

Personal Branding for IP Experts

1. What is Personal Branding?
2. How to develop a personal IP expert brand?
3. How to become a thought leader?
4. Best practice from working with our partners: Personal Branding Strategy
5. If you have questions?



1. What is Personal Branding?

Personal branding refers to the practice of marketing and promoting oneself as a brand. It involves creating and cultivating a unique professional identity and image that distinguishes an individual from others in their field or industry. The goal of personal branding is to establish a recognizable and respected reputation, increase visibility, and ultimately advance one's career or business objectives. The concept of personal branding emerged in the late 20th century, as the rise of digital media and social platforms provided new avenues for individuals to showcase their skills and encouraged professionals to differentiate them-selves and stand out in a competitive job market.

Key elements of personal branding:

- Defining your unique value proposition:
Identifying your unique strengths, skills, experiences, and values that set you apart from others in your field.
- Developing a consistent brand identity:
Creating a cohesive visual identity (e.g., logo, colour scheme, imagery) and communication style that aligns with your personal brand.
- Building an online presence:
Leveraging platforms like websites, blogs, social media, and professional networking sites to establish and promote your personal brand
- Creating and sharing valuable content:
Consistently producing and sharing content (e.g., articles, videos, podcasts) that demonstrates your expertise and provides value to your target audience.
- Networking and self-promotion:
Actively engaging with your professional community, attending industry events, and promoting your personal brand through various channels.



Fig. 1: The four most important building blocks of the personal expert brand

Effective personal branding requires authenticity, consistency, and a deep understanding of one's target audience. It involves carefully crafting and managing the perception others have of you, while staying true to your core values and beliefs.

Personal Branding for IP Experts

Personal branding is a strategic process that involves creating and maintaining a unique professional identity and image. For experts, personal branding is particularly crucial as it helps establish credibility, enhance visibility, and open up numerous professional opportunities. By differentiating themselves from competitors and building a loyal following, experts can leverage their personal brand to achieve greater career success and influence within their industry.

Personal branding is not just about self-promotion; it's about authentically showcasing one's expertise and value to the world. Here's why personal branding is so important for IP experts:

- **Establishing Credibility and Trust**
One of the primary benefits of personal branding for experts is the establishment of credibility and trust. A well-crafted personal brand showcases an expert's skills, knowledge, and achievements, making it easier for others to recognize their expertise. This credibility is essential for gaining the trust of clients, employers, and peers. When people see consistent, high-quality content and professional behaviour, they are more likely to trust the expert's opinions and recommendations.
- **Enhancing Visibility**
In today's digital age, visibility is key to professional success. Personal branding helps experts become more visible in their industry. By maintaining an active online presence through social media, blogs, and professional networks like LinkedIn, experts can reach a wider audience. This increased visibility can lead to more speaking engagements, media appearances, and other opportunities to showcase their expertise.
- **Attracting Opportunities**
A strong personal brand can attract a variety of professional opportunities. Experts with a well-defined personal brand are more likely to be approached for job offers, consulting gigs, partnerships, and collaborations. This is because a strong personal brand signals to potential clients and employers that the expert is a leader in their field and can deliver valuable insights and solutions.
- **Differentiating from Competitors**
In a competitive market, standing out is crucial. Personal branding allows experts to differentiate themselves from their competitors by highlighting their unique skills, experiences, and perspectives. This differentiation is essential for attracting clients and opportunities that align with the expert's strengths and values. A distinctive personal brand makes it easier for potential clients and employers to remember and choose the expert over others.
- **Building a Loyal Following**
Experts with strong personal brands often build a loyal following of clients, peers, and industry enthusiasts. This following can be a valuable asset, providing support, referrals, and advocacy. A loyal audience is more likely to engage with the expert's content, attend their events, and recommend their services to others.

This network of supporters can significantly enhance the expert's influence and reach within their industry.

- **Increasing Confidence and Self-Esteem**
Developing a personal brand can also boost an expert's confidence and self-esteem. By clearly defining and communicating their strengths and achievements, experts can gain a better understanding of their value and capabilities. This increased self-awareness can lead to greater confidence in professional interactions and decision-making, ultimately contributing to career success.
- **Leveraging Thought Leadership**
Personal branding is closely tied to thought leadership. Experts who effectively brand themselves can position themselves as thought leaders in their industry. This involves sharing valuable insights, innovative ideas, and expert opinions through various channels. Thought leadership not only enhances the expert's reputation but also influences industry trends and discussions, further solidifying their status as a thought leader.

2. How to develop a personal IP expert brand?

Developing a personal expert brand involves strategically crafting and promoting your unique professional identity to establish yourself as a thought leader in your field. This process requires a combination of self-awareness, strategic planning, and consistent execution. Here are the key steps to developing a personal expert brand:

- **Self-Discovery and Definition**
The first step in building a personal expert brand is self-discovery. This involves a deep introspection to identify your core values, strengths, passions, and unique skills. Ask yourself questions like: What are my key strengths? What am I passionate about? What unique experiences and skills do I bring to the table? This self-awareness forms the foundation of your personal brand, ensuring it is authentic and aligned with your true self.
- **Crafting a Personal Branding Statement**
A personal branding statement succinctly communicates who you are, what you do, and what makes you unique. It should include your job title or desired role, your area of expertise, and a unique attribute or value proposition. This statement serves as an elevator pitch, helping others to quickly understand your professional identity and what sets you apart.
- **Identifying Your Target Audience**
Understanding your target audience is crucial for effective personal branding. Identify who you want to reach with your brand — this could be potential

employers, clients, industry peers, or a broader professional community. Knowing your audience helps you to tailor your messaging and content, so that it resonates with their needs and interests.

- **Building an Online Presence**
In today's digital age, a strong online presence is essential. Create and maintain professional profiles on platforms like LinkedIn and personal websites. Consistently share valuable content that showcases your expertise, such as articles, blog posts, videos, and social media updates. This not only increases your visibility but also positions you as a knowledgeable and credible expert in your field.
- **Developing a Consistent Visual Identity**
A consistent visual identity helps to reinforce your personal brand. This includes professional headshots, a personal logo (if applicable), and a cohesive colour scheme and design across all your online platforms. A strong visual identity makes your brand more recognizable and memorable.
- **Networking and Relationship Building**
Networking is a critical component of personal branding. Engage with other professionals in your industry by attending conferences, joining professional groups, and participating in online discussions. Building relationships with key influencers and peers can enhance your credibility and open up new opportunities.
- **Creating and Sharing Valuable Content**
Content creation is a powerful way to demonstrate your expertise. Write articles, create videos, or host webinars on topics related to your field. Sharing valuable insights and knowledge not only helps establish you as a thought leader but also provides value to your audience, fostering trust and engagement.
- **Seeking Feedback and Continuous Improvement**
Regularly seek feedback from peers, mentors, and your audience to refine your personal brand. Understanding how others perceive your brand can provide valuable insights and help you make necessary adjustments. Personal branding is an ongoing process that requires continuous improvement and adaptation.
- **Staying Authentic and Consistent**
Authenticity is key to a successful personal brand. Ensure that your brand reflects your true self and remains consistent across all platforms and interactions. Authenticity builds trust and credibility, making your brand more relatable and impactful.

- **Measuring and Adapting Your Strategy**
Finally, measure the effectiveness of your personal branding efforts. Track metrics such as engagement rates, follower growth, and feedback to assess your progress. Be prepared to adapt your strategy based on these insights to ensure your brand continues to grow and resonate with your audience.
- **Personal Brand Canvas**
A Personal Brand Canvas is a strategic tool designed to help individuals to systematically develop and refine their personal brand. It provides a structured framework that guides users through the key elements of personal branding, enabling them to create a cohesive and compelling personal brand identity. The canvas typically includes several sections, each focusing on different aspects of personal branding.

Key Components of a Personal Brand Canvas

- **Core Identity (Who You Are)**
This section focuses on defining your unique characteristics, including physical traits, personality, personal and professional history, culture, education, interests, passions, values, and vision.
- **Offering (What You Do)**
Here, you outline the services or products you offer, your hard and soft skills, and your customer relationship style. This helps in identifying what capabilities your audience values and what you can provide to meet their needs.
- **Key Benefits (What Benefits)**
This part addresses the benefits your audience gains from interacting with you. It includes functional benefits (problem-solving), emotional benefits (how they feel), self-expressive benefits (the kind of person they become), and social benefits (the type of people they can relate to).
- **Positioning (Why You)**
This section helps you to determine what makes you distinct from your competitors. It involves analysing your unique value proposition, credibility, relevance to customer needs, and the compelling benefits you offer. It also considers market size and competitive weaknesses.
- **Audience (Who Needs to Know)**
Identifying your target audience is crucial. This includes customer segments, influencers, communities, and public opinion. Understanding who you create value for and who influences your customers is essential for effective branding.

- Reasons to Believe (Why You Are Credible)**
 This section focuses on building credibility. It includes your resume, portfolio, track record, certifications, training, roles in associations, endorsements, academic roles, publications, and intellectual property.
- Communication (How They Know You)**
 This part outlines your communication strategy, including visual and verbal identity (logo, tagline), storytelling, publicity, PR, networking, sponsorships, advertising, events, presentations, and digital marketing.
- Key Investments (What You Need)**
 Identifying key investments necessary for successful branding, such as marketing and communications, assets, physical resources, suppliers, consultants, partnerships, time, training, and intellectual property.
- Results (What You Get)**
 This section focuses on the outcomes you aim to achieve with your personal brand, such as visibility, awareness, recognition, leadership, respect, reputation, differentiation, perceived quality,

relevance, premium pricing, market share, loyalty, retention, and advocacy.

Benefits of Using a Personal Brand Canvas

- Clarity and Structure**
 It provides a clear and structured approach to developing your personal brand, ensuring that all critical aspects are considered and addressed.
- Strategic Planning**
 Helps in strategic planning by breaking down the complex process of personal branding into manageable sections.
- Consistency**
 Ensures consistency in your branding efforts across different platforms and interactions.
- Self-Reflection**
 Encourages self-reflection and a deeper understanding of your unique value proposition and how to communicate it effectively.
- Adaptability**
 The canvas is a dynamic tool that can be regularly updated and refined as your career and personal brand evolve.

A Personal Brand Canvas is a comprehensive tool that helps with the systematic development of a personal brand, ensuring that all essential elements are thoughtfully considered and strategically aligned. It is particularly useful for professionals, entrepreneurs, and anyone looking to establish a strong and authentic personal brand.

<p>Who are you and who helps YOU <i>(Identity & Key Partners)</i></p> <ul style="list-style-type: none"> • Values • Vision • Mission • Uniqueness • Passion • Statements • Competencies • Know-how • Specialist field • Subjects • Successes • Portfolio • Critical thoughts • New ideas 	<p>Key activities <i>(online/offline)</i></p> <ul style="list-style-type: none"> • Lectures & presentations • Blog posts • LinkedIn posts • Networking • Events • Guest posts <p>Key resources <i>(abilities & competencies)</i></p> <ul style="list-style-type: none"> • Credentials • Testimonials • Publications • Books • Clear positioning • Track record 	<p>How you help <i>(Value Provided)</i></p> <ul style="list-style-type: none"> • Solutions • Concepts • Services • Experience • Knowledge • Advice 	<p>How you interact <i>(Customer Relationships)</i></p> <ul style="list-style-type: none"> • Creation of relevant and valuable content for the target group (content marketing) • Participate in discussions • Answering questions • Maintain network <p>How the know you & how you deliver <i>(Channels)</i></p> <ul style="list-style-type: none"> • Social Media Platforms: LinkedIn • Own website • Blogs • Networking and events • Collaboration & guest contributions 	<p>Who you help <i>(Clients, Target groups)</i></p> <ul style="list-style-type: none"> • Clients, Prospects, Lead • Multipliers • Press • Media • Opinion leader? • What are their interests? • Where can these be found? • Which networks count?
<p>What you give <i>(Language & Tone)</i></p> <ul style="list-style-type: none"> • How do I speak and write (formally, informally, creatively, positively, professionally, simply, seriously...) • What messages do I want others to take away from everything I say and show? • Presentation skills • Storytelling • Appearance 		<p>What you get <i>(Revenues & Benefits)</i></p> <ul style="list-style-type: none"> • Online Reputation • Increased visibility & reach • Improved engagement and interactions • Building trust and credibility Career • Opportunities and income potential • Network growth and partnerships • Thought leadership 		

Fig. 2: Example of a Personal IP Expert Brand Canvas

3. How to become a thought leader?

Becoming a thought leader is a strategic process that involves establishing oneself as an authority in a specific field through consistent, valuable contributions. Integrating thought leadership into a personal expert branding strategy can significantly enhance one's professional reputation and influence. Here's a comprehensive eight step guide on how to achieve this:

1. Define Your Niche and Expertise

The first step in becoming a thought leader is to clearly define your area of expertise. This involves identifying a specific niche where you have substantial knowledge and experience. Narrowing down your focus allows you to provide deeper insights and more valuable content, which is crucial for establishing authority.

2. Develop a Unique Value Proposition

Your unique value proposition (UVP) is what sets you apart from others in your field. It's essential to articulate what makes your perspective unique and why your audience should listen to you. This could be a unique approach, innovative ideas, or a distinct voice that resonates with your target audience.

3. Create High-Quality, Consistent Content

Content creation is at the heart of thought leadership. Regularly produce high-quality content that provides value to your audience. This can include blog posts, articles, videos, podcasts, and social media updates. The key is consistency and relevance — ensure your content addresses the needs and interests of your audience.

4. Engage with Your Audience

Interaction with your audience is crucial for building trust and credibility. Respond to comments, participate in discussions, and engage with your followers on social media. This two-way communication helps you to understand your audience's needs better and positions yourself as an approachable and reliable expert.

5. Leverage Multiple Platforms

To maximize your reach, use a variety of platforms to share your content. This includes your personal website, social media channels, industry forums, and guest blogging on other reputable sites. Each platform has its unique audience and advantages, so diversifying your presence can help you to reach a broader audience.

6. Network and Collaborate

Building relationships with other experts and influencers in your field can enhance your credibility and expand your reach. Attend industry events, participate in webinars, and collaborate on projects or content. Networking helps you to stay updated with industry trends and opens up opportunities for partnerships.

7. Provide Thought-Provoking Insights

Thought leaders are known for their ability to provide unique insights and challenge conventional thinking. Share your perspectives on industry trends, offer solutions to common problems, and provide actionable advice. Your goal is to inspire and educate your audience, positioning yourself as a go-to resource for knowledge and expertise.

8. Measure and Adapt

Regularly assess the impact of your thought leadership efforts. Use analytics tools to track engagement, reach, and feedback. This data can help you to understand what works and what doesn't, allowing you to refine your strategy and improve your content.

Becoming a thought leader as part of a personal expert branding strategy involves a combination of defining your niche, creating valuable content, engaging with your audience, leveraging multiple platforms, networking, and continuously adapting your approach. By consistently providing unique insights and building a strong, authentic personal brand, you can establish yourself as a trusted authority in your field.

4. Best practice from working with our partners: Personal Branding Strategies

Example: Paolo Beconcini



 [LinkedIn](#)

This is how Paolo introduces himself in his LinkedIn profile:

"As the Head of IP and Anti-Counterfeiting Team for China and APAC Region at Squire Patton Boggs, I lead a team of Chinese attorneys and IP investigators and analysts who provide comprehensive IP services to global clients in various industries. I have over 20 years of experience in filing and prosecuting IP rights, investigating IP infringements, and enforcing IP rights before administrative and judicial authorities in China.

I have a dual LL.M. in US Entertainment Law and Intellectual Property Law from USC Gould School of Law and University of Florence, and I speak six languages fluently, including Mandarin Chinese. I represent many industries and have litigated all kinds of IP infringement cases in China, from patents to trade secrets, from design to trademark and copyrights. Some of these cases received public attention and even awards from Chinese institutions. I also chair the firm's Global Anti-Counterfeiting Practice and I have been ranked among the top foreign attorneys specialized in China IP by WTR 1000 for the past several years. I am passionate about IP law and anti-counterfeiting, and I publish and speak frequently on these topics. My mission is to protect the IP assets and interests of my clients and to help them navigate the complex and evolving IP landscape in China."

Paolo has a clear focus on the topic of anti-counterfeiting in China and the APAC region. He not only shows this in the info section on LinkedIn but also uses different formats and channels to communicate his expert positioning. For example, he writes blog posts for Squire Patton Boggs' blog and links to the posts on his LinkedIn profile:

 <https://www.iptechblog.com>

He writes academic articles on the topic of "Trade Secret Protection in China" and refers to the articles in his LinkedIn profile:

 <https://repository.law.uic.edu>

He shares relevant and valuable information with his anti-counterfeiting community via his LinkedIn feed:

His statements and shared information revolve around his expert positioning. The project information, details and references he shares confirm his expertise and serve to underline his credibility. He documents his track record and communicates reliably and consistently. This means that the essential components for a personal IP Expert Brand have been implemented excellently:

- Personal & unique position
- Brand & Goals
- Structure & strategy

**Example:
Andreas Sætre
Hanssen**




 [LinkedIn](#)

This is how Andreas introduces himself in his LinkedIn profile:

“Andreas Sætre Hanssen is an Intellectual Property Lawyer, LL.M., securing intellectual property and providing strategic IP advise and management. With Zipip, Andreas is building new smarter IP-services. Andreas has a wide experience within IP and corporate law from The Norwegian Industrial Property Office, major Norwegian law firms, and Onsagers AS”

Andreas has called his consulting approach “smart IP” in his own IP boutique Zipip and uses “Building your competitive advantage with smart IP” as his tagline on LinkedIn. In addition to IP, his services include in particular "strategic planning" and "commercial law" - which is consistent with his positioning. Andreas communicates very consistently about IP topics and shows his expertise:

Andreas Sætre Hanssen (He/Him) • 1.
Building your competitive advantage with smart IP
2 Monate • 

A Instagram-post of Rihanna just lost Puma their design patent.

To be protected by the registered design-umbrella 🌂, your application must be filed within ⌚ 12 months of the first public display.

Puma, (and Rihanna) learned this the hard way last week, when the General Court upheld the EUIPO decision to cancel the design protection of a shoe 👟 after the plaintiff ❤️ found prior disclosure in a hopeless place.

While collaborating with Puma in 2014 under the FENTY brand, Rihanna wore the new Puma shoe design in public. 📸 This was captured in a photo of Rihanna posted on Instagram 📱. When Puma filed their design registration in 2016, it was already too late .

As a legal curiosity, Puma argued, unsuccessfully, that nobody took an interest in Rihanna's shoes in December 2014 and that nobody therefore perceived the prior design.

So if your new design ✨ shines bright like a diamond ✨, make sure to keep it secret and file in time.

[Übersetzung anzeigen](#)

For Andreas, the values and statements are consistent and authentic across different channels. His portfolio of services is systematically presented through his skills, know-how and documented experience. His track record makes him credible for his target group - especially innovative SMEs in Norway.



He also writes longer blog articles about excellent IP management, such as the Rottefella case:

 <https://ipbusinessacademy.org>

In his posts he repeatedly shows what mistakes are made with IP and uses these mistakes to explain his own expertise in the matter:

6. If you have questions?

Here are a few typical questions about designing client journeys that I would be happy to help with:

- How can I position myself as an IP expert - I don't want to lose any business potential in the process?
- I don't have the time to constantly produce content, how can I do this efficiently and effectively?
- Where do the ideas for good, relevant, valuable content come from?
- How do I actually define my target group correctly and profitably for sustainable business for me as an IP expert?
- How can I ensure that I really reach my target group with my communication

If these and similar questions concern you, then I would be happy to talk to you and help you specifically. Just contact me on LinkedIn:

 <https://www.linkedin.com/in/profalexanderwurzer/>

There you will also find my #reflectandlearn, in which I report every month how I cooperate with IP experts in awareness building and business development.

