



personal branding for developers

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@fharper

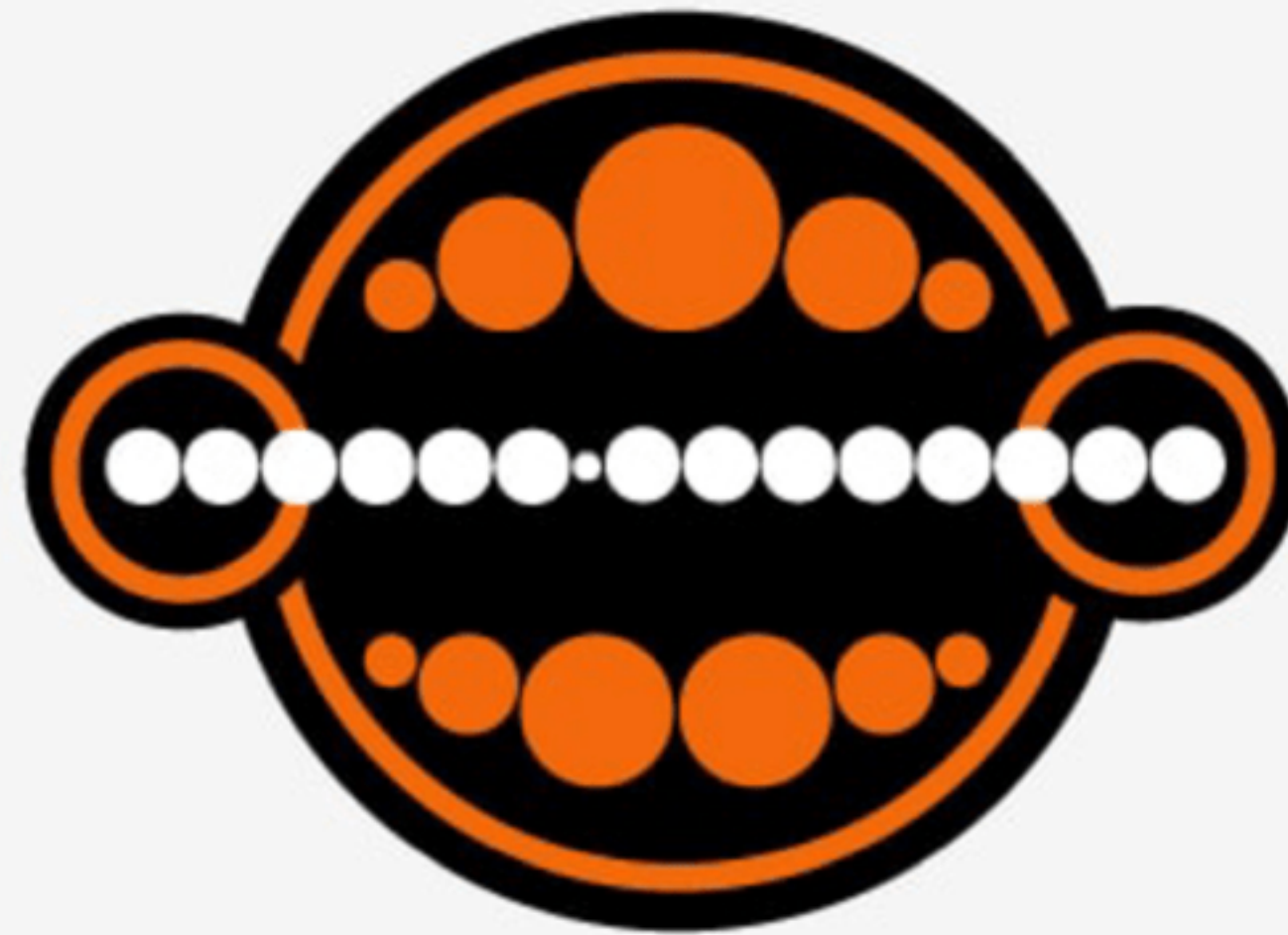
can you recognize this brand?



can you recognize this brand?



can you recognize this brand?



what



personal branding

an **ongoing process** of developing
and maintaining a reputation
and impression of an individual

Mot
Motel



















why



IMPORTANT
MESSAGE













TO WASTE

NOT

IMPOSSIBLE

HEINZER M. KNEIP C.
SUI + GER
13^{ET} 0:11 11





Toronto (NOTL)

ETIOPIA

RIO DE JANEIRO

Lexington →

ANTANANARIVO

ARGENTINA

Berlin

SAINTE-CATHERINE

PRAGUE





how









WHAT
WE
ARE

WHAT
WE WANT
TO BE



**Do
epic
shit**



A photograph showing two hands holding a white rectangular sign. The sign has the text 'CODE IS POETRY' written in a dark blue, serif, all-caps font. The hands are silhouetted against a bright, out-of-focus background of a window with light streaming in. The hand on the left is gripping the top left corner, while the hand on the right is holding the top right corner.

CODE IS POETRY

Rule 3

Rule 4

Rule 5

CONSIDER EVER

BE SELF DISCIPLINE

FINDING SOMEONE WHO

CHOOSING TO FOLLOW

TO BE DISCIPLINED IS TO FOLLOW IN A

TO BE SELF DISCIPLINED IS TO FOLLOW IN A

Rule 6

NOTHING IS A MISTAKE. THERE'S NO
NO FAIL. THERE'S ONLY MAKE.

Rule 7

The only rule is work.

IF YOU WORK IT WILL LEAD TO SOMETHING.

IT'S THE PEOPLE WHO DO ALL OF THE WORK ALL THE TIME
WHO EVENTUALLY CATCH ON TO THINGS.

Rule 8

DON'T TRY TO CREATE AND ANALYSE AT THE
SAME TIME. THEY'RE DIFFERENT PROCESSES.



CHOCAPIC

nutella



GOOGLE



DEV



WordPress OneNote

Social Media



Facebook



Twitter



LinkedIn



Pinterest



Google+



Tumblr



Instagram



Vimeo



Simon Collison
Agenzia

Simon Collison
Erskine Design

Simon Collison
@simoncollison
OCTOBER 21ST & 22ND, 2010 BROOKLYN, NY
Brooklyn Beta

Simon Collison
Colly.com

DIBI
DESIGN IT. BUILD IT
THE TWO TRACK WEB CONFERENCE
Simon Collison
Freelance
@simoncollison
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NorthernNet

COLLY

Simon Collison
Sneak Preview

COLLY
ERSKINE
Carsonified

media07
Simon Collison
SPEAKER

simon collison
agenzia
media

DESIGN & CREATIVITY
Speaker

FOWA
Simon Collison
CollyLogic & Erskine Design

Simon Collison
Erskine Design
DIRECTOR

COLLY
FRIEND / TWEET / FOLLOW / REACH ME ON:

Simon Collison



OPEN

Hacktober

FEST

2019

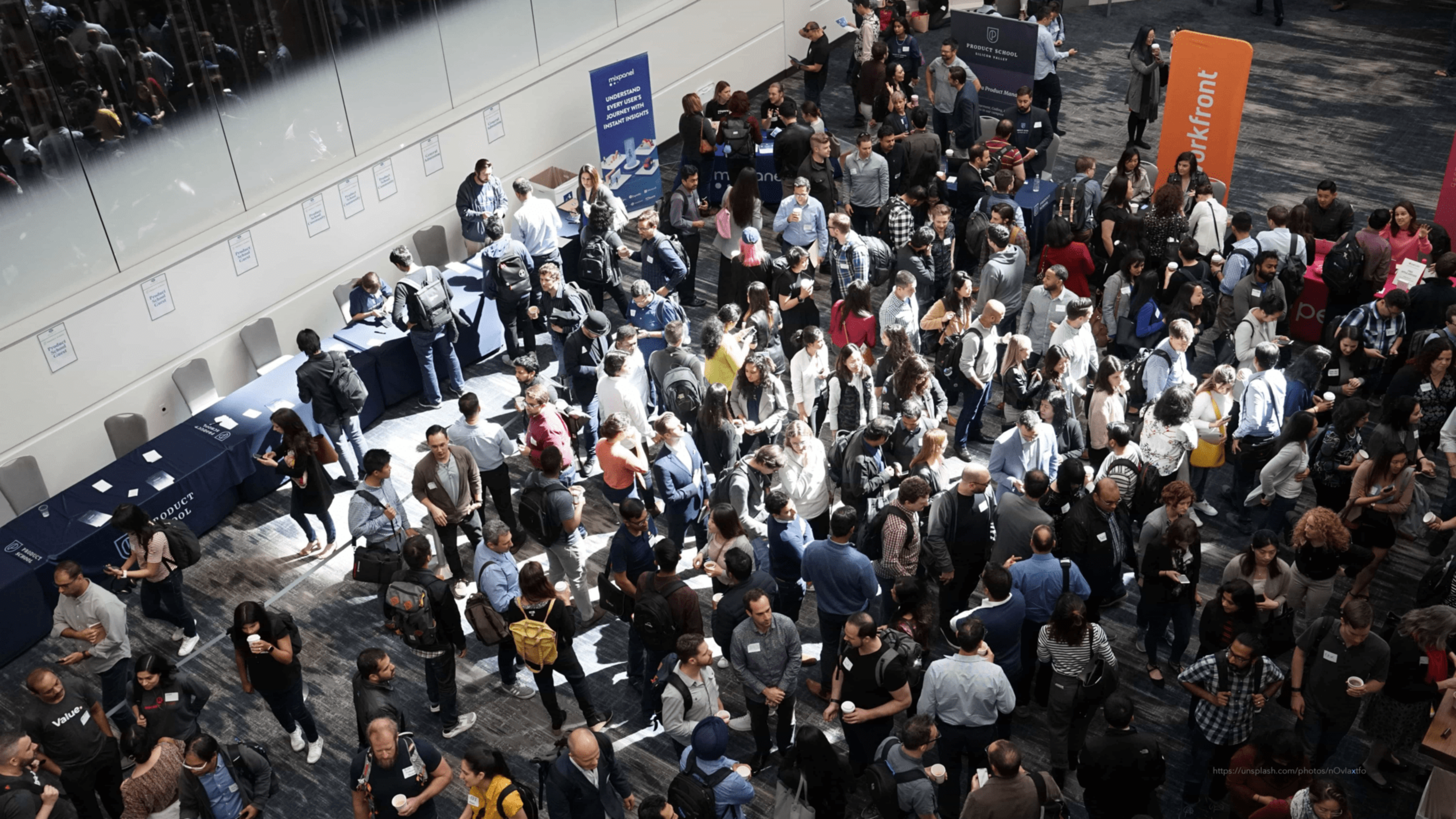
presented by  DigitalOcean and 



HELP

2. KOOP

0 471 05 55



SO...

DO SOMETHING GREAT



THIS IS
THE SIGN
YOU'VE BEEN
LOOKING FOR

NEW YORK TIMES BESTSELLER



CHRIS BROGAN

USING THE WEB TO BUILD INFLUENCE,
IMPROVE REPUTATION, AND EARN TRUST

JULIEN SMITH



LINCHPIN

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SETH GODIN

BECOME A ROCK STAR DEVELOPER

SUCCESS IN PROGRAMMING

HOW TO GAIN RECOGNITION,
POWER, AND INFLUENCE THROUGH
PERSONAL BRANDING

THE NEW YORK TIMES BESTSELLER



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