



10 INDISPENSABLE TOOLS FOR PERSONAL BRANDING

1: Google Reader

To create a credible brand, you must become a bona fide expert in your field. Sign up for a [Google Reader](#) account so that every time you subscribe to a blog or news site, you can quickly scan the latest articles in your reader rather than wasting time going from site to site. Added bonus: you can access Google Reader on your mobile phone.

2: Delicious

After receiving news feeds from Google Reader, you'll want to save some articles. [Delicious](#), a social bookmarking site, will enable you to tag the articles, organize them by keyword, and then share them with your network.

3: Blogging

Yes, there are way too many blogs out there, but blogs still rank high in search engines. A well-named and nicely designed blog that focuses on a niche and is frequently updated will help you distinguish yourself in a crowded industry. [WordPress](#), the platform of choice for most bloggers, offers thousands of free templates.

4: Facebook Fan Pages

You may already be one of the 400 million people on [Facebook](#), but are you using your account to communicate your professional brand? Clean up your profile or make it private. Then start a [Facebook fan page](#) — a type of account geared specifically to companies, products, and public personas. It will allow you to collect analytics, have exchanges with your “fans,” and add all kinds of applications.

5: Twitter

More than any other tool, this microblogging site can enable a brand to spread virally — via 140-character messages. With 75 million users and growing, [Twitter](#) enables you to interact with industry leaders as well as consumers. If you're already sending out status updates on Facebook or LinkedIn and adding Twitter sounds like too much work, you can use [Ping.fm](#), to update all your social networks in one step. Be careful, though - you might not want the same message going to all of your different audiences.



Virtually, Another You!

6: LinkedIn Groups

LinkedIn remains the community of choice for executives. Creating your own LinkedIn group will help boost your profile as a thought leader and increase your number of connections exponentially.

7: YouTube

More than 178 million U.S. Internet users watch online video each month, and nearly 40 percent of them are doing so on YouTube, the most popular video-sharing site and one of the top five search engines in the world. Post a video resume about your work; people who watch it will feel connected to you before they even meet you.

8: Flickr

Images can be a powerful way to convey your brand. If you go to a lot of industry events, travel for your work, or make a physical product, you've got people, places, and things to show. Take pictures of your brand-building activities and upload them to Flickr. Then post your photos to your Web site or blog using a Flickr badge, which creates a link to the pool of images you want to share.

9: Ning

Aside from tapping into existing networks like Facebook or LinkedIn, you can create your own branded social networking site. Ning enables you to create your own community just the way you want it; you can decide what the site looks like and what functionality it will have.

10: Wiki Workspace

Formerly known as PBwiki, PBworks enables you to create a wiki workspace, where you can write, edit, and collaborate with colleagues and consumers on all kinds of projects. Wondering what collaboration has to do with your personal brand? Well, who knows your brand better than anyone? The people you've worked with. So why not invite *new* people to collaborate with you and get to know your brand? For example, I used a wiki to collaborate on a definition of personal branding with experts in my field, some of whom I had never been in contact with before. As a result, I created a deeper connection with them by working on a project together.

Note: This article originally appeared as an entry in BNET's Personal Success blog.



Virtually, Another You!

A SOCIAL MEDIA SCHEDULE

Twice-daily

- Check **twitter** via **Tweetdeck** – preset searches for **@ducttape**, john jantsch, and duct tape marketing – respond as I see fit, follow some @replies that seem appropriate.
- Scan **mybloglog** – I obsess over traffic, but this reveals trending links and **stumble** surges in real time so I can react if appropriate.
- Respond to comments on my blog

Daily

- Write a blog post – RSS subs get it, **twitter tools** sends to twitter, **Facebook** gets it, **FriendFeed** updates
- Scan twitter followers for relevant conversations to join
- Scan **Google Reader** subscriptions to read and stimulate ideas
- Share Google Reader favs – these publish to Facebook and **you can subscribe**
- **FleckTweet** any blog pages from my subscriptions that I love – this goes to twitter
- Bookmark any blog pages from my subscriptions that I love – **delicious** using **Firefox plugin** for right click posting – this goes to FriendFeed
- **Stumble** any blog pages from my subscriptions that I love – this goes to Facebook and FriendFeed
- Scan **Google Alerts** for my name, brand and products – in Google Reader as RSS feed – respond as appropriate
- Add comments to blogs as appropriate – mostly response types – Google Reader and **BackType**

Weekly (end)

- Scan **LinkedIn** Questions from my network and respond when appropriate
- Scan **delicious**, **digg** and **mixx** popular and select bookmarks for content ideas and trending topics
- Consciously add comments to conversations I want to join – hot topic focused
- Join one twitter hot trend conversation if appropriate – **search.twitter.com** shows these in real time



Virtually, Another You!

Monthly

- Check **MrTweet** for new twitter follow recommendations
- Scan Amazon's **upcoming and new releases** for authors to interview on podcast (the big names seem more accessible with a book release coming!)
- Post a press release with social media links to **PitchEngine** or **PRWeb** (this changes depending on what's going on, but at least monthly.)
- Strategize on ways to repurpose and repackage any and all of this in ways that make it more accessible to another audience.

Note: This article originally appeared as on Duct Tape Marketing.

NOTES: _____
