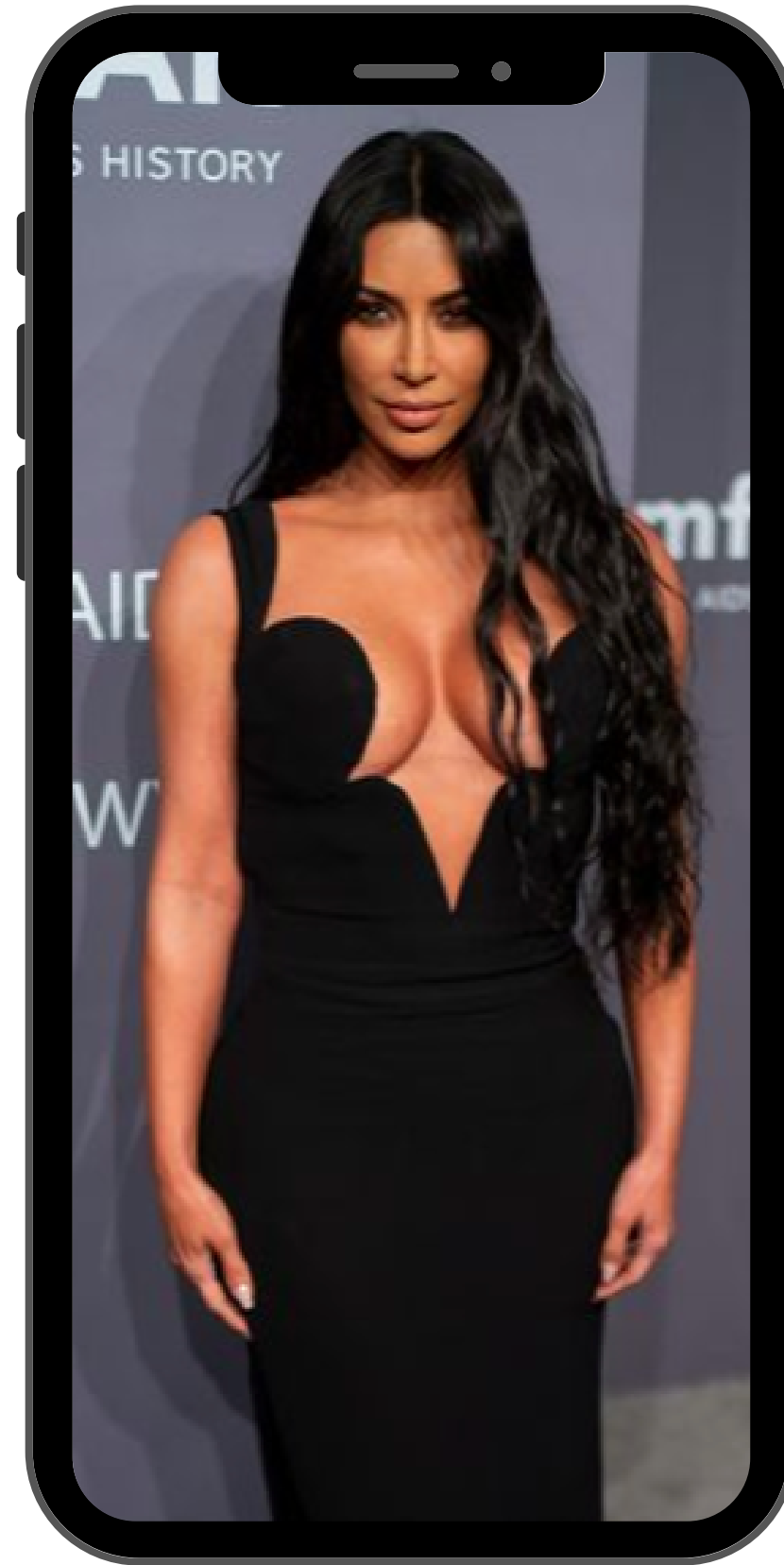
leadership is **not** about promoting **you**.

Thought

leadership is about promoting **your ideas**.



*Being a celebrity is not the  
same as being a thought  
leader*





*“True thought leadership is a **gift**.*

*It’s a willingness to **risk** having  
your ideas shot down, because you  
genuinely believe they can **help**  
**others.**”*

Dorie Clark, Stand Out

*But Forbes isn't asking me to write for  
them!*

HA  
NX

Condoms

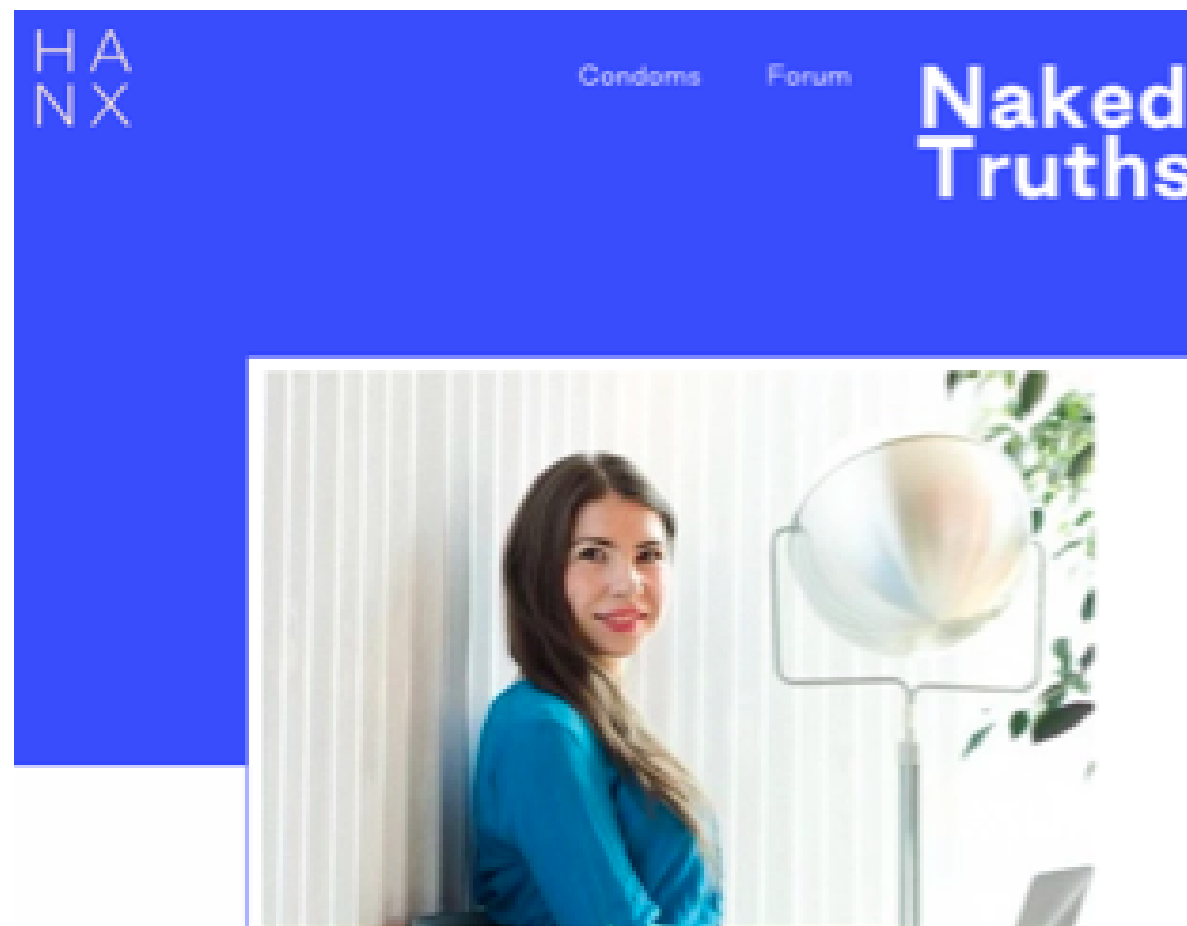
Forum

Naked  
Truths



sophiamatveeva

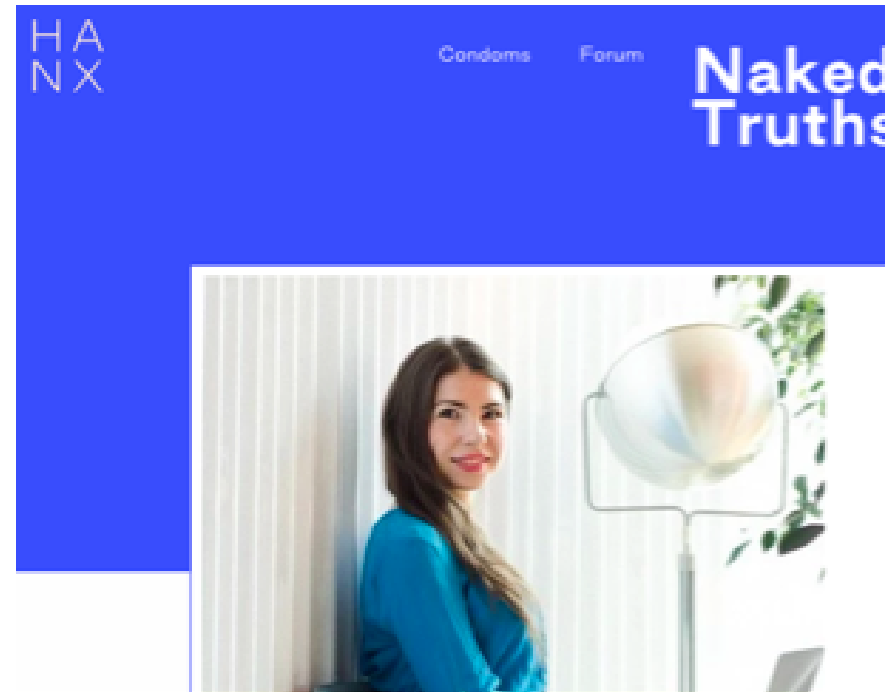
# From vegan condoms to the Financial Times



# From vegan condoms to the Financial Times

**Start small:** It is unlikely that your first feature is going to be in the New York Times

- Be everywhere!
- Write for company blogs & newsletters
- Give interviews in newsletters
- Talk to small local blogs and podcasts





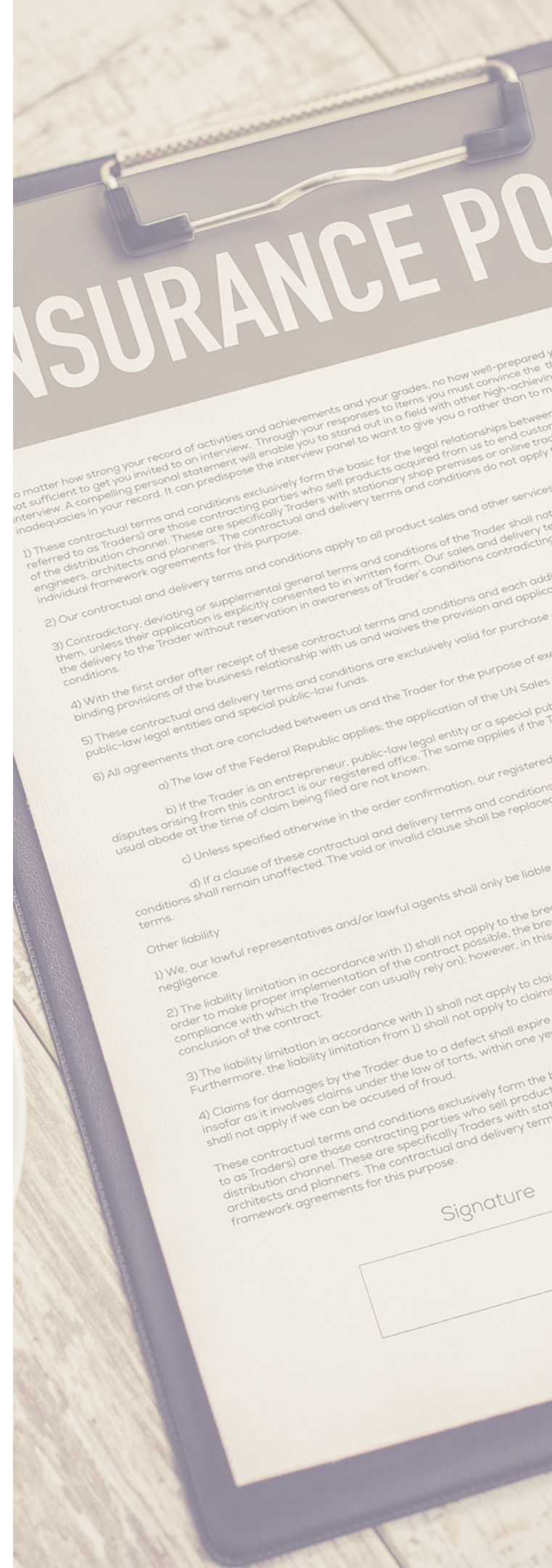


# 3 Create content

Blogs, videos, SlideShare, podcast: **whatever, just do it.**

- Content creation as professional development.





# Personal Branding Is Career Insurance

- No such thing as a safe job
- Stand out from the competition
- Meet interesting people
- Get better at your job
- Charge more \$\$\$

# If you want more

**One on one coaching:**

\$5,000 for 6 months or \$3,000 for 3 months

Only 2 **slots** available

<https://calendly.com/sophia-matveeva/personal-brand>