

Episode 204 - Paige Arnof-Fenn Founder & CEO at Mavens and Moguls

Show Notes & Action Guide



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Make A Name for Yourself: The Power of Personal Branding

Guest: Paige Arnof-Fenn - is a speaker, columnist, and the founder and CEO of Mavens and Moguls, a global marketing and digital branding firm. Paige works with big-name clients like Microsoft, the New York Times company, and Colgate; as well as venture-backed startups and nonprofit organizations.



What's the One Big Tip?

Paige's One Big Tip is that branding is about planting seeds, cultivating relationships, and being consistent over a long career

Action Guide

You may think you don't have what it takes to be a brand, but Paige says that's where you're wrong! Everyone can - and should - think of themselves as a brand, and in this episode, Paige is explaining just how to start the process of building your own.

Paige dives deep into a conversation all about the importance of personal branding, methods for building your own brand, and the best ways to make sure you stand out. Everyone has the potential to build a powerful brand they can leverage in the digital world, and there's no better person to share a little wisdom on the subject than Paige.

Take Away Points

1. **You Are The Brand** - Paige takes us through her career journey, from Wall Street to startups. We discuss the importance of personal branding. She says everyone is a brand and thinking about yourself as one is your ticket to success, especially with all the platforms and all the social media options out there, you should already think of yourself as a brand. Paige shares tips for getting started with your branding journey - she says to start where you are and look at your strengths and weaknesses. She says that if you start looking at yourself as a brand, and you talk to the people that know you best, what do they think you're good at? Paige says that you need to find out where you are unique, special, and different. She advises everybody to take those strengths and crank them up. It doesn't matter what category you compete in. She says that you need to find your niche and carve out your personal brand.
2. **Online Presence is Vital** - Paige unfolds all the tools and platforms available and discusses which one should you use for your personal brand. She says an online presence is vital, but to choose and commit to a medium that feels authentic to you. It's really the foundation for a trusted relationship in the digital world. Paige thinks the worst thing that can possibly happen to you today is if people Google you and you don't show up at all if you're invisible online. She says that if you're invisible period, you have to have an online presence to exist today. Because for people to return your call to want to have a meeting, to want to have a conversation with you. They want to know that you're important. who you are, what you stand for, do you have any connections in common.



3. **Be Consistent** - Paige dives into the keys to standing out. She breaks this down into content marketing and thought leadership. Page emphasizes the importance of consistency and says that branding is all about the long game. Whether you're publishing articles yourself, you're being quoted in other people's articles, you're sharing articles that you read and think your audience might be interested in. She says that if you become that go-to source, you're the gatekeeper. You're the person that's vetting content and sharing it with your network. That is a great way to build a brand we are all inundated with so much information technology data constantly.

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