

ACTION STEP GUIDE

Week 1

1. Check Your Google ranking
2. Set up search engine alerts for your name
3. Conduct Blog search for relevant blogs and add to Bloglines

Week 2

1. Establish your on line brand statement
2. Join one on line network, post profile and download address book to build network
3. Post profile on one professional profile web site

Week 3

1. Post a book review on one of the book reseller web sites
2. Post a profile on second professional web site
3. Join a forum and where possible place a profile

Ongoing every week

1. Add comments to relevant blogs
2. Check any changes or additions to on line network(s)
3. Answer questions to forum
4. Post new book reviews
5. Seek out one new online avenue for content or contribution

Quarterly

1. Check Google Score
2. Track all search engine web page entries
3. Review current activities and change as necessary

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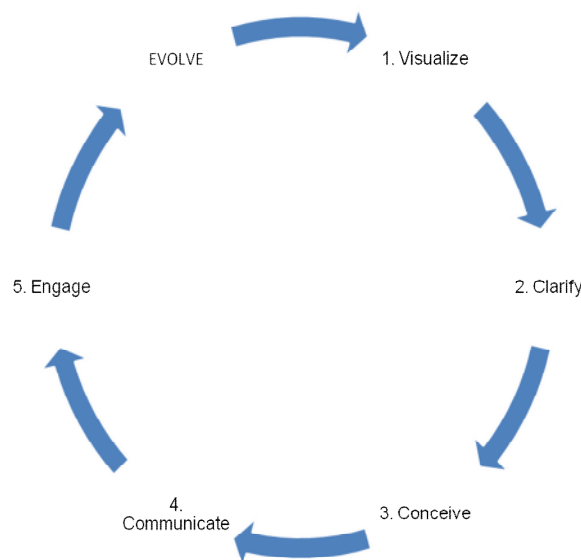
Is your brand answering the 5 R's?

- Relevance – is it right for your industry and vocation?
Satisfy the 'must haves', develop the differences.
- Resonance – does your target audience see why you make sense?
Become the person they want to be associated with.
- Relation – is there a connection for everyone?
Help everyone's brand benefit from your interactions.
- Remarkability – does it stand out, will it be noticed?
Be remembered for the right reasons, in the right way.
- Real – is it a true reflection of who you are?
Feel comfortable, be inspired, have fun.

Thank you for attending!

Authentic Brand Cycle©

“Treat people as if they were what they ought to be and you will help them become what they are capable of becoming “ - Goethe



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WEB LINKS

<http://www.reachcc.com/360v4register> - take the 360 Reach tool – learn what others perceptions of you are – 15 day initial access is free.

Online ID Calculator <http://www.onlineidcalculator.com/index.php>

Mashable Social Media Guide - <http://mashable.com/>

www.zoominfo.com - search for past colleagues and company contacts

www.vault.com - employees and ex-employees give company low down

www.hover.com - register your own domain and brand your e-mail

www.humancapitalinstitute.org - leading talent and HR think tank

www.plaxo.com - online address book and branded e-mail signatures

www.alexa.com - toolbar that gives web site rankings

www.surveymonkey.com - online web survey templates and systems

www.authentic happiness.org - online FREE quiz version of Strengths Finder

<http://personas.media.mit.edu/personasWeb.html> how your persona looks online

www.whatbrandareyou.com - fun tool to determine the name of YOUR brand

Blogs

www.bloglines.com – subscribe to all your favourite blogs in one place and see when new postings go up

www.blogsearch.google.com - find a blog on any subject by keyword

www.technorati.com - put your blog on a search tool

On-line Networks

www.linkedin.com - online professional social capital network

<http://blog.linkedin.com/> - LinkedIn's own blog tips on how to use it

www.facebook.com – fastest growing social network

www.thevirtualhandshake.com - great summary site for maximising business on line relationships

www.twitter.com – micro-blogging and potential job leads source

www.ecademy.com - strong European membership, especially UK

www.openbc.com - stronger in mainland Europe

www.thevirtualhandshake.com - great summary site for maximising business on line relationships

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FURTHER READING

Career Distinction – William Arruda and Kirsten Dixon

Now Discover Your Strengths – Buckingham & Clifton

Never Eat Alone – Keith Ferrazzi

A Whole New Mind & Drive – Dan Pink

All Marketers Are Liars - Seth Godin

Outliers– Malcolm Gladwell

The Brand You 50 : Or : Fifty Ways to Transform Yourself from an 'Employee' into a Brand That Shouts Distinction, Commitment, and Passion! - and **Re-Imagine** – Tom Peters

Brain Tattoos – Creating unique brands that stick in your customers minds – Karen Post

Soaring on Your Strengths – Robin Ryan

First Things First and **7 Habits of Highly Effective People** – Stephen Covey

Brag- The Art of Tooting Your Own Horn – Peggy Klaus

Make a Name for Yourself: Eight Steps Every Woman Needs to Create a Personal Brand Strategy for Success - Robin Fisher

Career Warfare: 10 Rules for Building a Successful Personal Brand on the Business Battlefield
David F. D'Alessandro,

The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone Into an Indispensable Personal Brand - Peter Montoya, Tim Vandehey

Crossing the Chasm – Geoffrey Moore

Six Pixels of Separation – Mitch Joel

Trust Agents – Chris Brogan and Julien Smith

Crush IT! – Gary Vaynerchuk

The New Rules of Marketing & PR – David Meerman Scott

Now I'm on LinkedIn – So What? – Jason Alba

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The 6 P's of building your online brand

- Publish – take what you know and let others learn from it.
- Post – go to blogs and offer value in your answers.
- Profile – be sure that all of your online profiles tell a story and are on brand for you.
- Pontificate – offer an opinion or insight. Be seen to be a thought leader.
- Publicize – get the message out there regularly, Google loves press releases.
- Partner – work with others that you know that are trying to reach the same target audience but do not compete with you.

Please take a moment to go to Speaker Rate and provide your feedback on the presentation

<http://speakerrate.com/paulcopcutt>

Sign up for “Just My Toonies Worth” 30 seconds of personal branding tips

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v: <http://videobio.com/paulcopcutt/> Watch my videoBio

"We build brands.Yours"

Your reputation is what Google says it is. Here's mine.....

http://www.qalias.com/view_profile/Paul/Copcutt/1313/0/

30 second personal branding tips and resources

Go to www.justmytooniesworth.ca or follow #JMTW on Twitter

Check out where I am speaking next <http://www.paulcopcutt.com/>

Lets connect on LinkedIn <http://www.linkedin.com/in/paulcopcutt>

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Online Surveys

Microsoft 2009

79% of US hiring managers and recruiters reviewed online information about job applicants

70% of US hiring managers rejected candidates based on what they found out about them online.

Execunet 2007

76% of executives expect companies and recruiters to conduct a search of their name online during the hiring process, yet 22% have never entered their own name into a search engine.

Career Builder 2009

45% employers are using social networking sites to research job candidates, up from 22% in 2008. Another 11% plan to start using such sites for screening.

For job candidate checks 29% use Facebook, 26% LinkedIn, 11% search blogs and 7% follow candidates on Twitter.

Top industries likely to screen – IT 63% and Professional and Business Services 53%.

Reasons for elimination;

Inappropriate photos or information – 53%

Content about drinking or drugs – 44%

Bad mouthed previous employer, co-worker or clients – 35%

Showed poor communication skills – 29%

Made discriminatory comments – 26%

Lied about qualifications – 24%

18% employers found content on social networking sites that caused them to hire the candidate. Top examples;

Profile provided a good feel for personality and fit – 50%

Profile supported professional qualifications – 39%

Candidate was creative – 38%

Showed solid communication skills 33%

Well rounded 33%

Other people posted good references – 19%

Candidate received awards and accolades – 15%

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