# The Six Worst Ways To Brand Yourself

One evening when my daughter was 12 I asked her to grab my car keys from my desk.

She came back with the keys. We got in the car to drive to her piano lesson.

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"Mom," she said, "I saw a resume on your desk."

"Was there something about the resume that struck you?" I asked her.

"Yes!" she said. "This man says on his resume that he's the best technical salesperson in Chicago. How could that be true? They don't have a ranking for something like that, do they?"

"No," I said. "That's just how he describes himself. It's his own designation."

"It's so sad!" said my daughter. "Anybody could call themselves the best technical salesperson in Chicago. It seems so — childish, like a kid in my grade telling the other kids they're the best singer or the best volleyball player in the class."

"It is kind of sad," I said. "The problem is that people don't know how to brand themselves. It's not something they teach in school."

"So that's why the man who sent you his resume made up a fake title for himself — the best technical salesperson in Chicago?"

"Yes," I said. "When someone is looking for a job, they want to stand out. They aren't sure how to do that, so they say things like 'I'm the Best Technical Salesperson in Chicago!'"

Calling yourself the best salesperson around, the top attorney in your field, the leading digital marketer in your city or the greatest cost accountant ever to live is a very poor branding choice.

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That's why it's included on our list of the six worst ways to brand yourself, below!

The problem with "I'm the best!"-type personal branding is that it marks you as someone who lacks the confidence to simply say "I'm a Cost Accountant, and here's what I've done so far in my career."

Praising yourself is beneath you. Let other people praise you. That's not your job!

Here are all six of the worst possible personal-branding choices.

• Calling yourself a guru, mogul, maven or expert

• Zombie branding

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• Trophies

• The best/the one/the only

• My Tasks, My Skills

• Disruptor, catalyst, change agent

Let's break down these six regrettable branding choices.

Calling yourself a guru, mogul, maven or expert or using "praising adjectives" like Savvy, Strategic or Visionary to describe yourself is a fear-based move that will not impress anyone.

It is much stronger, more compelling and more human to simply tell your story in your LinkedIn profile and your [Human-Voiced Resume](http://www.forbes.com/sites/lizryan/2016/01/15/grab-your-hiring-managers-attention-with-your-human-voiced-resume/).

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Zombie branding uses the dull, dusty corporate-and-institutional language most of us have learned at work (whether we wanted to or not).

Here's an example of zombie branding: "Bottom-line-focused Business Professional skilled at leading cross-functional teams, developing end-to-end solutions and adding value through game-changing strategic initiatives."

There are lots of good reasons to avoid zombie branding. It's impersonal and makes you sound like a zombie or a robot, not a living person. It's generic and trite. Anyone can dish out this awful jargon.

It doesn't tell your story at all. You are much more powerful than zombie branding makes you sound!

Some people brand themselves based on their trophies, like this:

"Ivy League grad and alum of Apple, Google and Snap."

Now you've made it clear that you were able to get into an Ivy League school and that you subsequently worked for Apple, Google and Snap.

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All that tells us is that these three organizations (four if we count the Ivy League college) found you acceptable for their needs.

Is that all you want us to know? Are your trophies really the most significant thing about you? I hope not!

We want to know what you came,  saw and conquered at each stage of your professional life. We want to know about you, the person -- not the impressive trophies in your trophy case!

Calling yourself the best, the top or the only something-or-other is an amateurish personal branding move that will not grow your flame.

A very common and unfortunate branding choice is to list all the things you can do, thereby branding yourself based on the tasks you can perform.

This is a very sad and hopeless way to describe yourself, because what's significant about you is certainly not the list of things you're capable of doing.

Still, we see LinkedIn profiles with branding like this every day:

Public relations, marketing, customer service, IT and office administration professional seeking new challenge.

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Few organizations have a pressing need for a person to do PR, marketing, IT, customer service and office management all at the same time.

The person who brands themselves this way is telling the world "Heck, I don't know what I want to do next! I'm throwing all my skills out there so that somebody will find at least one skill they need and hire me!"

However, that's not how people get hired.

Your job as a job-seeker is to decide in advance what kind of [Business Pain](http://www.forbes.com/sites/lizryan/2015/05/15/what-kind-of-business-pain-do-you-solve/) you want to solve, and to brand yourself for the specific jobs you want, not any job you could possibly perform.

The last deadly branding mistake on our list is to call yourself a Disruptor, a Change Agent or a Catalyst.

These terms are cliches and they don't tell us anything useful about you. Rather than calling yourself a Disruptor, tell a story in your LinkedIn Summary or the Summary at the top of your [Human-Voiced Resume](http://www.forbes.com/sites/lizryan/2014/07/17/how-to-write-your-human-voiced-resume/), like this:

I'm a Product Manager whose passion is to shepherd good ideas through the development process to get products out the door on time and on budget. I led the product development team at Acme Explosives and launched six profitable new products between 2014 and 2016.

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Now you have a voice, a story and a mission. You've shared a concrete example of what you can do, right in the Summary of your resume or LinkedIn profile.

You're using the word "I" the way humans beings do when they talk about themselves — and haven't been brainwashed to think that the use of the word "I" in their branding is forbidden!

You aren't bragging or giving yourself a made-up title like Best Technical Salesperson in Chicago.

You aren't listing the tasks you know how to perform.

You're just telling a bit of your human story so we can understand who you are and what you do professionally.

It isn't hard to brand yourself like the powerful human you are.

It only takes a shift in your mindset. You can start cultivating that right now!

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# 5 Traits Of Highly Connected People

It’s no secret that networking has the greatest impact on business and career growth. Especially in today’s hyper-connected world, the best way to find a job or business opportunity comes from a personal recommendation. Cultivating your own network today will set you up for a solid future. The way to grow that network is by making connections, so how can you do that? Let’s take a look at the five traits that all highly connected people share.

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**A genuine interest in other people.**

Building a network is really all about building relationships. Relationships are built on genuine interactions. When you connect with someone, you have to show genuine, honest interest. People can see through a façade of feigned interest, so pretending will get you nowhere. To create a deep connection with someone, you have to actually get to know them and in turn allow them to get to know you.

A robust relationship will lead to further connections. When you meet people, ask meaningful questions and truly listen to their responses. Allow them to talk about themselves before you do and stay focused and present during your conversation. Nothing ruins a genuine connection faster than being distracted during your initial conversation.

**A desire to help others.**

No one gains anything from being selfish. One perk of having a robust and well developed network is being able to use it, but not just for your own personal gains. Share your network with those inside of it, and your good deeds will come back to you full circle.

Connect people within your network who you think would mutually benefit each other. If you’ve got a friend who’s looking for career advice and you have a career coach in your network, offer to make an introduction. The possibilities are endless, and by paying it forward you’ll stay at the forefront of those people’s minds. If the opportunity arises, they’ll return the favor by making a new connection for you as well.

**Patience.**

Highly connected people know that it can take time for opportunities to arise. They’re invested in the long term and aren’t deterred by setbacks in the short term. Building their network didn’t happen overnight, and they know that opportunities don’t often happen that quickly either.

Don’t get frustrated when you reach out to someone in your network and don’t hear back from them. It’s easy to lose patience when you’ve asked someone in your network to make a connection for you. There are a number of reasons that it might be taking a while – the person they reached out to might not be getting back to them or they could be extremely busy at work.

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**A future focused mindset.**

It takes time to cultivate and build a network, but that investment pays off because you’re creating a foundation for the future. A person you meet today could help you out tomorrow, a month from now, or in three years. Building quality connections now will always serve you well in the future. Know that the proverbial seeds you’re planting now will grow eventually, it just might take longer than you anticipated and hoped.

**An emphasis on quality over quantity.**

It’s not about the size of your network, but the quality of connections within it. Quality connections are worth a hundred times more in value than in quantity. If you have a highly connected, active network of 50 people, chances are they’re more engaged with each other. When a network increases in size, you tend to see more people as passive, rather than active participants.

This isn’t to say that you shouldn’t have a large network, but that you should focus on building quality connections rather than simply trying to connect with every single person you meet. It’s alright if you don’t make quality connections at every event you attend. Building a network takes time, patience, and dedication.

Anyone can become a highly connected person with the right mindset. When these traits become habits, you’ll start to see your network develop and flourish.

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# Five Signs You're Successful -- Whether You Know It Or Not

For years we clung to an outdated definition of career success.

In the old definition of success, successful people were people who had "big" jobs and earned tons of money.

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You could tell the successful people apart from everybody else by their clothes, their cars, their houses and other material things.

Now we know better.

***Watch on FORBES:***

If you have an important job and a huge house but you die of a heart attack at an early age due to stress, could anyone still call you successful?

If you have a massive bank account and people on call to tend to your every need but you have no relationships with your own kids because your career is everything to you, are you successful?

Most people would say "No!"

Here are five signs you are already successful, whether you have a great job, a so-so job or no job at all.

Remember, success is not about the things that other people have given you -- things like fancy job titles, company cars, big salaries, massive expense budgets and corner offices.

More degrees don't make you more successful. A better zip code doesn't make you more successful.

Real success has to do with the power you build in yourself, power that no one conferred on you and no one can take away from you.

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1. You are successful if you call the shots in your career. If you have a fancy job but you're afraid to tell your boss the truth because he or she might not like it, you are not successful yet!

2. You are successful if you know what you bring to employers and/or clients that helps them become successful themselves. If you let other people tell you what you should be doing in your career, you are not successful yet.

3. You are successful when you know how to find your backbone and your vocal cords and speak up when it's appropriate. If you keep your mouth shut at work when a more self-confident person would speak, you are not successful yet.

4. You are successful when you give yourself permission to dream as big as you want. When you have a vision for your own life and are taking steps toward it -- no matter how small the steps are or how long it might take you to reach that vision -- you are already successful.

5. If you have people around whom you love and who love you back, you are successful. You can always get another job if one job goes away. Your career status at any moment does not mean a lot. Your state of mind, your belief in yourself and your passion for your own values mean everything!

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# Five Online Businesses Anyone Can Start

[*I want to start any kind of online business that generates a monthly cashflow. What's the correct way to start?*](https://www.quora.com/I-want-to-start-any-kind-of-online-business-that-generates-a-monthly-cashflow-Whats-the-correct-way-to-start) originally appeared on [*Quora*](http://www.quora.com/): the place to gain and share knowledge, empowering people to learn from others and better understand the world.

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[Answer](https://www.quora.com/I-want-to-start-any-kind-of-online-business-that-generates-a-monthly-cashflow-Whats-the-correct-way-to-start/answer/Noah-Kagan) **by** [Noah Kagan](https://www.quora.com/profile/Noah-Kagan)**, Chief Sumo at** [AppSumo](https://appsumo.com/)**, on** [Quora](http://www.quora.com/)**:**

To give you a clearer picture, here are the five main categories of online business you can start.

* **Gig-based business.** This is the easiest one to start because you don’t need to develop any product upfront. All you need to do is to find out what you can do and get people to pay for that service.
* **Affiliation.** Affiliation is about promoting others’ products you believe in. Again, you don’t need to spend any time and effort developing a product here. However, you need to build an audience that will listen to your recommendation.
* **E-commerce.** Simply put, e-commerce is about moving the retail business model online. The biggest challenge of running an e-commerce business is to keep control of all the moving parts at the same time from branding to marketing, suppliers to customers, and inventory to delivery.
* **Courses and programs.** Selling information is a lucrative business model for many. But first, you need to position yourself as an expert in your field and your course/program as the solution to your audience’s struggles.
* **SaaS.** Software as a Service basically means an online tool—usually program—that helps solve a problem or leverage specific resources. For example, [Sumo](https://sumo.com/?src=quora) helps solve the problem of generating leads for businesses. The hardest part of running a SaaS business is to stay competitive because frankly, anyone can just copy your software idea nowadays.

Each of these business models required different types of resources, skillsets, and experiences. If you’re someone who starts from zero and needs to make money quickly, I suggest you start with the easiest one which is selling a service or services.

However, the fundamental step-by-step process of starting any of the online business is largely the same.

1. **Validate your idea.** You always want to test your business ideas before you start spending anything on it yet. Make sure there is a real market need before you invest more money and time in it, this helps you to mitigate many unnecessary risks and stresses.
2. **Develop your positioning and offering.** 90% of the elements that make or break your business come down to your positioning and offering. To make sure you get them right, spend a great deal of time studying your audience and focusing on solving a problem for them. This means you want to have the great product that solves the right problem at the right time.
3. **Create a marketing system.** A marketing system is simply a process to put yourself in front of more of the right people when you get your positioning and offering right. Thing gets clear when you start adopting this perspective.
4. **Test and optimize.** A strategy, a funnel, or a system won’t work forever. Get creative and keep testing things out. Look for areas that generate the greatest impact on your goals while requiring the least investment of resources; these are the best places for you to start optimizing.

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There is no clear path to how you should start an online business. The strategies that work for me will most probably not work for you. And most of the tactics will become irrelevant very soon when being abused by marketers.

So, instead of giving the specific steps to start a business, these are the principles you can use to start and grow your business for decades to come.

[*This question*](https://www.quora.com/I-want-to-start-any-kind-of-online-business-that-generates-a-monthly-cashflow-Whats-the-correct-way-to-start) originally appeared on [Quora](http://www.quora.com/) - the place to gain and share knowledge, empowering people to learn from others and better understand the world. You can follow Quora on [Twitter](https://twitter.com/Quora), [Facebook](https://www.facebook.com/quora), and [Google+](https://plus.google.com/111127313006403749982/posts). More questions:

* [Professional Networking](https://www.quora.com/topic/Professional-Networking): [How do I network effectively with LinkedIn?](https://www.quora.com/How-do-I-network-effectively-with-LinkedIn?ref=forbes&rel_pos=1)
* [Sales](https://www.quora.com/topic/Sales): [What is the best advice on selling you ever received?](https://www.quora.com/What-is-the-best-advice-on-selling-you-ever-received?ref=forbes&rel_pos=2)
* [Email](https://www.quora.com/topic/Email): [How do Bill Gates, Larry Page, Mark Zuckerberg and Jack Dorsey manage their email?](https://www.quora.com/Email-Productivity-How-do-Bill-Gates-Larry-Page-Mark-Zuckerberg-and-Jack-Dorsey-manage-their-email?ref=forbes&rel_pos=3)

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# Seven Trends That Will Shape The Commercial Drone Industry In 2019

A SZ DJI Technology Co. Mavic 2 Zoom drone flies over the Brooklyn Navy Yard in the Brooklyn Borough of New York, U.S., on Thursday, Aug. 23, 2018. DJI introduced two additions to the Mavic series: the Mavic 2 Pro, with an integrated Hasselblad camera, and the Mavic 2 Zoom, a foldable consumer drone with optical zoom capability. Photographer: Mark Kauzlarich/Bloomberg© 2018 Bloomberg Finance LP

In many ways, 2019 will be another big year for the commercial drone industry. Last year saw a wider rollout of the FAA’s LAANC program (the Low Altitude Authorization and Notification Capability that provides access to controlled airspace near airports), the launch of the UAS Integration Pilot Program from the FAA, and some significant developments for new regulatory frameworks for drones in Europe and in India. This year, expect more of the same—but with a few twists.

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**Trend 1 – Expanded business use**

Adoption of aerial drones and drone technology will not be as widespread as some might expect. Instead, it will grow in select industries like agriculture, construction, insurance, mining and aggregates, public safety and first responders, oil & gas, survey engineering, telecommunications and utilities.

Last year, companies began to move beyond the provisional use of drones—where they were outsourcing to determine a drone program’s feasibility—to standing up or expanding internal teams to manage workflows and data. This year, expect to see reports about companies expanding their teams and adding use cases that take advantage of the [waivers allowing limited beyond visual line of sight operations](https://www.aviationtoday.com/2018/08/27/bvlos-drone-waiver/).

**Trend 2 – Slower, more steady growth**

The number of certified remote pilots is the benchmark for commercial drone industry growth. That’s because, almost uniformly around the world, regulations demand each drone operation have one pilot. Last year, the number of FAA-certified remote pilots grew about 50% over the previous year, to approximately 115,000. That increase was mostly made up of pilots who work for companies, enterprises or public agencies with internal drone programs as opposed to pilots who operate for drone-based service providers. It’s clear that commercial industries are now driving growth rather than individual interest as in years past.

One thing to keep in mind when looking at FAA numbers is that the month-over-month growth rate is beginning to slow. That may worsen given the current partial U.S. Government shutdown, which will delay the grant of new certificates. It may also slow further because some drone-based service providers who are not making money ([most aren’t](http://droneanalyst.com/2017/10/06/show-me-the-money)) will choose not to re-certify as a remote pilot.

**Trend 3 – Further vendor consolidation**

Much of the industry’s growth so far has come from the [early hype](https://www.forbes.com/sites/ryanmac/2016/01/08/as-drones-take-flight-hype-may-set-unreasonable-consumer-expectations/#1e1e25eb71a6) about how drones were going to “transform” industries as well as huge forecasts that fueled investment. Over the years, we’ve seen those dreams turn to smoke as vendors like 3D Robotics and GoPro fell out of the sky. Last year was no exception. The [$118M collapse of Airware](https://www.forbes.com/sites/philipfinnegan/2018/10/31/airware-drone-consolidation/#4fb304afd305) and the release of Parrot’s disappointing financial results give us a glimpse into what will come.

Still, there is good news, and you can expect more moves like [PrecisionHawk’s acquisitions](https://www.forbes.com/sites/philipfinnegan/2018/11/05/acquisitions-highlight-growing-importance-of-scale-in-the-drone-industry/#7b513e564f94)  as vendors seek leadership positions in key industries and secure new revenue streams.

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**Trend 4 – Public distrust and civil liability**

Despite the benefits of commercial drone use, the general public still has concerns about drones with regards to safety, security, privacy and public nuisance. After the [Gatwick debacle](https://www.forbes.com/sites/jonathanrupprecht/2018/12/21/gatwick-airport-drone-shutdown-counter-drone-technology-law/#7b6b0ccb53ad), expect more headlines in 2019 of unauthorized drone sightings and the coming drone apocalypse. In many ways these stories hurt legitimate commercial operators who often need to gain permission from reluctant land owners so they can perform inspections and survey maps for infrastructure unreachable by other means.

Here in the U.S., there is another tea kettle about to boil over. A little-known but highly influential group known as the Uniform Law Commission (ULC) will continue to work on a [proposed “Tort Law Relating to Drones Act,”](https://techcrunch.com/2018/10/25/the-biggest-threat-to-drone-innovation-is-a-group-youve-never-heard-of/) which concerns drones and privacy. If their proposal is adopted by states, we could see an arbitrary line drawn 200 feet in the sky that would establish a new aerial trespass zone giving property owners the right to establish no-fly zones. Right now, their draft goes much further than any existing state or federal law and, if enacted, would create a complicated patchwork of differing state laws that inhibit commercial operations. Until then, expect to see more local and state laws like [this one in Pennsylvania](https://fox43.com/2019/01/02/new-pa-peeping-tom-drone-law-protecting-peoples-privacy/) aiming to protect people’s privacy from drones.

**Trend 5 – More regulation - maybe**

Some predict 2019 will be the year the FAA finally implements a requirement for [remote identification for all drones](https://www.faa.gov/news/updates/?newsId=89404), recreational and commercial, flying in the U.S. It’s expected this will be combined with a new rule for flights over people for small drones. But there is a big difference between the FAA proposing a rule (called the Notice of Proposed Rulemaking or NPRM) and that rule becoming law. The difference can be anywhere from six to nine months. So it’s likely we’ll see a proposed rule, but implementation will be like Waiting for Godot.

To be clear, Drone ID is not a slam dunk, and the specifics of the ID signature are still being debated within the FAA. Even so, Drone ID needs to exist for [Unmanned Traffic Management (aka UTM)](https://uavcoach.com/utm-drones/) to become a reality. UTM should help enable some of the most talked-about use cases for drones, from package delivery to aerial taxi services, but don’t expect this first iteration of remote ID to live up to the headlines or vendor expectations of a global autonomous drone network – as that would ignore the arduous political processes in each country or region to make UTM even possible.

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**Trend 6 – DJI’s continued dominance**

SZ DJI Technology Co., Ltd. (a.k.a. DJI), a Chinese company, continues to dominate the market and has made gains this year in every product category, from drone aircraft at all price ranges, to add-on payloads, to software. [Recent survey data](http://thedronegirl.com/2018/09/18/dji-market-share/) shows DJI is still the dominant brand for drone aircraft purchases, with a 74% global market share. Much of DJI’s dominance can be attributed to its aggressive product development, technological advancements and partner development in the enterprise channel. Last year, the company released two new series of enterprise products (Phantom 4 RTK and Mavic 2 Enterprise) that target industrial users. It’s safe to predict their leadership will continue given their strategic investment with Hasselblad, their recent investment in an R&D facility in Palo Alto, California, and their partners in the enterprise space [such as Microsoft](https://news.microsoft.com/2018/05/07/dji-and-microsoft-partner-to-bring-advanced-drone-technology-to-the-enterprise/).

**Trend 7 – Sensors, software, and AI advancements**

Along with the new imaging sensor integration announcements in 2019 (such as smaller, more lightweight [LiDAR](https://enterprise.dji.com/news/detail/how-lidar-is-revolutionizing-mapping-and-geospatial-data)), expect to see imaging software advancements as companies seek to combine RGB, thermal imaging, orthomosaic, and data from IoT sensors. More aerial imaging and mapping software firms will likely announce artificial intelligence (AI) capabilities. Right now, most of this is cloud-based machine learning (a.k.a. deep learning and predictive analytics), where datasets are trained by specialized teams. Already, there are some drone-based AI solutions for image recognition/machine vision, but it’s still early in the technology development cycle and [AI is near peak hype](https://www.forbes.com/sites/forbestechcouncil/2018/03/07/have-we-reached-the-peak-of-ais-hype/#3e8179347171).

Some big news for 2019 could be workflow integration of drone data and workflow into predictive maintenance and service solutions, as well as enterprise asset management systems such as those from IBM, INFOR, Oracle and SAP. Capabilities could include documentation, tracking and GIS data integration. That may bring a yawn to some, but when you can connect the dots and show the effect of drone data on the balance sheet, CFOs and CEOs will take notice and drive further enterprise adoption.