



NEW YEAR NEW YOU – REBRANDING / REFRESHING YOURSELF IN 2021

Michael Crank
Royal Park Hotel

BEFORE WE GO ANY FURTHER WHAT IS BRANDING

Branding, by definition, is a **marketing** practice in which a company creates a name, symbol or design that is easily identifiable as belonging to the company. ... There are many areas that are used to develop a **brand** including advertising, customer service, promotional merchandise, reputation, and logo

Today I want you to think of yourself as the Company:

Branding by definition a way in which (YOUR NAME HERE) created their name, symbol, or design that is easily identifiable as belonging (YOUR NAME HERE). There are many areas used to develop a brand including advertising, customer service, promotion merchandise, reputation (social media), and logo.

Today we are focusing on – Reputation - Your first impression

POPULAR PERSONAL BRANDS



A pair of hands holds a white rectangular sign in front of a blurred city skyline. The sign features the text 'YOU ARE YOUR OWN BRAND' in a bold, dark red, sans-serif font, arranged in three lines. The background shows several tall buildings under a bright blue sky with wispy white clouds. The perspective is from a low angle, looking up at the hands and the sign.

**YOU ARE
YOUR OWN
BRAND**

WHAT'S MY BRAND? MICHAEL CRANK

A Luxury Hospitality Expert

Excellent in Sales and Networking

Funny and Likeable

Family Man

A pro's pro when it comes to Personal Branding myself

The "Face of" The Royal Park Hotel

The Real Me (Facebook me):

~ Reserved Guy ~ Somewhat Funny ~ I keep majority of my life private ~ Family Man ~ I rarely post





**WE CAN LOOK AT THIS PRESENTATION THROUGH 2
LENSES:**

**1. YOU ARE NOT USING LINKEDIN AND IT IS TIME TO
ESTABLISH YOUR BRAND**

**2. YOUR PERSONAL BRAND IS IN NEED TO OF
REFRESHING**

WHAT IS LINKEDIN

Social Media Platform used for Professional Networking

“Facebook” for Professionals

Can be accessed via Phone or Desktop

Create a personal brand that coexist with your professional brand while building a network. > Your Digital Reputation – In most cases your first impression

Ex: I am Michael Crank – Corporate Expert and I just so happen to work at the Royal Park Hotel



“LinkedIn is for anybody and everybody who's interested in taking their professional life more seriously by looking for new opportunities to grow their careers and to connect with other professionals.”

WHY USE LINKEDIN?

Branding, Branding, Branding

Build your personal professional brand while complimenting the team

Network - Meet people You can not get in front of in person
– Ex: CEO's, Executive Assistants, Event Planners

Learning – Keep up with Trends, Educational videos, Inspirational quote/videos

Finding people or being found by the right people

Selling – Find your Targets



WHO IS ON LINKEDIN?

Business Professionals

Job Seekers

People looking to make upward moves

Dreamers & Doers

Everyone

THE BASICS 3 KEYS SUCCESS ON LINKEDIN

- 1) Strong Profile
- 2) Great Network
- 3) Post Content - Engage



YOUR PROFILE

This is your Billboard

What will people will look at?

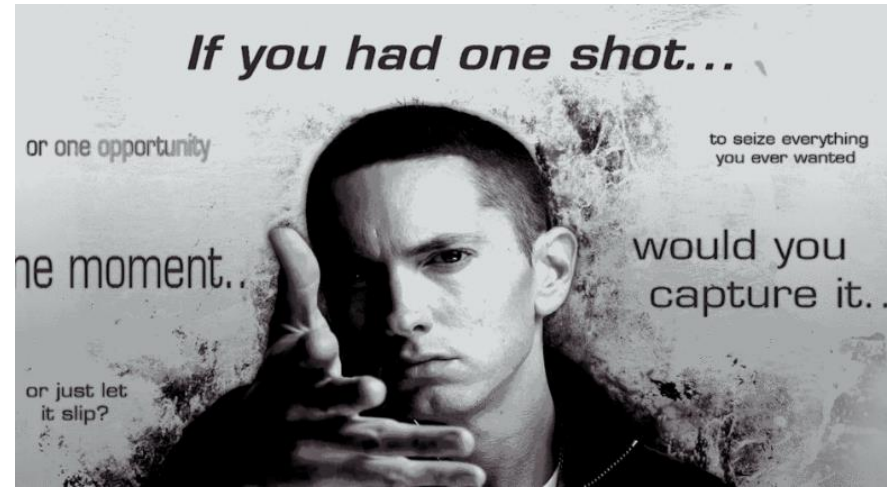
2 Things are vital on LinkedIn

1. Your Picture
2. Your Headline



PICTURES:

Question:
Look
If you had
One shot
Or one opportunity
To seize everything you ever wanted
In one moment
Would you capture it
Or just let it slip?
- Marshall Mathers - 2002



Summary: You get one chance to make a first impression.

Research shows that just having a picture makes your profile 14 times more likely to be viewed by others

Choose a picture that looks like you

Face should take up most the picture

Smile!

Good Background

Professional look

What's wrong with these pictures?

Or what is right about these pictures?



Craig Richardson
Executive Director of the British Council
London, United Kingdom · Working at British Council

58 connections

Connect Send InMail



Hayley Lester
Hayley Lester
London, United Kingdom · Working at British Council

192 connections

Connect Send InMail



Matthew Marsden
Matthew Marsden
London, United Kingdom · Working at British Council

65 connections

Connect Send InMail



Matthew Marsden
Matthew Marsden
London, United Kingdom · Working at British Council

500+ connections

Send InMail

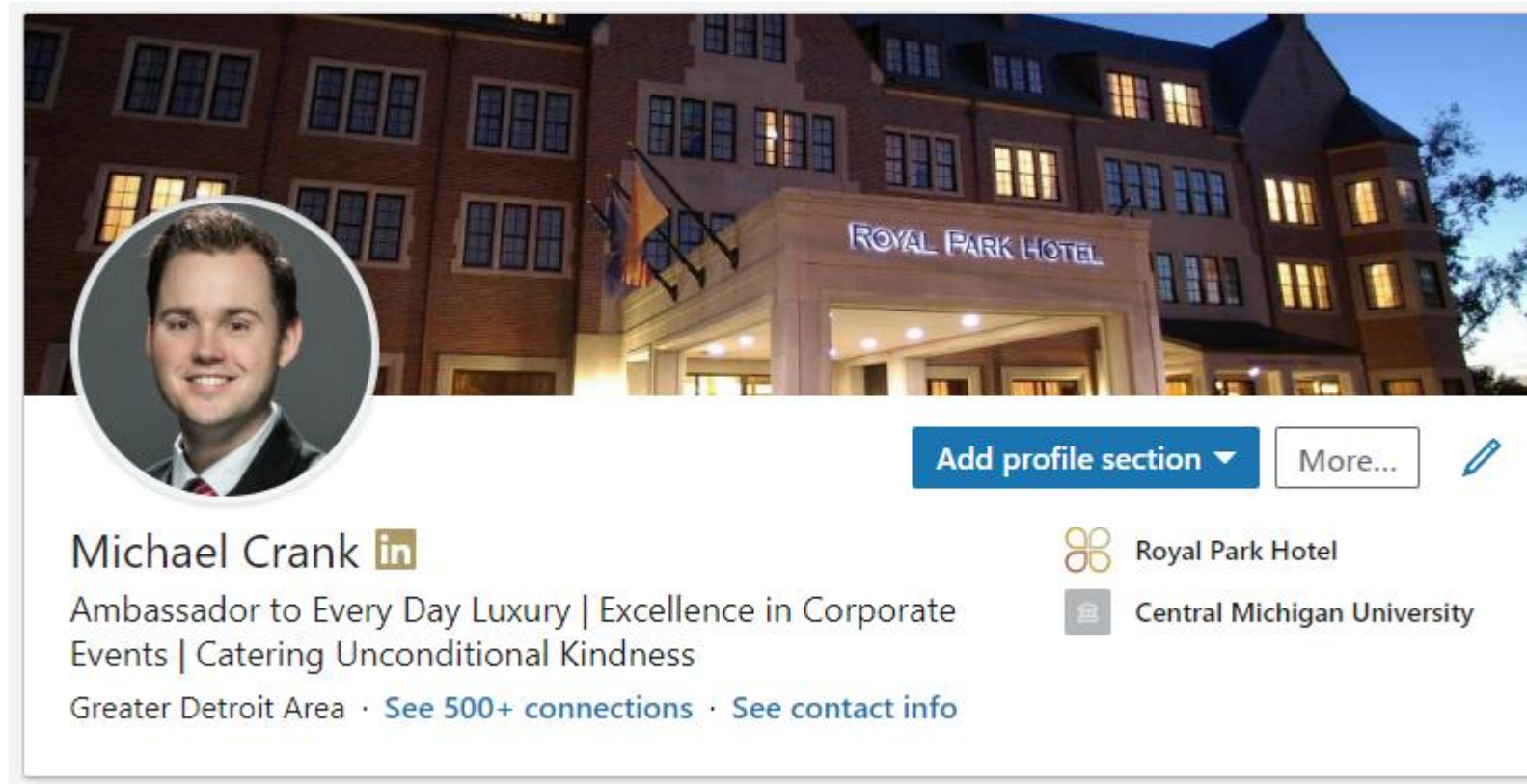


Matthew Marsden
Matthew Marsden
London, United Kingdom · Working at British Council

190 connections

Connect Send InMail

WHAT'S WRONG WITH THIS PHOTO?



Michael Crank 

Ambassador to Every Day Luxury | Excellence in Corporate Events | Catering Unconditional Kindness

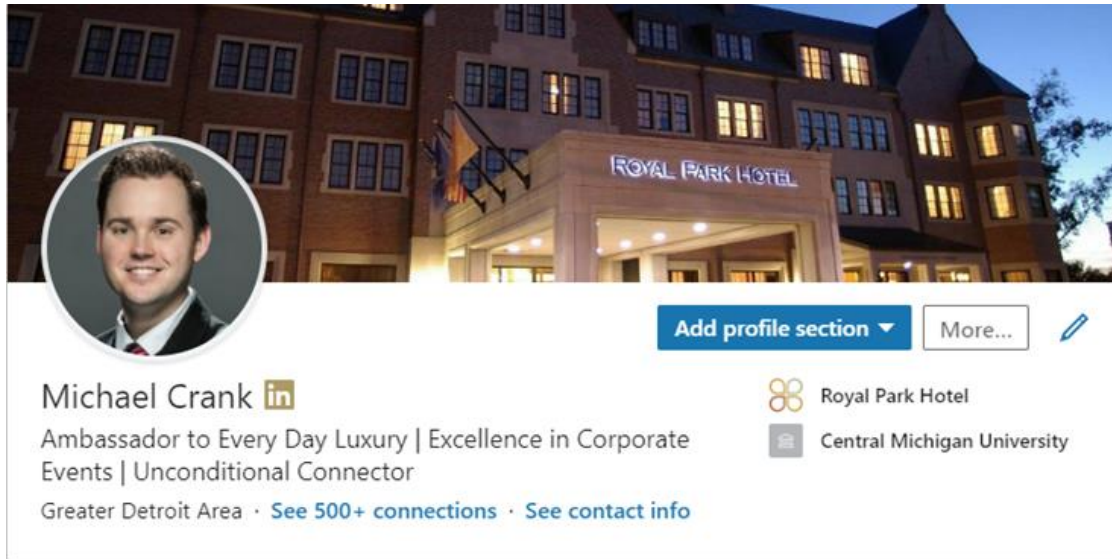
Greater Detroit Area · [See 500+ connections](#) · [See contact info](#)

[Add profile section](#) [More...](#) 

 Royal Park Hotel

 Central Michigan University

BEFORE & AFTER



This image shows a screenshot of Michael Crank's LinkedIn profile before a redesign. The header image is a large photo of the Royal Park Hotel at night. The profile picture is a circular headshot of Michael. The text is somewhat cluttered, with a long headline and a separate line for location. The background image is partially obscured by the profile picture and text.



Michael Crank 

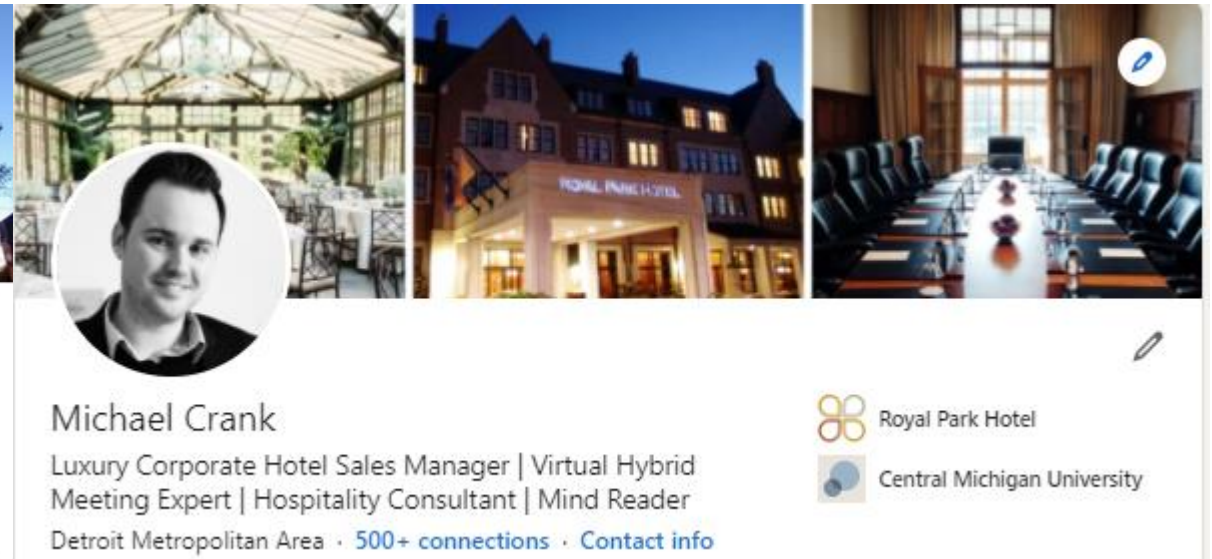
Ambassador to Every Day Luxury | Excellence in Corporate Events | Unconditional Connector

Greater Detroit Area · [See 500+ connections](#) · [See contact info](#)

[Add profile section](#) [More...](#) 

 Royal Park Hotel

 Central Michigan University



This image shows the same LinkedIn profile after a redesign. The header image is a collage of three photos: a conservatory, the hotel exterior, and a meeting room. The profile picture remains the same. The headline is more concise and uses vertical bars as separators. The background image is now fully visible as a collage. The layout is cleaner and more modern.



Michael Crank

Luxury Corporate Hotel Sales Manager | Virtual Hybrid Meeting Expert | Hospitality Consultant | Mind Reader

Detroit Metropolitan Area · [500+ connections](#) · [Contact info](#)

 Royal Park Hotel

 Central Michigan University



Brenda Meller (Zawacki) · 1st 

I Help People & Businesses Unlock the Power of LinkedIn | National Speaker | Marketing & Social Media Consultant
Greater Detroit Area · [See 500+ connections](#) · [See contact info](#)

 Meller Marketing
 Walsh College

[Message](#) [More...](#)

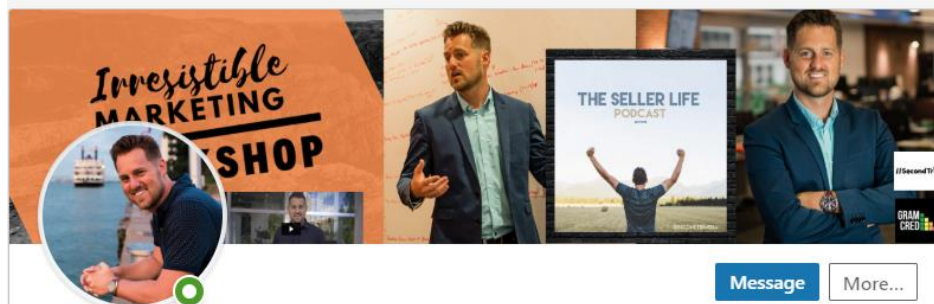


Chrissie Wywrot · 1st 

LinkedIn Profile Optimization & Visibility Expert | LinkedIn Lead Generation | LinkedIn Local Ann Arbor Host
Greater Detroit Area · [See 500+ connections](#) · [See contact info](#)

 e-link Consulting
 Eastern Michigan University

[Message](#) [More...](#)



Jonathan Seller · 1st

CEO SecondTRIMedia // We Help Make Brands Irresistible Online.
Greater Detroit Area · [See 500+ connections](#) · [See contact info](#)

 SecondTRIMedia
 Bethel College

[Message](#) [More...](#)



Michael Crank

Luxury Corporate Hotel Sales Manager | Virtual Hybrid Meeting Expert | Hospitality Consultant | Mind Reader
Detroit Metropolitan Area · [500+ connections](#) · [Contact info](#)

 Royal Park Hotel
 Central Michigan University

THE HEADLINE

What is your headline? Who are you? What are you offering?
What do you want to get out of LinkedIn?

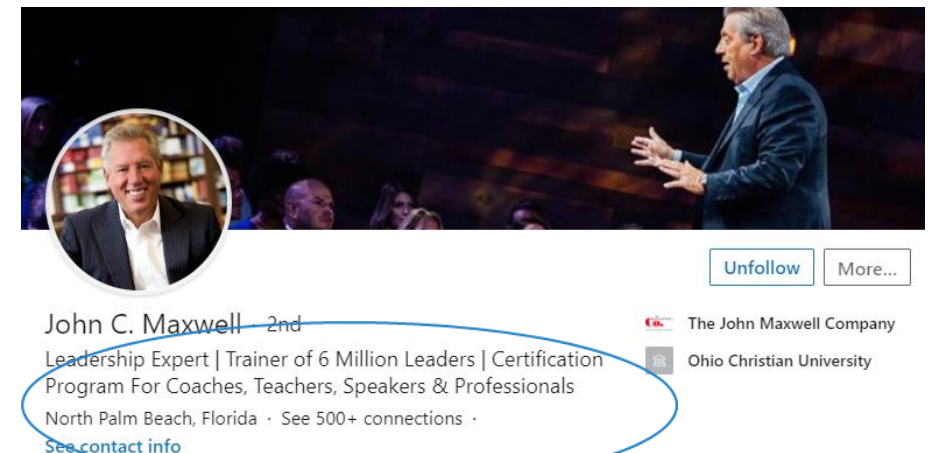
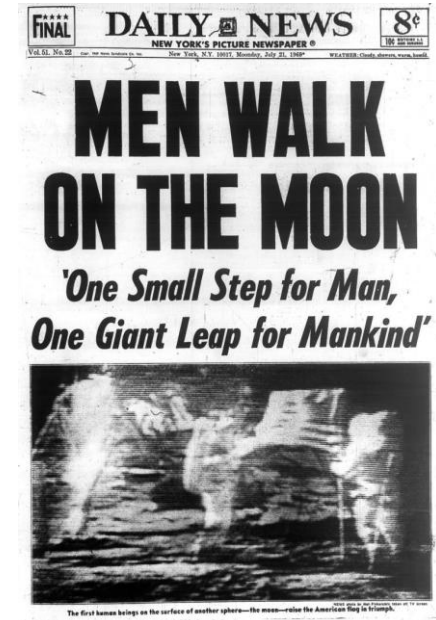
Your LinkedIn headline is one of the most visible sections of your LinkedIn profile

Expand upon the default headline include top skills and specialties

Appear in more LinkedIn searches by using strategic keywords in your headline

Create opportunities by sharing what you can actually do instead of “Front Desk Agent” “Financial Analyst” “Hotel Sales”

Make sure you have the **OPEN TO WORK** option turned on if you are open to new work



SPECIFIC EXAMPLES:

Simple:

Catering Sales Manager | Crafting Corporates meetings you never knew existed

Brand Recognition Developer | Relationship Builder | Conversation Starter

Front Desk Manager | Providing luxury and comforts of home to life's travelers

"Enterprise software executive | Helping retailers find better performance, productivity, and profitability"

Creative:

"Disrupting and innovating how companies market and sell in Latin America and Brazil."

"Helping Smart Managers Keep Their Employees Engaged and Productive"

"Leveraging product transparency to create brand value and drive sales"

"Enabling Sales Teams with Process, Technology and Training"

The Question:

How would you like to help your team achieve their dream | Housekeeping Manager Royal Park Hotel

Job Seekers:

Top Level Hospitality Sales Lead | Industry crossing skill set to succeed anywhere #Opentowork

Greatest Salesman in the World | Ready to take your team to the next level #OpentoWork

PROFILE:

Use your profile for selling (ex)

Updated resume in Profile

Post your goals/objective – What do you want to get out of LinkedIn

Have past jobs – credibility

School – great talking point (Fire up Chips)

Volunteer Work – Relatable and humble

Skills & Experience or more for job searching/recruiters to find you

Same for Accomplishments

Follow stuff that interests you.

New Trend: Putting Videos in your profile – showing what you actually do. Sell in these videos

AFFILIATIONS

~ GBTA

~ MBTA

~ Kiwanis

~ Chambers

~ Charities

These are all great ways to increase your network and relate with people

BUILDING THE NETWORK

Your network is a reflection of your Brand

To be most effective on LinkedIn you need to build out your network

This could be:

- ~ Your Friends
- ~ Your Co Coworkers
- ~ Business Partners
- ~ Someone you met at a lunch and learn
- ~ A Sales Prospect
- ~ HR Manager at the Job you want
- ~ John Smith whose card you got at Applebee's
- ~ People you admire/role models
- ~ People will also add you using the same formula as above

NETWORKING

My Process:

I add people I meet out in the world or who I want to meet/prospect

Ex: I would add you all if I had the event roster, I would add anyone I meet networking, or I want to prospect.

I ask myself:

1. What company do I want to work with?

Ex: Stellantis

2. What position do I need to target?

Executive Assistant, HR, Travel Manager CEO

3. Now I search this and voila!
The name of my target

Example Time - VOLUNTEER



A COUPLE POINTERS

Messaging – NEVER HARD SELL out of the gate

Follow and Connect

~ Engage with them Ex: Like their posts, comment on their posts

Soon enough they will naturally engage with you as well by doing the same thing or they will take notice

Sales Strategy via LinkedIn is another topic/strategy

AS YOUR NETWORK GROWS SO DOES YOUR ACCESS TO KEY PLAYERS

1st Degree:

People you're directly connected to because you have accepted their invitation to connect or they have accepted yours.

2nd Degree:

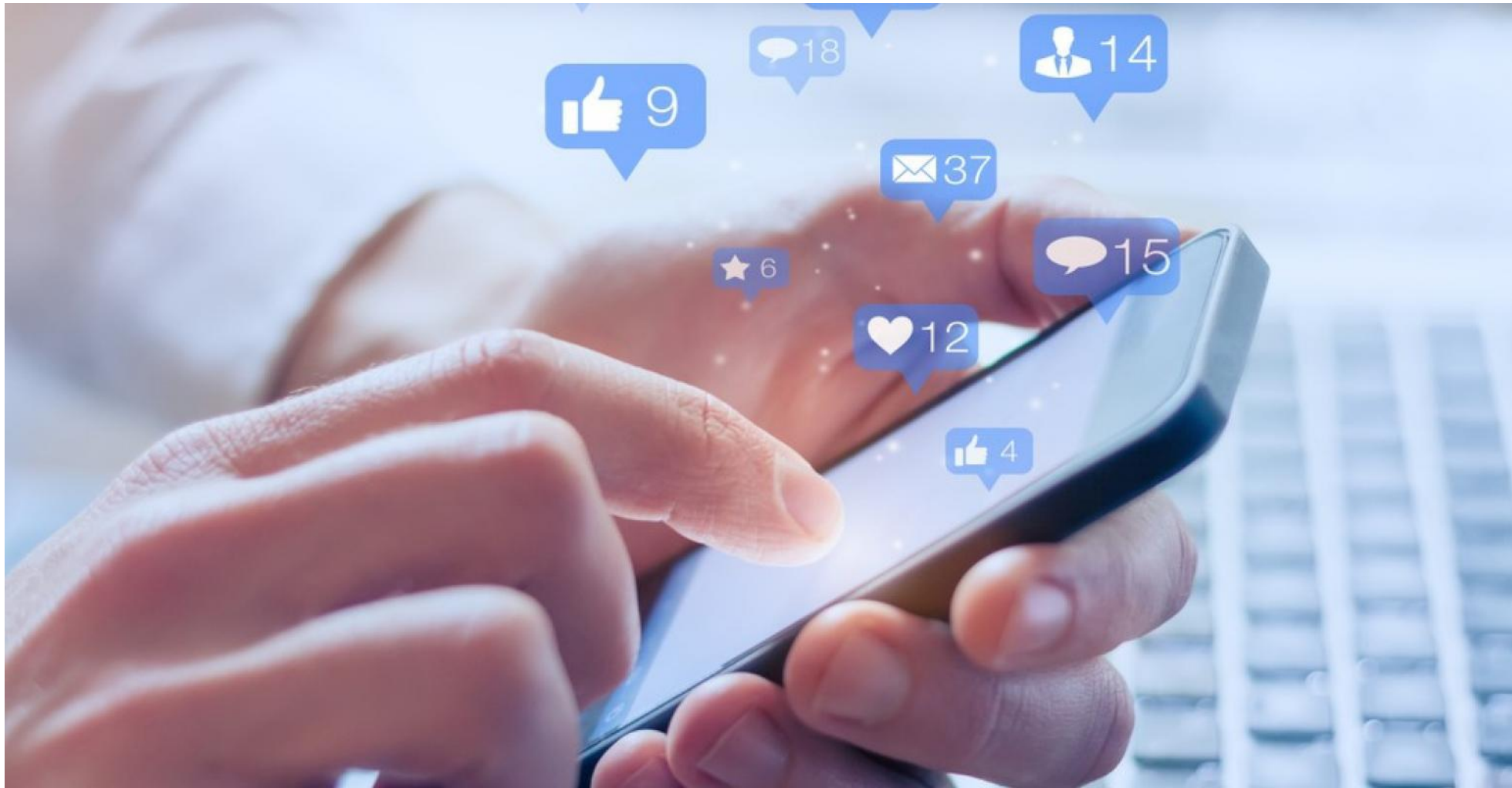
People who are connected to your 1st-degree connections. You can send them an invitation by clicking Connect, or contact them through an InMail message or an introduction.

3rd Degree:

People who are connected to your 2nd-degree connections.

- If their full first and last names are displayed, you will be able to send them an invitation by clicking Connect.
- If only the first letter of their last name is displayed, clicking Connect is not an option but you can still contact them through an InMail message or an introduction.

POSTING



POSTING

Why should you post?

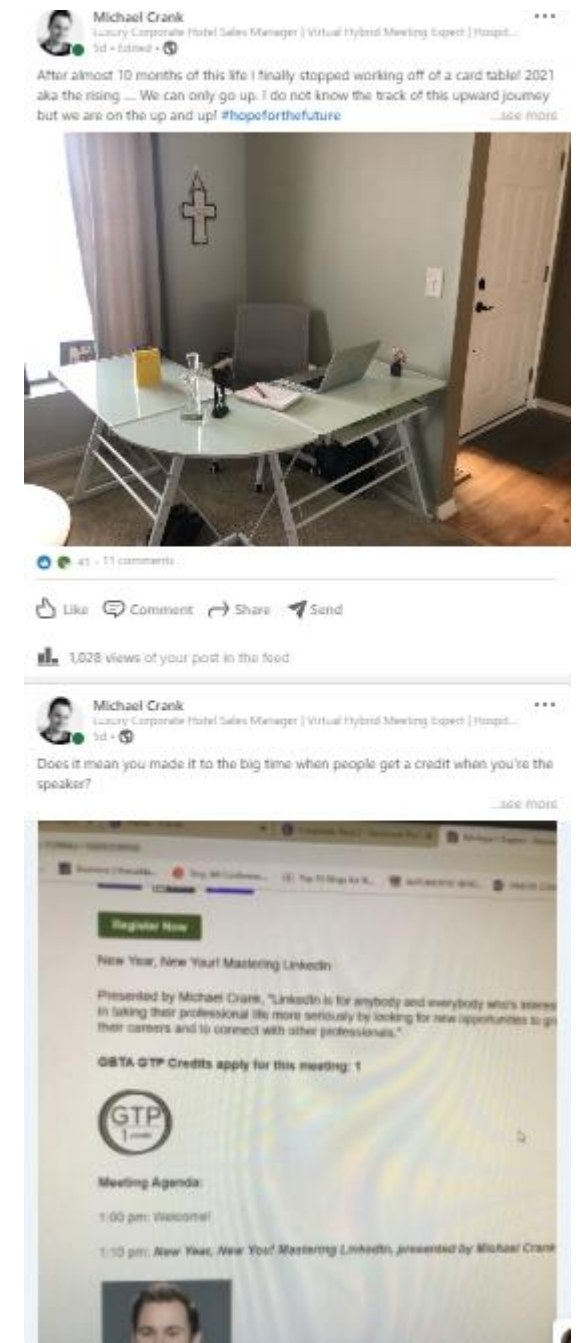
What to post?

What to never post?

How to effectively post and be seen? #hashtags and tagging people

Strategy

How often to post & when to post



WHY POST

You are patterning yourself as the expert in your industry

Bonus Tip: If you are applying for a new field – post about the field you are applying for

You are creating this brand “This is what YOUR NAME HERE’s companies is all about

Your info becomes searchable

Builds your network

Creates Engagement – people will like, share, comment (this opens you up to their network)

WHAT TO POST?

Successes - Remember be Humble

Failures

Something You Learned

A Networking Event

How you helped a customer

Something Helpful

Something People want to read/see

A Question

Mix it up – pics, videos. VIDEOS Show Best.

Be Real, Be Authentic, Be Flawed, Have Fun!

Minimal Hard Sells

Samples: Of What note to post – Inspirational quotes every day, what you had for lunch, etc.



HOW TO BE SEEN!



Post Value

Remember do not hard sell too often in your posts – soft sell if anything

Tag People

Hashtags – Typically these should be general topics #Hospitality #Networking
#Customer Service #Luxury

Do not make up your own hashtags

Call to action: Include a link in your comments (gets people to engage on your post which increases visibility)

Engage with others. If you just post and never interact your rating is terrible and LinkedIn isn't serving its purpose.

#HASHTAGGING

A word or phrase preceded by a hash mark (#), used within a message to identify a keyword or topic of interest and facilitate a search for it. Whenever a user adds a **hashtag** to their post, it's able to be indexed by the social network and becomes searchable/discoverable by other users

*These should be words or phrases people are going to look for.

TIP DO NOT CREATE YOUR OWN HASHTAG #Invisible

#HASHTAGS

You can follow certain topics that you like to learn about

Ex:

#Customer Service

#Luxury

#Networking

#Leadership

#F&B

#Corporate Meetings

This helps you learn and see what is trending.

THE PERFECT POST:

Hashtag

Good Information – Value!)

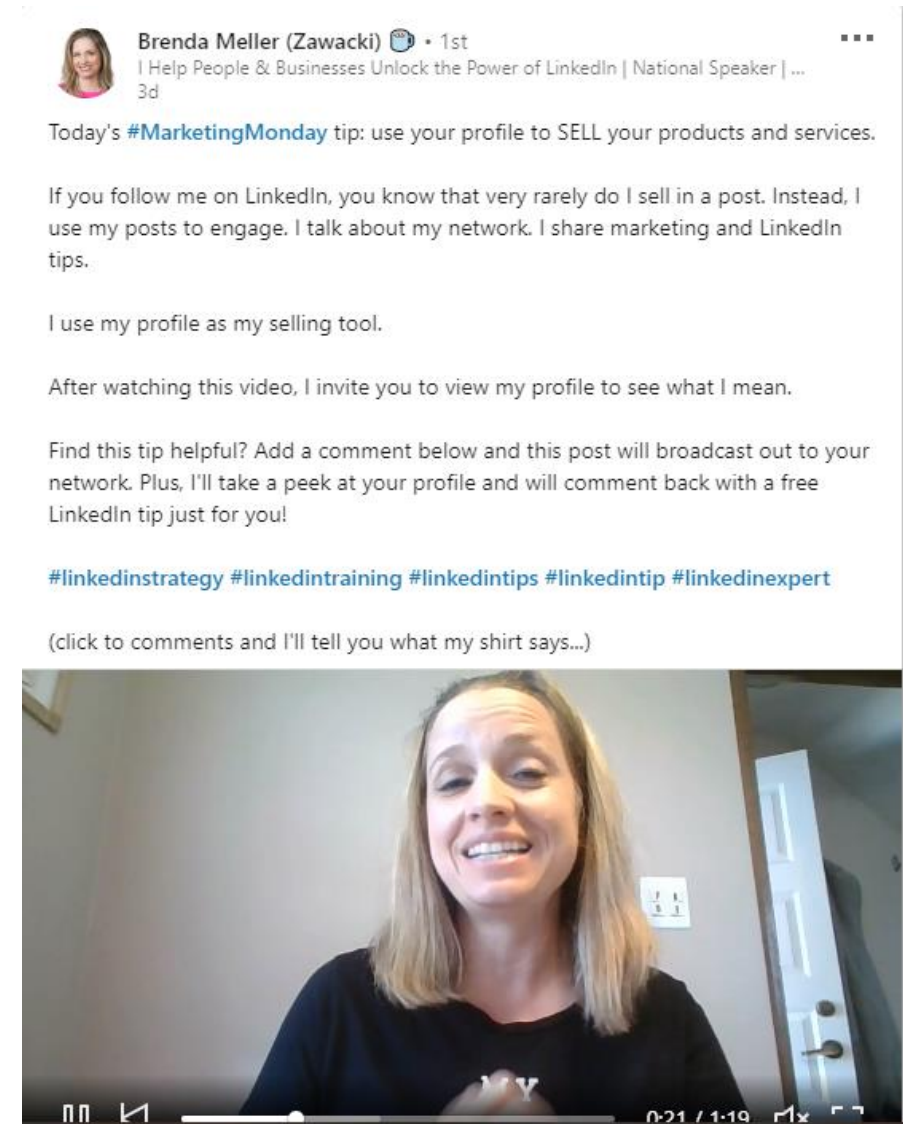
Forces you to engage (click to comments & I'll tell what my shirt says....

Use of video – [Click for sample video](#)

Maybe could have tagged someone ,but it would be unnecessary

Encourages Engagement

* Does not sell



HOW OFTEN SHOULD I POST

Monday

Tuesday

Wednesday

Thursday

Friday

**** Weekends are your call**
– I don't post weekends very often



HAVE A STRATEGY

Monday's - Mentor Series goal

Tuesday -Anything Business

Wednesday Anything Cool at RP

Thursday referral of the week /Video

Friday - Fun

#Events #Boutique #Rochester #Hospitality #Luxury #Elegance #businesstravel
#meetings

Linkedin Posts for the week:

Create Welcome Video when people add me as a friend!

Monday's - Mentor Series goal ,

Tuesday -Anything Business

Wednesday Anything Cool at RP

Thursday referral of the week /Video

Friday - Fun

Favorite Rooms in the hotel - Videos

#Events #Boutique #Rochester #Hospitality

#Luxury #Elegance #businesstravel #meetings

#LEARNING

Follow companies you admire, might want to work for, and are prospecting

Like certain groups or influencers. ~ Watch educational videos/posts

Find & Follow the trends

Recommendations for Influencers:

Chrissy Wyrot – LinkedIn Pro

Brenda Meller

Simon Sinek

Gary Vanderchyuk

Events & Hospitality Industry by Cvent

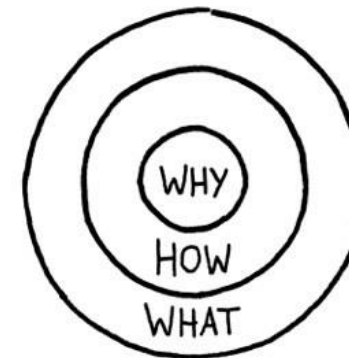
Travel & Tourism Groups

Autonews

Associations

Company your chasing (ex: Kuka, Deloitte, Samsung)

The Golden Circle



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What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.



POST OR DON'T POST



PRESIDENTIAL RACE

DEMOCRAT



JOE BIDEN

REPUBLICAN

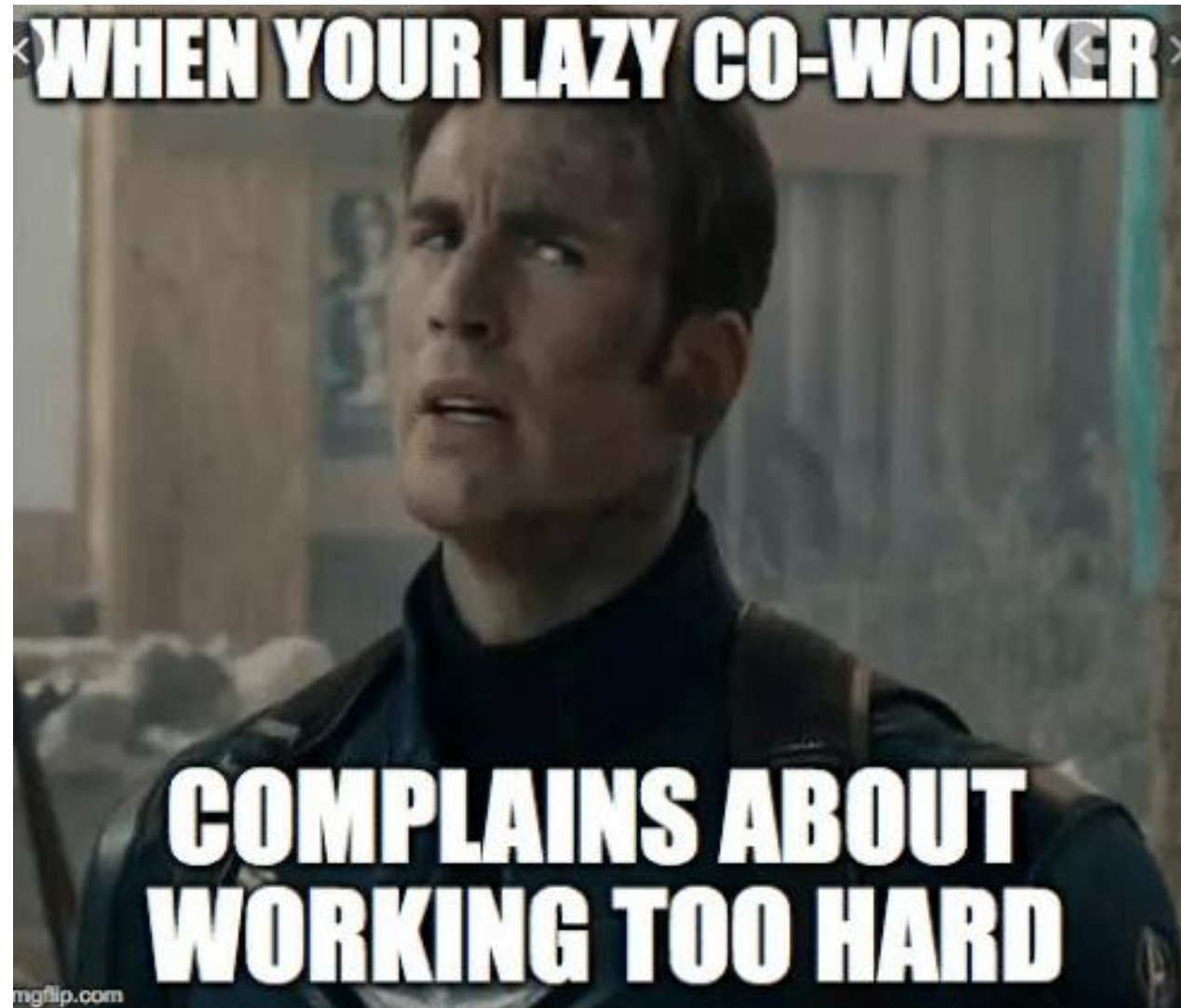


**DONALD
TRUMP**













Michael Crank

🌐 Anyone ▼

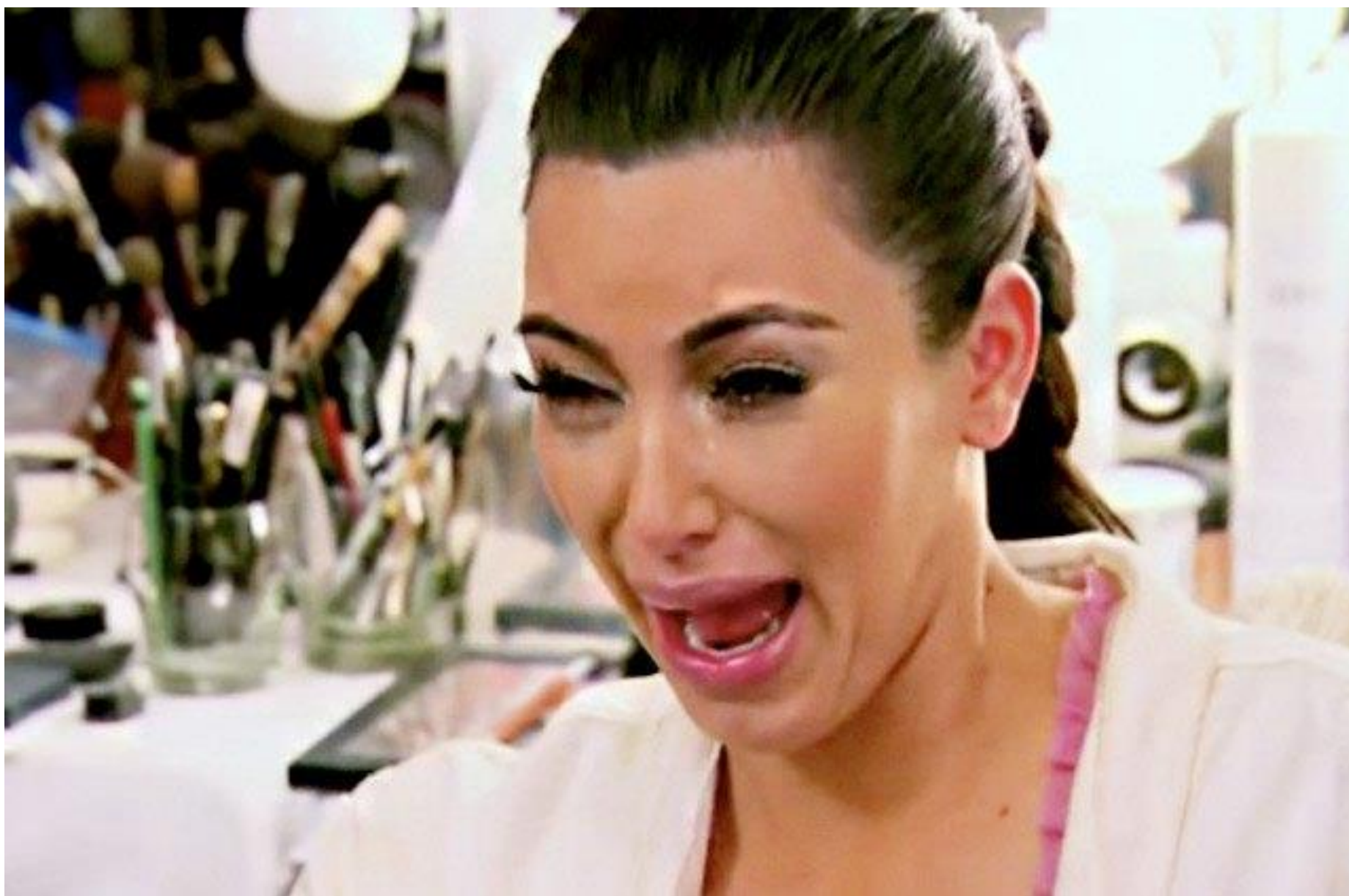
What a dreem it was to speek to these incredible members of mbta I can not beleeeve they let me speek to them I do not even know basic grammar Ether way they were so awsome and i couldnt be more grateful #blessed #joke #grammarpolice

Add hashtag #painting #artwork #linkedin #reface #g >



🗨️ Anyone

Post







TEAMWORK

Work together!

Support, like, comment on each other's post

Use our networks together

Engage!



REASON'S YOU WON'T USE THIS

“I don't have time”

Do you have time to check facebook? Do you have time to watch TV?

Then you have time

Option B: Management Sites – Schedule everything

1. hootsuite – www.hootsuite.com

2. Buffer – www.buffer.com

CONCLUSION

Own your brand - Create your own narrative

Use your brand to compliment the brand of the team you play for

Be Real – Be Authentic

Use LinkedIn to learn and grow

If you need help getting started, I am happy

Privately coach you.

Mcrank@RoyalParkHotel.net

