



BRAND NEW YOU

ONLINE BRANDING 101

A PERSONAL BRAND IS TYPICALLY DEFINED IN TERMS OF:

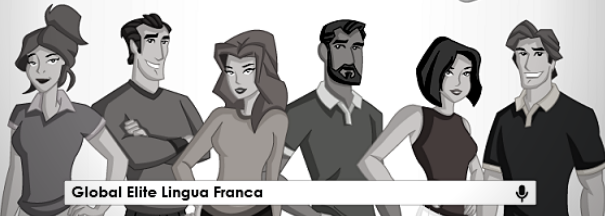


ONLINE BRANDING TIPS



Google

YOURSELF



Global Elite Lingua Franca

GOOGLE YOURSELF

WHAT ARE OTHERS SAYING ABOUT YOU?



EMAIL IMPECCABLY

ALWAYS CHECK YOUR GRAMMAR & SPELLING!



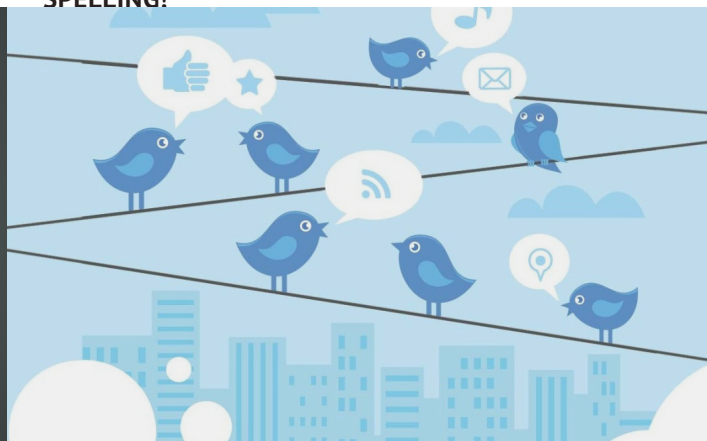
CURATE YOUR SOCIAL MEDIA PROFILES

KEEP IT CLEAN, CLASSY, AND RATED G.



BE AN ACTIVE USER OF LINKEDIN

FOLLOW INDUSTRY LEADERS. JOIN PROFESSIONAL GROUPS ONLINE.



TWEET WITH A PURPOSE

FOLLOW HASHTAGS AND ACCOUNTS RELATED TO YOUR FIELD. CHIME IN ON INTELLIGENT CONVERSATIONS.



OFFLINE TO ONLINE RELATIONSHIPS

FOLLOW COLLEAGUES ONLINE TO GET TO KNOW THEM BETTER.

ONLINE BRANDING TIPS

MONITOR ONLINE PRESENCE

CHECK IN ON YOUR VIRTUAL SELF REGULARLY!



GET SOME ONLINE BYLINES

IMPROVE YOUR GOOGLE SEARCH RESULTS BY WRITING QUALITY CONTENT ONLINE. IF YOU HAVE THE TIME AND ENERGY, WRITE A BLOG ABOUT THINGS YOU'RE PASSIONATE ABOUT. ANOTHER OPTION IS TO WRITE OBJECTIVE PRODUCT REVIEWS OR RECOMMENDATIONS ON SITES SUCH AS AMAZON AND GOOGLE MAPS.

SHARE YOUR PROFESSIONAL STATUS

SOCIAL MEDIA IS NOT JUST FOR RANTING. YOU CAN ALSO SHARE CAREER MILESTONES, UPDATES ON YOUR PROJECTS, AND YOUR INSIGHTS ON WHATEVER IS A HOT TOPIC IN YOUR PROFESSIONAL FIELD.



ADD LINKS TO EMAIL SIGNATURE

LET PEOPLE KNOW WHERE AND HOW TO GET IN TOUCH WITH YOU.



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