

Personal Branding Tips

Update Your Online Profiles:

Be sure they tell your story of why you are unique. Focus especially on LinkedIn, Facebook, Twitter, and your Google Profile.

Buy Your Domain:

This is the place where you can control your message about who you are.

Business Card Process:

If you get a business card, make it a habit of getting those people into your online networks.

Professional Picture:

Get a professional photographer to take your picture and be consistent in using it throughout your online profiles.

Start a Blog:

Take your expertise and consistently deliver valuable, relevant and compelling information through this tool.

Comment on other Blogs:

In your niche, what are the top 10-15 influential blogs? Read and comment on those blogs consistently.

Write a Book:

I'm not kidding. A book is still the best business card around. If you are the expert in your niche, you need to write a book.

Deliver Big Content:

e-Books, e-newsletters, white papers, research reports and industry rankings. Pick two or three and publish, publish, publish.

Find Distribution Channels:

PowerPoint presentations should go on SlideShare or Scribd. Blog content should be distributed via Twitter and Facebook.

Respond to Those Who Talk about You:

Monitor Twitter Search and Google Alerts for mentions of you. Be sure to comment on those blogs.

Accept Guest Writing Spots:

If it's in your niche and people want you to write an article, the answer is yes. Always yes.

Pick Two Associations and Get Active:

You can't be involved in every association, but pick two and be very active. Work to get on the board.

Get Behind a Charity/Cause:

This can't just be about you. Find a cause that truly makes a difference in this world and give 100%.



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