



BUILDING

YOUR

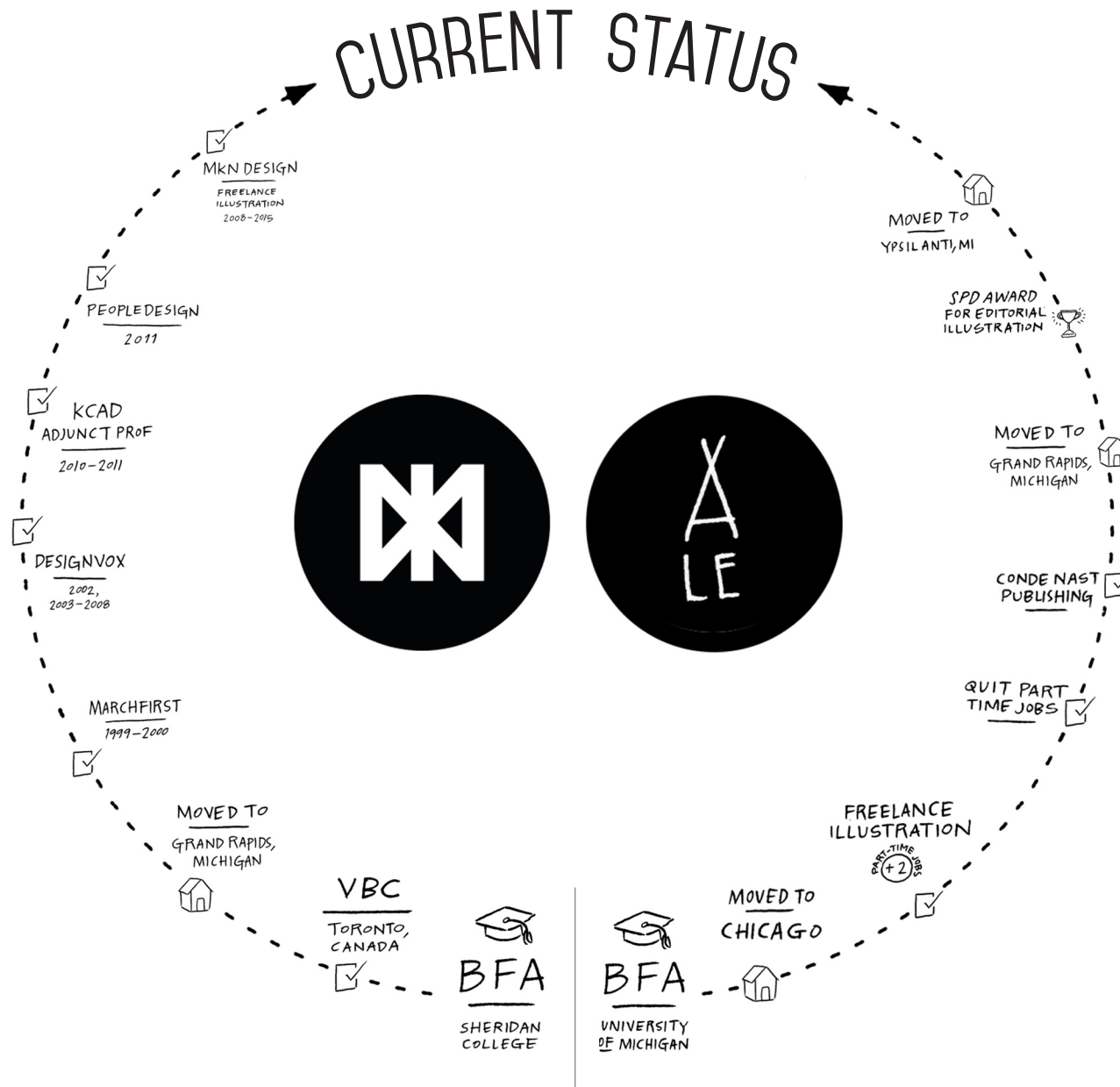
EGO

-WITH-  
MICHAEL  
NYKAMP  
&  
LUCY  
ENGELMAN

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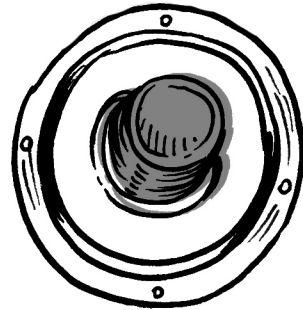
**EGGO**

*Ego is your best friend and your worst enemy.*



Two approaches of thinking to building your brand, this is where we came from and our experiences.

# WHERE TO BEGIN



*Market. Location. Competition.*

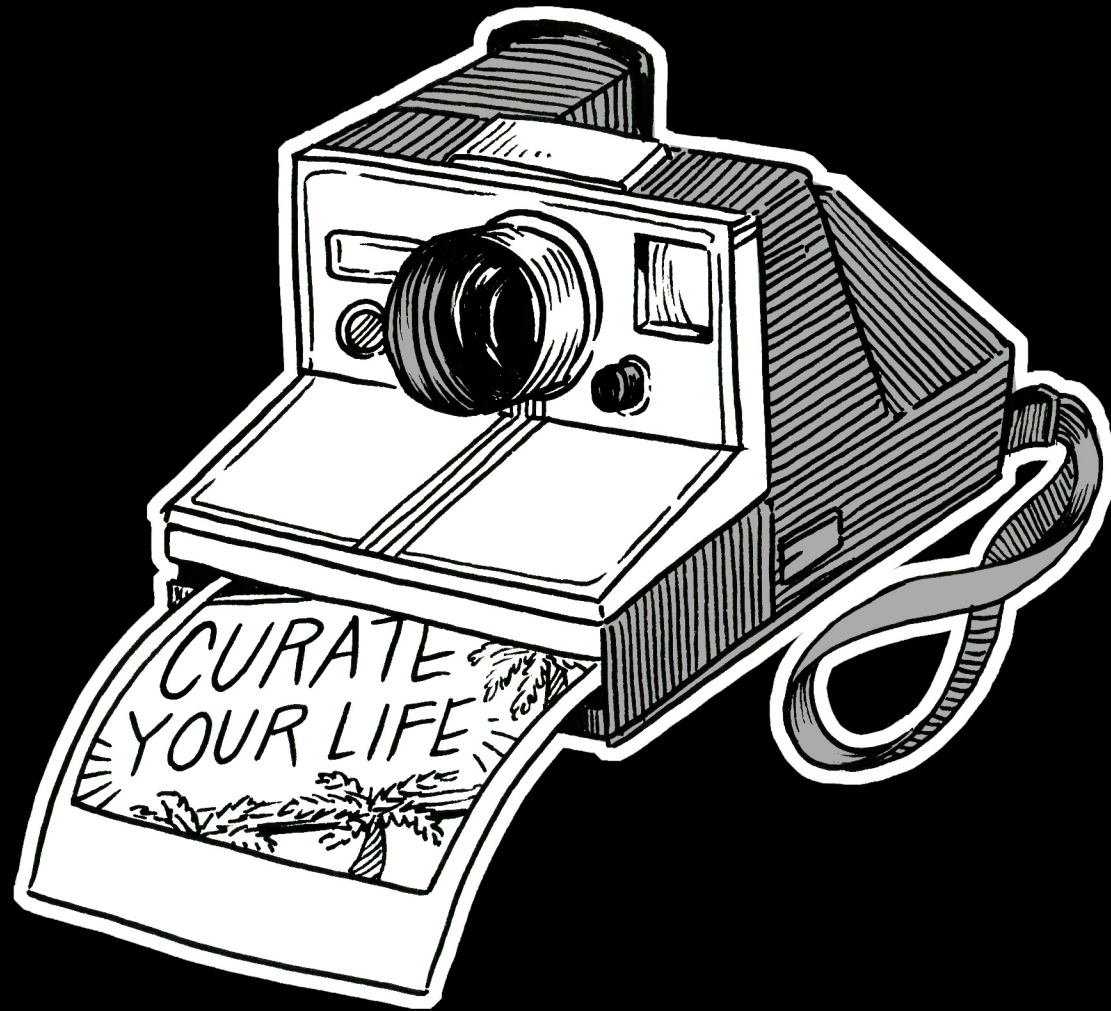


HOW TO  
PRESENT  
YOURSELF

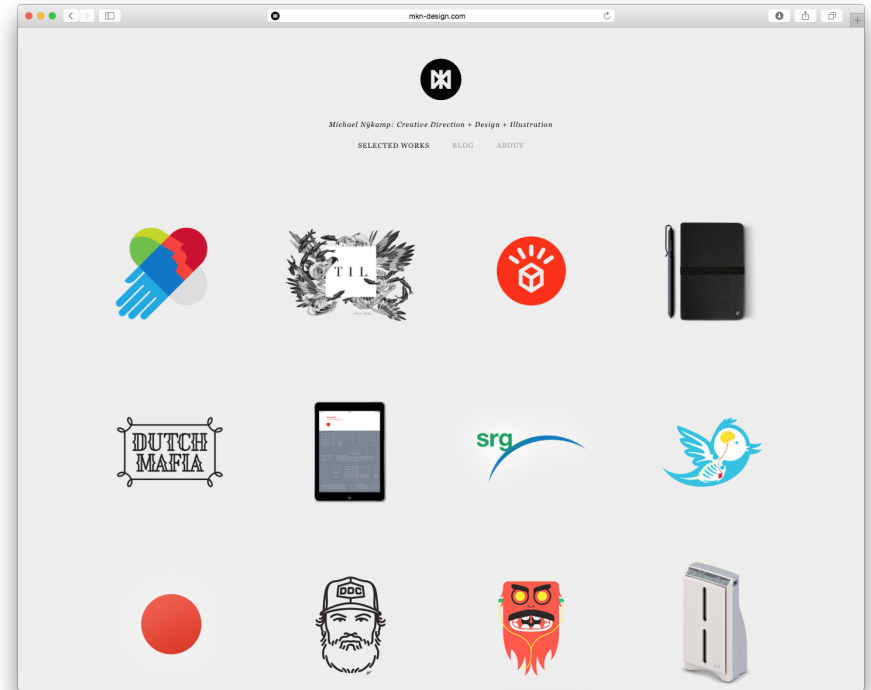
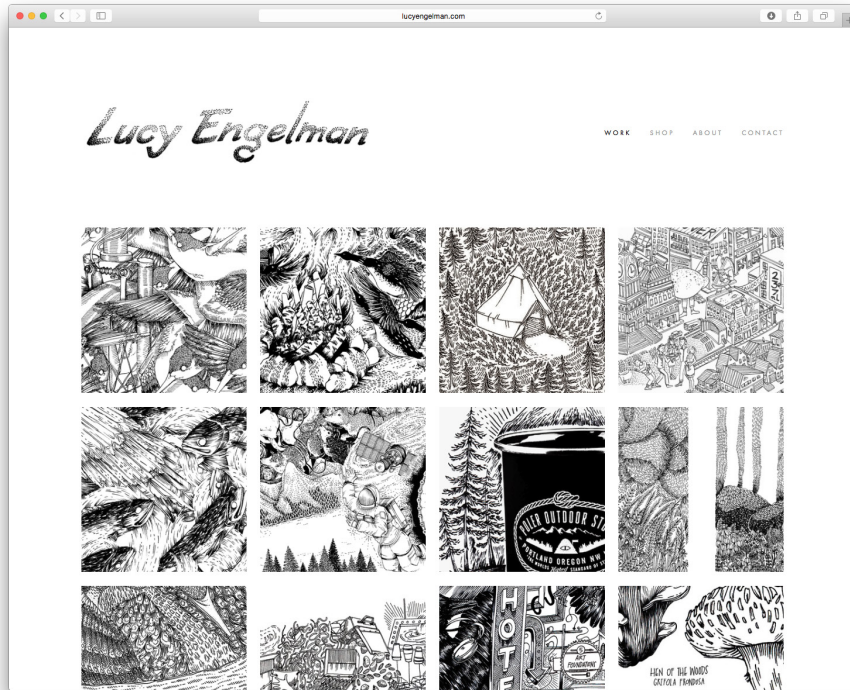
*Inward and outward expression of your brand.*

# Person's Capability & Identity

*Professional expressions of your brand.*

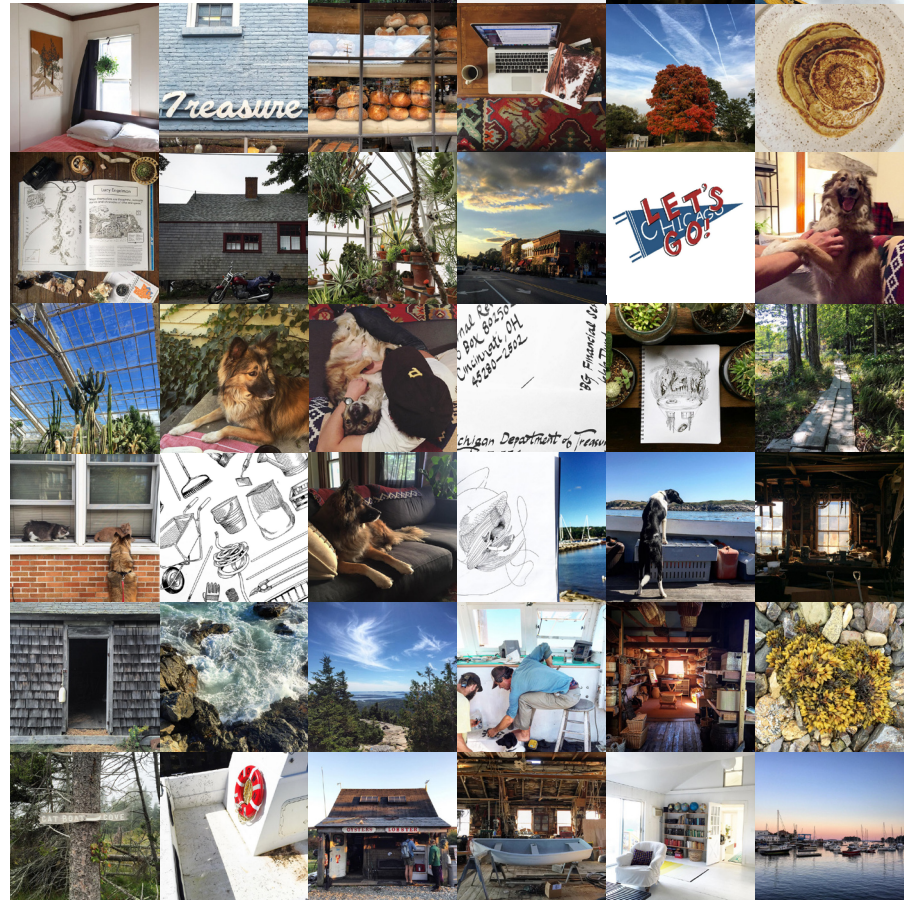
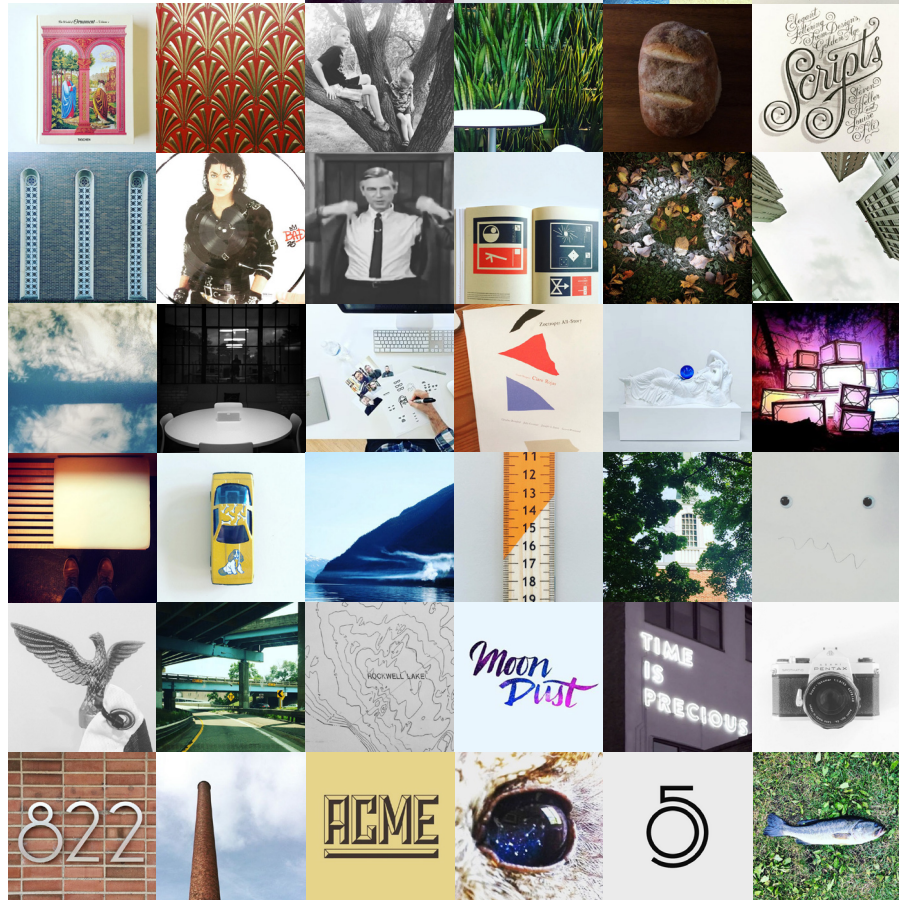
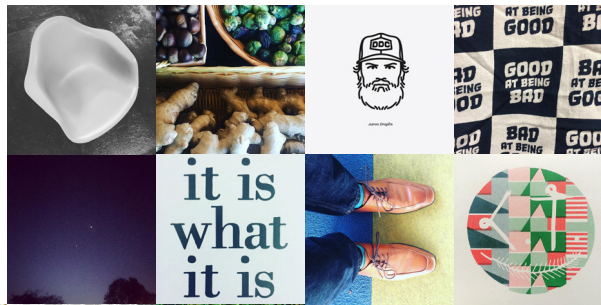


*Presenting and supporting your brand digitally.*



See the difference in brand style?





See the difference in brand style?

# PUTTING YOUR BRAND TO USE

*Finding the right fit within organizations and peers.*





American Society of  
Media Photographers



The Illustration  
League



Society of North  
American Goldsmiths



Design for Good



Architecture American  
Institute of Architects

# ORGANIZATIONS



Interaction Design  
Association



Information Architecture  
Institute



Creative Mornings



Council of Fashion  
Designers of America



American Institute  
of Graphic Arts



Portrait Society  
of America



Freelancers Union



Society of  
Illustrators



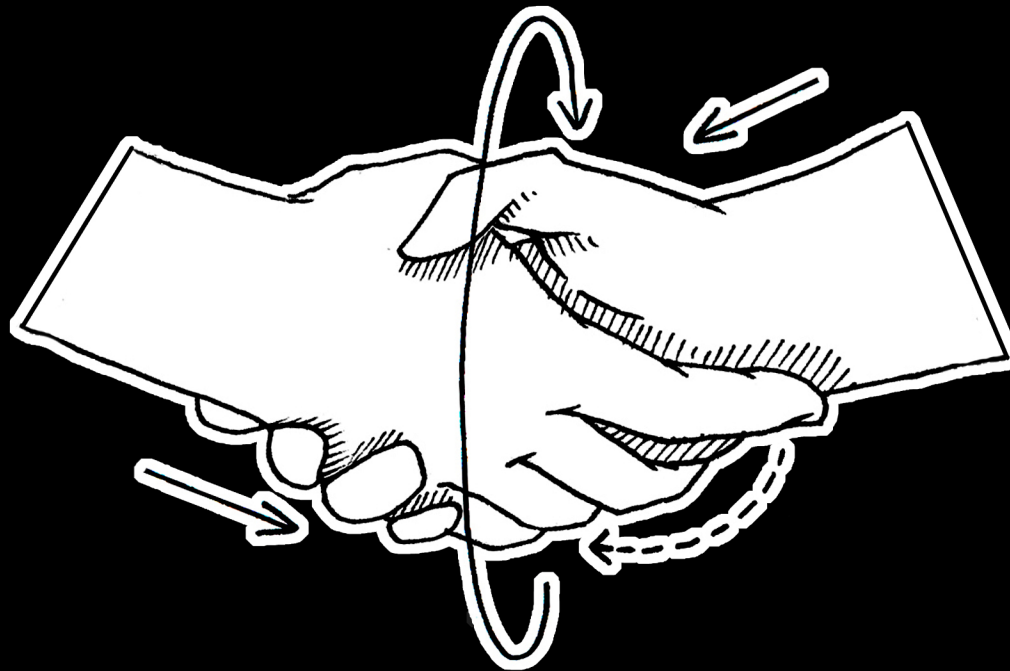
Industrial Designers  
Society of America



American Society of  
Interior Designers

Sign up and get involved!

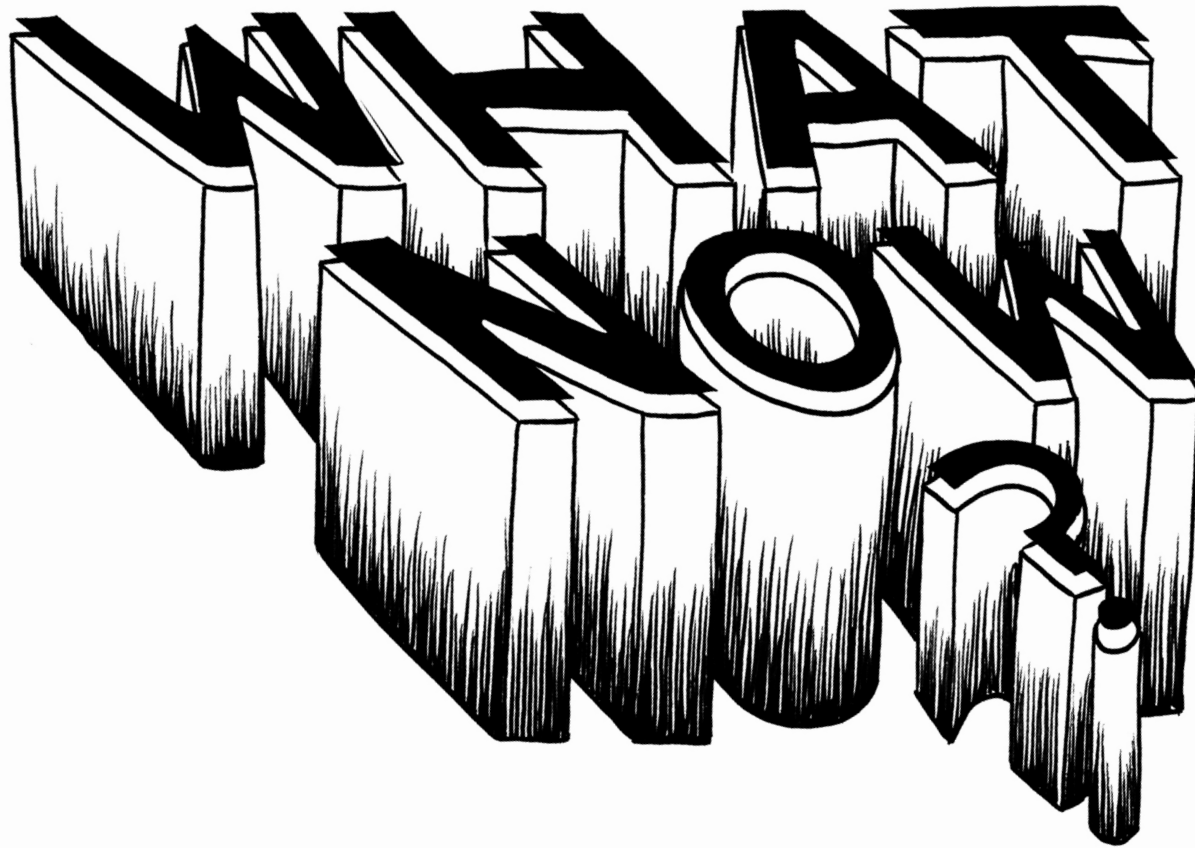




## PROFESSIONAL INTERACTIONS

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*Promote yourself.*



*Get out there, be yourself and be smart about it.*



*Never be afraid ask questions.*