

Brand Building 101

My 5-step Plan



Disclaimer

- These steps worked for me. They represent my path. They are not for everyone.
- I hope I don't sound like a complete egotistical ass.

Step 1: Blog

- Start blogging. NOW.
- Blog a shitload
- Solve problems people ask for
 - read flexcoders for inspiration
 - Doug = components, Juan = skins
- Blog source code
 - Only release high quality, well documented code (this is a pain in the ass)

Step 2: Use Your Name

- I use my name for:
 - my domain (blog and email address)
 - www.dougmcune.com
 - package structure
 - `com.dougmcune.controls.*`
- Juan did not do this

Step 3: Use Your Face

- Post pictures of yourself
 - ever made an example app that loads an image?
- Stand out
 - look stupid and own it



Step 4: Make a Logo

- I combined steps 3 & 4 by using my face
- You are a brand, you need a logo
- Put it in your examples, put it in your presos, etc etc

scalenine



Step 4: Make Business Cards

- Give yourself a title
- Even if you have a real job



Step 5:

Be Social and Friendly

- Give props in blog posts - always give credit
 - (without kissing ass)
- Be active in the blogosphere (comments, response posts, etc)
- Go to user groups and conferences
 - Go drinking (with Tom and John)
- Be humble but proud