

PersonalBrand.You

HOW TO GROW YOUR PERSONAL BRAND
FROM SCRATCH IN 2021...BASED ON
LESSONS I'VE LEARNED & PROVEN FIRST





Speaking at the New York Stock Exchange - Sep 2017

WELCOME

Get ready to grow from an unknown entity to an expert in your field, starting in 2021.

Hi! I'm Spencer X Smith. Until January of 2015, I had zero personal brand. I didn't produce content, I wasn't active on social media, and the only public speaking I did was for my job (I was a VP for a Fortune 100 company).

Although I've been working on my personal brand since 2015, you can accomplish the same things in much less time. Using this simple strategies, you can avoid wasting time like I did, and simply do what works.

In this document, I'll share with you what you can do to shortcut your own personal branding objectives. These things really work, because I've actually done them.

SPENCER X SMITH

p.s. you are the hero of your story. learn from what I've done first, and make this your own

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SEPTEMBER 16, 2015

I'm speaking at Social Media Breakfast - Madison, and share with the crowd that I plan on being featured in Forbes. No idea how I'd do it...just declared it as a goal and shared it publicly.

Why is this important?

When you share a goal publicly, you'll get positive social pressure.

People would ask me after that speech in September, "How's the Forbes thing going?" And I'd reply, "Oh yeah! I did say that, didn't I?"

Decide what you want, write it down, and tell people (or a room full of people, if you choose) what you plan on accomplishing.

The "Forbes thing" happened...three times. Yours will too.

DECIDE



ACTION ITEM -
WAVE A MAGIC WAND.

WHO CAN MAKE YOU 'FAMOUS' TO YOUR TARGET AUDIENCE?

spencerXsmith

ASK HOW TO SERVE

LJN

LAW JOURNAL
NEWSLETTERS

Marketing

The Law Firm®

An ALM Publication

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SALES SPEAK

What's Missing in Law Firm Business Development?

Firm Leaders!

By Allan Colman

For the past decade, business development training and

Take Credit for Your Work: ROI for Marketing Directors

By Spencer X. Smith

How much money should firms spend on marketing? Is there a good rule of thumb? Is it 2% of revenue? Or 5%? Should it vary based on the practice specialty areas? Digital marketing even further complicates the equation, since we have data available on everything we do online. What is important and what is not? Instead of simply choosing a percentage based on conventional wisdom, this article will show you three simple calculations to use when you're trying to determine how much money your firm should spend on marketing.

MAY 27, 2015

I sent a cold email to Kimberly Rice, the Editor of Marketing The Law Firm.

Marketing The Law Firm is a newsletter read by the marketing people at the largest law firms in the world, and my personal brand will grow if those readers knew who I am.

Did I ask to advertise in the newsletter to accomplish this? No. I offered to create content.

Every publication in the world desperately needs more content, and you can speak to their audience for FREE if you produce it for them.



ACTION ITEM -

COLD EMAIL SOMEONE WHO NEEDS YOUR CONTENT. [spencerXsmith](#)
IF THEY DON'T RESPOND, EMAIL ANOTHER. AND ANOTHER. AND...

DECEMBER 19, 2017

OFFER TO SPEAK

I finish my 76th (and last speech of 2017). This one is to the Sheboygan (Wisconsin) Estate Planning Council at 7:30am, 2 hours from my house.

4:00am wake-up time, 4 hour round-trip to speak, and I get paid a grand total of...zero. Yep, \$0.

Why in the world would you do that, Spence?

Here's why - of the 76 speeches in 2017, 35 were paid gigs, and the rest were free. The free gigs, however, earned me more paid speaking opportunities, more business for our company, and admission to conferences for which I would have paid thousands of dollars to attend.

Here's what's most important - when you're speaking, you're seen as an expert. After all, why would you be on-stage if you weren't? Experts get more business than non-experts.

Go where a need exists and make yourself valuable. The money will come.



ACTION ITEM -

FIND AN ORGANIZATION THAT NEEDS WHAT YOU KNOW. [spencerXsmith](#)
OFFER TO SPEAK FOR THEM. REPEAT.



START NOW

(PRINT THIS PAGE)



Wave a magic wand. Who can make you 'famous' to your target audience? Choose one publication and one organization to begin.

e.g. industry magazine/newsletter

PUBLICATION

e.g. Chamber of Commerce or association

ORGANIZATION



Find who's in charge of the publication, email her, and offer to produce content.



Find who's in charge of the organization, email her, and offer to speak at an upcoming event.



Let me know how it goes, and let me know how I can help.
Email me at sxs@spencerXsmith.com or tweet at me
[@spencerXsays](https://twitter.com/spencerXsays) with the hashtag #PersonalBrand2021



Share this with a friend who wants to build their personal brand in 2021, so you can go on this fantastic journey together.



Umm, hello?
anyone listening to

DO THE WORK

There's an old adage in sales - "Things work so well, you stop doing them."

You may say that sounds kind of silly. After 3,000 in-person sales meetings between 2008-2015, let me assure you it's true. During these sales meetings, I'd tell the same real-life stories and share the techniques that actually worked. You know what, though? I started to get bored.

Like anything else that works well from a personal development-standpoint - exercising, eating healthy, going to networking events - you need to stay the course and do what works...consistently.