

The Story of the Hat

Approximately 10 years ago I was at a blues festival. It is a 3 day affair.

As I was sitting in the designated seat a few people walked by and mentioned that they 'loved the hat' I was wearing. A gentleman who was sitting next to me introduced himself, told me that he owned a big advertising company in the UK and asked me if he could give me some advice. Sure I said - here is what followed.

His advice... "That hat is you. Take a professional picture of you wearing that hat. Make sure it is on your signs, your cards, every piece of print material and your social media presence. People comment on the hat. Make sure the hat is your brand."

I listened and I acted.

90% of the comments I get (and I get a fair number) are very positive when either wearing or promoting myself with the hat.

"You're the lady with the hat." "You look great in the hat." "Wish I could wear a hat." "Nice hat."

He was right. He advised me how to market myself and cause a reaction. Though I'm a small fish sometimes in a big pond the hat has served me well and will continue to do so. The hat is part of my brand. He knew branding.

Most of my community are in the creative industry, brand management, content writing, social media professionals, marketing, etc. You know of what he spoke that day.

That is why the hat.



Marilyn Palmer