

*Welcome to the*  
**WASHINGTON STATE CHAPTER *of***  
**Community Associations Institute**

*The leading professional organization providing education, resources,  
and advocacy for community association living.*



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# **Elevate Your Professional Presence: The Power of Self-Branding**

April 24, 2025

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# Company Branding vs. Self-Branding

## Company Branding

Mission Statements  
Public Relations Teams  
Marketing Departments  
- Logos  
- Taglines

## Self-Branding

What YOU Are Known For  
Your Style and Tone  
Social Media Presence



"THE COMPANY BELIEVES IN PERSONAL BRANDING."

CartoonStock.com



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# Personal Branding

Importance and Benefits of a Strong Personal Brand

Your Brand Is a Representation of Your Actions Both Inside and Outside of Your Professional Employer

1. Social media
2. Social events
3. Word of mouth



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## Understanding Your Unique Value

### Identifying your strengths, skills, and passions

- What do people often come to you for help with?
- When have I felt most proud or fulfilled in my work?
- What feedback do I hear consistently (from colleagues, upper management, friends)?

### Differentiating yourself from others in your field

- Why do I do what I do?
- What impact do I want to make?
- How do you make people trust you / not trust you
- Be true to your word. People will remember

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## Crafting Your Personal Brand Narrative

### Be genuine and relatable

- Where you started and how you got there
- A moment that shaped your professional values
- A challenge (or two) you overcame that changed your perspective
- Own your imperfections

### Aligning your brand with your career goals

- What's your next ideal role, project, or opportunity?
- Who do you want to attract (employers, clients, collaborators)?
- What kind of reputation do you want to build?

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# Building Your Online Presence

Leveraging social media platforms (LinkedIn, Twitter, etc.)

- If you don't exist on the internet, you don't exist.
- What platform should you use?
- If using traditional social media - consider the content and the history on the account you're using.
- Consider the audience

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# Building Your Online Presence Cont...

**Creating and sharing valuable content**

- Content needs to have a purpose. (It's ok to have that purpose be marketing)
- Take your time producing content. Think about your purpose and audience.
  - Are you trying to show your knowledge?
  - Share an event?
  - Is this for your clients, friends, or colleagues?
- Consider the use of additional software like Canva, Adobe Designer to create your content.



"We don't rely much on resumes anymore. We're more interested in your social media accounts, tattoos and bumper stickers."



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# Building Your Online Presence Cont...

## Engaging with your network

- **How do you know what people want to hear about? (Spoiler alert: they interact with your post)**
  - *LinkedIn tracks engagement for you (even in the free version)*
  - *How do you want people to feel about the content you are posting?*
- **Ask people to engage in your network by leading by example.**
  - *If you want interaction on your posts, interact on other people's*
  - *Create a poll / interactive object on your post*

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**Billie Blabberton**

[Add friend](#) [Message](#) [...](#)

Posts Photos

**Details**


- Community association manager at Abysmal Community Management
- Went to HARDKNOCKS HIGH SCHOOL
- See Billie's About Info



**Billie Blabberton**  
March 4 · 🌐

Who's around to give me a ride to work? I keep failing my blow and go so my car won't start. 😞

[Like](#) [Comment](#) [Send](#) [Share](#)

 Write a comment... [🗨️](#) [😊](#) [📷](#) [GIF](#) [🤖](#)



**Billie Blabberton**  
March 4 · 🌐

I hate my job and my boss sucks! TGIF!! Drinks up!!!

[Like](#) [Comment](#) [Send](#) [Share](#)

2 comments

**Meet Billie Blabberton...**

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**Billie Blabberton**  
March 4 · 🌐

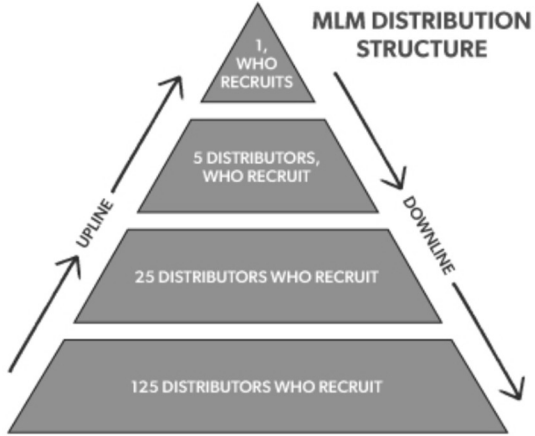
Epic times!!! Party ON!!!



**Billie Blabberton**  
March 4 · 🌐

I don't want to rely on my 9 to 5!! Please help me out by buying my products. They will CHANGE YOUR LIFE!!!! Follow me for more tips or join my organization!!!! #shareor10yearsbadluck

**MLM DISTRIBUTION STRUCTURE**



Like Comment Send Share

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**Billie Blabberton**  
Mar 4 · 🌐

My house is clean!! What about yours?! Join me in my housekeeping forever!!! #cleansweep



Like Comment Send Share

**Billie Blabberton**  
Mar 4 · 🌐

Cool?!! Coolidge is the WORST!! Anyone who even thinks Coolidge is cool is STUPID!!! Feel free to unfriend me if you disagree!!!



Like Comment Send Share

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## Networking and Relationship Building



### Effective Networking Strategies

1. Don't just collect business cards! (we love raffles too) Take time to have the conversation.
2. Schedule your next conversation over lunch or coffee! It does not need to be all business. Talk about hobbies and what interests you. Be genuine!
3. It is easier to work with a known acquaintance and you feel better about introducing them to your clients!
4. Once you start, keep going!

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## Networking and Relationship Building Cont...

### Maintaining and nurturing professional relationships

5. You need to know your peers!

Find someone in a similar role outside of your own organization and have a conversation. Remember you come from different perspectives so not all information is transferable between organizations.

- **DO** talk about actual work challenges
- **DO NOT** talk about pricing and sensitive company information
- **DO** collaborate and work with each other as sounding Boards.
- **DO NOT** try to get their clients. There are enough clients for everyone in this industry. We do not need to poach from our peer friends.

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## Consistency & Authenticity in Self-Branding

- Ensuring consistency across all platforms
- Staying authentic and true to your values



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## Questions? Personalized advice and tips

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*and the* **Washington State Chapter of CAI**

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*Locally & Nationally*

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This course is approved by Community Association Managers International Certification Board (CAMICB) to fulfill continuing education requirements for the CMCA® certification

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