How to

MARKET YOURSELF



What's your objective?

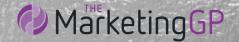
Create a positive personal brand for yourself



What are your goals?

Develop referral sources

Onboard new clients





Less than 15% of people have truly defined their personal brand

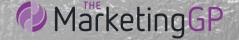


... less than 5% are living it consistently at work.

Glenn Llopis Group

What do people think

about you?





Marketing GP

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Where do people get to

meet you?





Use a professional headshot

Write articles

Update skills

Have a background image

Complete your bio

Support your employer

Comment on content

Have a weekly ritual



Be authentic, but professional

Use hashtags

Use geotagging

Be personal

Follow people

Link to a relevant website

Tag people/brands

Reply to comments

Comment on others posts'



Follow leaders in your industry

Have a ritual

Retweet others

Support your employer

Welcome to Twitter

Post relevant articles

Favourite retweets

Sign up

Get involved in trends

Use hashtags



Remember, nothing is private

Use events



Put your best foot forward

Use lists and limited profiles

Check privacy

Sign Up for Facebook

Fill in professional details

Get involved in groups















Have your multi-floor elevator pitch

Avoid the dreaded business card thrust

Don't feel threatened by competitors

Learn to overcome networking weaknesses









We are the average of the five people we spend the most time with

Jim Rohn





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Newcastle to host world-class WHS event

Building the ability for businesses to create safer, happier and healthier environments based on advice fromleading WHS experts is the..

8 FEBRUARY 2018



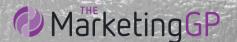
Training firm's leadership courses now credit to university degrees

One of the region's training firms is now offering local leaders and managers the option of easing













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