

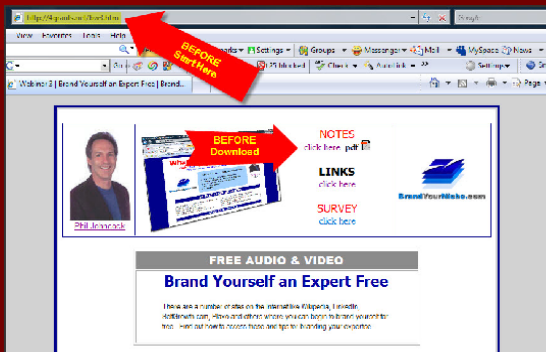
Brand Yourself as an Expert Free



With Phil Johncock



<http://4grants.net/bw3.htm>



Overview

- Why brand yourself online?
- What is your expertise?
- Which "trusted sites" are best to brand your expertise?
- What info do you need to begin to brand your expertise?
- Next step??

Why brand yourself online?

- In 2008, an estimated 1.4 billion people worldwide are online.
- In North America, more than 72% of the population uses the Internet.
- In 2004, the average Internet user spent close to 3 hours per day online. 25% of time was spent surfing & shopping. Both have increased.
- Today, 74% of all surfing & shopping use Google (47%) or Yahoo (27%).
- When people Google you, do they see your expertise?
- Since you're being branded already, you might as well brand your expertise.



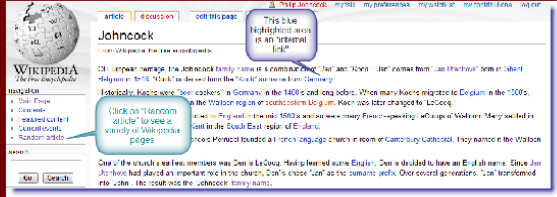
Which "trusted" sites are best?

- Wikipedia
- SelfGrowth.com
- LinkedIn
- Plaxo
- ZoomInfo



Trusted Site #1

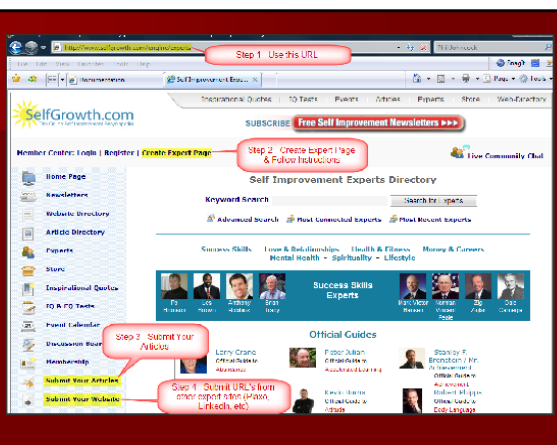
Wikipedia



Trusted Site #2

SelfGrowth.com "Expert" Page





<http://4grants.net/bw3.htm>

Brand Yourself an Expert Free

There are a number of sites on the internet that offer a number of different ways and other ways you can learn to brand yourself for free. Here are how to learn more and get started branding your expertise.

Links

FREE "Trusted" Sites

Example - Wikipedia Page
<http://en.wikipedia.org/wiki/Johncock>

Example - SelfGrowth.com Expert Page
http://www.selfgrowth.com/experts/phil_johncock.html

Example - LinkedIn Page
<http://www.linkedin.com/in/philjohncock>

Example - Plaxo
<http://philjohncock.myplaxo.com>

Example - ZoomInfo
<http://tinyurl.com/5ulsqj>

Resources

Article - Get Right! Brand Your Niche!
<http://www.4grants.net/NicheChapter.pdf>

Here is what you'll find ...

Brand Yourself as an Expert Free

With Phil Johncock
