

0-to-Branded in 60 Minutes

Quick-Start Personal Branding and Social Media Set-Up



The Basic Personal Branding Idea

1. Adapt in-person networking to online social media / social networking.
2. Adapt traditional corporate branding principles to personal identification.
3. **Combine the two to create a focused online presence that makes you...**

Easy To Find, Hard To Forget



@pbarbanes

#barcampswfl

The Idea In Action



Determine your brand and your differentiator(s).



Structure your online presence and linkages.



Engage online in ways that support your brand.



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What We'll Do

- Walk through the steps of the DESIGN phase of the Really Simple Social Media Strategy



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What This Is

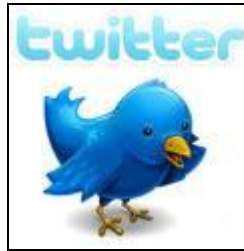
- **HERESY!** A cookie-cutter approach
- A strategy that uses WordPress, LinkedIn, and Twitter together
- A way to begin



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The Model



YOU
Personal Brand
Site



Personal Domain
Name (URL)



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What This Is Not

- **Not the ONLY way**
- Not an in-depth tutorial on WordPress, LinkedIn, or Twitter (hey, we've only got so much time!)
- Not just theory; it gets results



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RESULTS?

- Increased appearance in Google
- Improved LinkedIn results/connections
- **Differentiation**
- Improved job prospects / negotiations
- Seen as an expert in your field
- Seen as relevant in today's connected world



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The Model

Followers

Followers

Followers

Followers



Searchers
(Google, etc.)

Searchers
(Google, etc.)

Recruiters / Partners



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0-To-Branded In 60 Minutes:

Kim The Crafter



@pbarbanes

#barcampswfl

STEP 1: Register A Domain Name

Kim The Crafter available?



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I use GoDaddy.com...



24/7 Sales & Su

[Create Account](#) | [Forgot Password](#) | [Sign Out](#) \$ [Deals of the Day](#)



HOME

Domain Auctions

Marketplace

Support & Community

Media

Bob's Video Blog



Domains

Hosting

Email

Site Builders

Business

SSL Certificates

Resellers

Start your domain search here...

.com [Express buy](#)

#1 in Domain Registrations!

- SALE! .info \$0.89*
- SALE! .net \$9.99*
- SALE! .me \$8.99
- SALE! .mobi \$6.99*
- SALE! .us \$5.99
- SALE! .biz \$8.99*

[Domains for just \\$1.99*](#) · [\\$6.99* Domain Transfers](#) · [Over \\$100† in Free Extras](#)

[Domain Options & Pricing](#) · [Bulk Registration](#) · [International Domains](#) *Plus ICANN fee of 18 cents/yr

Super Bowl® 2010
Commercials

[Watch and Rate Now](#)



Get started on your Web presence TODAY!

Domains for just **\$1.99***
with any new, non-domain purchase**

Plus, everyday low prices on the most popular domains:

New .COMs **\$10.69***
per year & lower

.COM Transfers **\$6.99***
FREE 1-yr ext!

Danica Patrick
Racing Star &
Go Daddy Girl®



Go Dad

GoDaddy
\$500,000
and its d

[Learn mo](#)
[Donate n](#)

Go Dad



Personaliz
secure & s
[Learn mo](#)

I WANT t

Search for

Build a W

#barcampswfl



Get your domain in 3 easy steps!

Add 5 more domains and [GET BU](#)

Search

Customize

Checkout

No domains pending registration.

[Continue to Reg](#)



Patrick, kimthecrafter.com is available! Just \$10.69*

[Add](#)

Select the domain names below that you would like to register:

[Why register me](#)

[Select All](#)

[More Domain Options](#)

We also recommend...

<input checked="" type="checkbox"/>	kimthecrafter.com	✓ \$10.69*/yr	Most Popular
<input type="checkbox"/>	kimthecrafter.info	✓ \$0.89*	BEST VALUE!
<input type="checkbox"/>	kimthecrafter.net	✓ \$9.99*/yr SALE!	Save \$3.00/yr
<input type="checkbox"/>	kimthecrafter.org	✓ \$14.99*/yr	
<input type="checkbox"/>	kimthecrafter.me	✓ \$8.99 SALE!	Save \$11.00/yr
<input type="checkbox"/>	kimthecrafter.mobi	✓ \$6.99*	Save \$8.00/yr
<input type="checkbox"/>	kimthecrafter.us	✓ \$5.99 SALE!	SPECIAL!
<input type="checkbox"/>	kimthecrafter.biz	✓ \$8.99* SALE!	Save \$6.00/yr

[Add](#)

<input type="checkbox"/>	kimthecrafters.com
<input type="checkbox"/>	thekimthecrafter.com
<input type="checkbox"/>	kimthecraftersite.com
<input type="checkbox"/>	mykimthecrafter.com
<input type="checkbox"/>	kimthecrafteronline.com
<input type="checkbox"/>	newkimthecrafter.com

[Add](#)

No domains pending registration.

[Continue to Registration](#)



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Step 2: Set Up WordPress



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[#barcampswfl](#)

Sign up at www.wordpress.com
Enter a Blog Name

Blog Domain

Blog Title
The blog title can be changed at any time.

Language What language will you be primarily blogging in?

Privacy I would like my blog to appear in search engines like Google and Technorati, and listings around WordPress.com.



@pbarbanes

#barcampswfl

Sign up at www.wordpress.com
Enter a Blog Name

Blog Domain

Blog Title
The blog title can be changed at any time.

Language What language will you be primarily blogging in?

Privacy I would like my blog to appear in search engines like Google and Technorati, and in public listings around WordPress.com.



@pbarbanes

#barcampswfl

KimTheCrafter

Just another WordPress.com weblog

Hello world!

January 30, 2010 by pbarbanes

Welcome to [WordPress.com](#). This is your first post. Edit or delete it and start blogging!

Posted in [Uncategorized](#) | [Edit](#) | [1 Comment](#) »

Pages

» [About](#)

Archives

» [January 2010](#)

Categories

» [Uncategorized \(1\)](#)

Blogroll

» [WordPress.com](#)

» [WordPress.org](#)

Meta

» [Site Admin](#)

» [Log out](#)

» [Valid XHTML](#)

» [XFN](#)

» [WordPress](#)



[@pbarbanes](#)

[#barcampswfl](#)

Access your “dashboard” / site admin

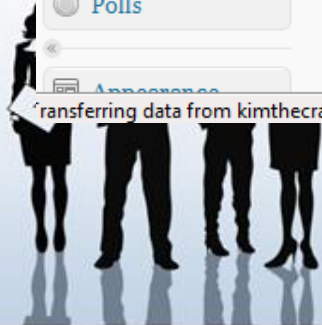
The screenshot shows the WordPress dashboard for the user 'KimTheCrafter'. At the top, there is a navigation bar with links for 'My Account', 'My Dashboards', 'New Post', and 'Blog Info'. Below this, the user's name 'KimTheCrafter' and a 'Visit Site' button are visible. The main dashboard area is divided into several sections:

- Left Sidebar:** A vertical menu with options: Dashboard, Blog Stats, Blog Surfer, My Comments, Readomatic, Tag Surfer, My Blogs, Subscriptions, Upgrades, Posts, Media, Links, Pages, Comments, Ratings, and Polls.
- Dashboard Header:** A yellow banner with the text 'WordPress announcement: [My Tips on WordPress.com](#)'.
- Right Now:** A summary box showing 'At a Glance' with statistics: 1 Post, 1 Page, 1 Category, 0 Tags, 1 Comment, 1 Approved, 0 Pending, and 0 Spam. It also indicates the current theme is 'Kubrick' with 0 Widgets and a 'Change Theme' button.
- QuickPress:** A form for creating a new post, including fields for Title, Content, and Tags, along with 'Save Draft' and 'Reset' buttons.
- Recent Comments:** A section showing a comment from 'Mr WordPress' on the post 'Hello world! #'. The comment text is 'Hi, this is a comment. To delete a comment, just log in, and view the posts' comments, there you will have ...'.
- Recent Drafts:** A section stating 'There are no drafts at the moment'.
- Stats:** A section showing 'Views per day'.

Transferring data from kimthecrafter.wordpress.com...

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Select "APPEARANCE"

Dashboard · KimTheCrafter — WordPress - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://kimthecrafter.wordpress.com/wp-admin/index.php

LinkedIn Adds New Ways to B... A way to link to a specific part... Web Ink Now: Why I am not o... Crisis Camp Miami > Log In Dashboard · KimTheCrafter ... Go Daddy Domain Name Search...

Posts
Media
Links
Pages
Comments
Ratings
Polls
Appearance
Users
Tools
Settings

Theme **Kubrick** with **0** Widgets [Change Theme](#)

Akismet blocks spam from getting to your blog, but there's nothing in your spam queue at the moment.

Recent Comments

From [Mr WordPress](#) on [Hello world! #](#)
Hi, this is a comment. To delete a comment, just log in, and view the posts' comments, there you will have ... [View all](#)

Incoming Links

This dashboard widget queries [Google Blog Search](#) so that when another blog links to your site it will show up here. It has found no incoming links... yet. It's okay — there is no rush.

Your Stuff

Today

New post: kimthecrafter - [Hello world!](#) (Edit)
New page: kimthecrafter - [About](#) (Edit)
Comment: kimthecrafter - [Mr WordPress](#) on [Hello world!](#)

This week

Comment: communityorganizer - [Viagra](#) on [Echoes of Richard Gilman's Republic Windows](#) [diagnose](#)

Tags

[Save Draft](#) [Reset](#) [Publish](#)

Recent Drafts

There are no drafts at the moment

Stats

Views per day

Date	Views per day
01-30	0

Top Posts (the past week) **Top Searches**

Most Active (the past day) [View All](#)

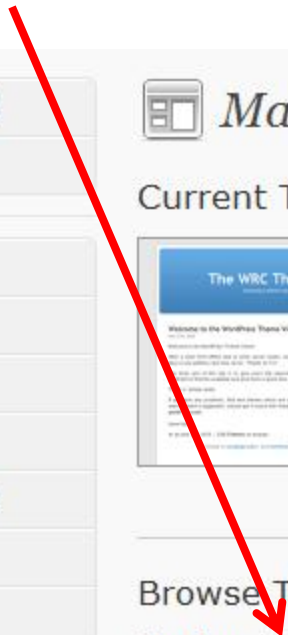
Done

Documents Dashboard < KimTh... ZeroToBrandedIn60... AWCpresentation [... Untitled - Paint Desktop 3:40 AM

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Browse ALL Themes



Dashboard
Upgrades

Posts
Media
Links
Pages
Comments
Ratings
Polls

Appearance

- Themes**
- Widgets
- Extras
- Custom Header
- Header Colors
- Typekit Fonts
- Edit CSS

Manage Themes

Current Theme

Kubrick by [Michael Heilemann](#)
The default WordPress theme complete with customizable header and
OPTIONS: [Widgets](#) | [Extras](#) | [Custom Header](#) | [Header Colors](#)
Tags: two-columns, fixed-width, custom-header, blue, right-sidebar, s

The WRC Theme Viewer

Welcome to the WordPress Theme Viewer

Browse Themes
Random | A-Z | Popular

Displaying 15 random themes out of 79 Refresh

Fauna
WordPress Theme

Ed's Theme Viewer



Done

@pbarbanes

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Activate A Theme

for WordPress.com

Tags: [black](#), [dark](#), [one-column](#), [fixed-width](#), [widgets](#), [sticky-post](#), [blue](#), [rtl-language-support](#), [translation-ready](#)



Contempt

[Activate](#) | [Preview](#)

A more professional version of Kubrick, sporting hard lines and 2-columns.

Tags: [blue](#), [custom-header](#), [two-columns](#), [fixed-width](#), [right-sidebar](#), [widgets](#), [sticky-post](#), [white](#), [light](#), [rtl-language-support](#), [translation-ready](#)

designer's old website.

Tags: [dark](#), [two-columns](#), [black](#), [custom-header](#), [fixed-width](#), [right-sidebar](#), [widgets](#), [sticky-post](#), [rtl-language-support](#), [translation-ready](#)



Cutline

[Activate](#) | [Preview](#)

A squeaky clean, minimalistic two-column wonder.

Tags: [custom-header](#), [two-columns](#), [fixed-width](#), [rtl-language-support](#), [white](#), [light](#), [right-sidebar](#), [widgets](#), [sticky-post](#), [translation-ready](#)



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KimTheCrafter

Just another WordPress.com weblog

[Home](#)

[About](#)

Hello world!

January 30, 2010

Welcome to [WordPress.com](#). This is your first post. Edit or delete it and start blogging!

 [1 Comment](#) |  [Uncategorized](#) |  [Permalink](#)
 [Posted by pbarbanes](#)

ARCHIVES

[o January 2010](#)

CATEGORIES

[o Uncategorized](#)

BLOGROLL

[o WordPress.com](#)
[o WordPress.org](#)

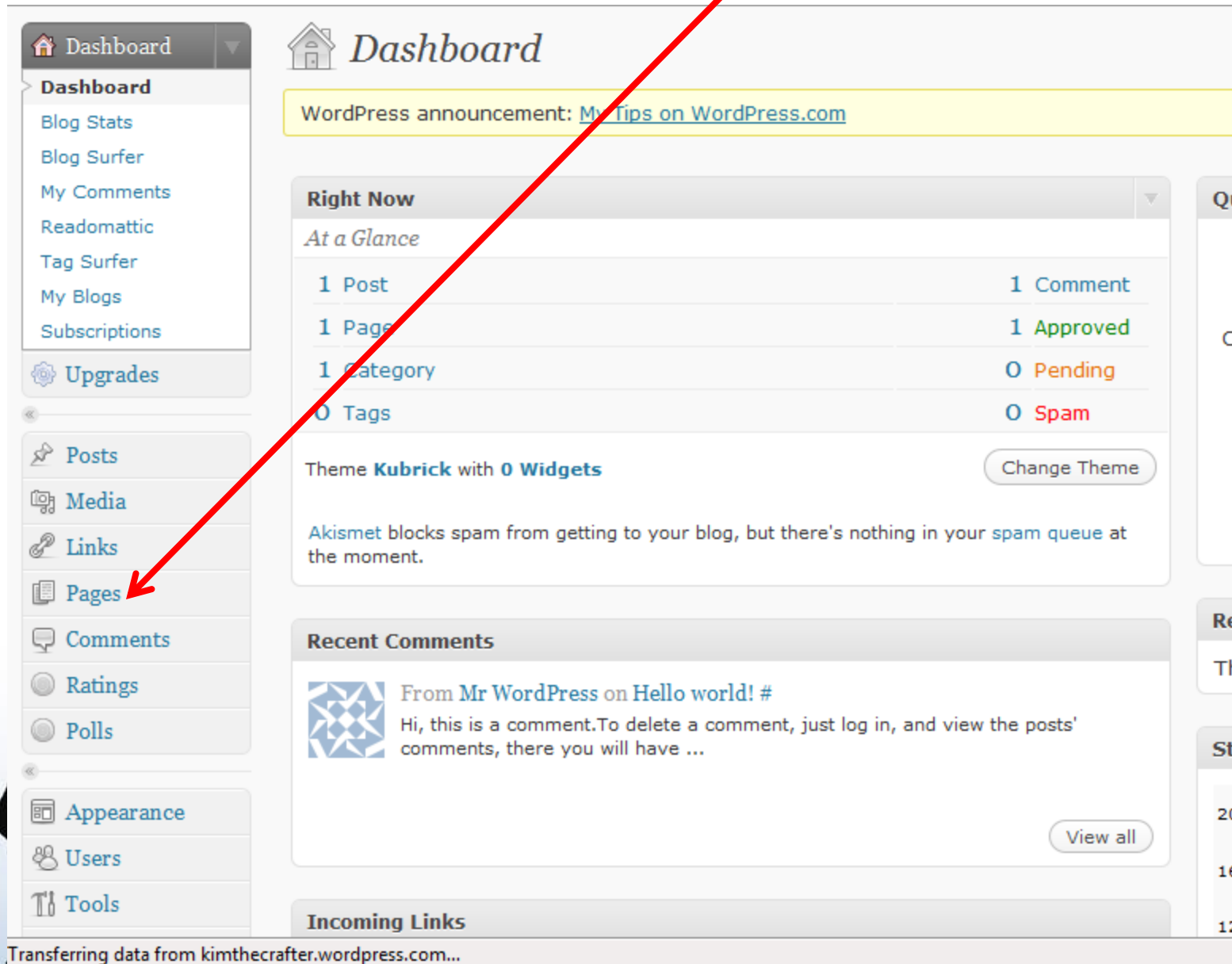
META

[o Site Admin](#)
[o Log out](#)
[o Valid XHTML](#)
[o XFN](#)
[o WordPress.com](#)



#barcampswfl

Select "Pages"



The image shows a screenshot of the WordPress dashboard. A red arrow points from the text "Select 'Pages'" to the "Pages" menu item in the left sidebar. The dashboard includes a navigation menu, a "Right Now" summary widget, a "Recent Comments" widget, and an "Incoming Links" widget. A status bar at the bottom indicates data transfer from kimthecrafter.wordpress.com.

Dashboard

WordPress announcement: [My Tips on WordPress.com](#)

Right Now


At a Glance

1 Post	1 Comment
1 Page	1 Approved
1 Category	0 Pending
0 Tags	0 Spam

Theme **Kubrick** with **0 Widgets** [Change Theme](#)

Akismet blocks spam from getting to your blog, but there's nothing in your [spam queue](#) at the moment.

Recent Comments

 From [Mr WordPress](#) on [Hello world! #](#)
Hi, this is a comment. To delete a comment, just log in, and view the posts' comments, there you will have ... [View all](#)

Incoming Links

Transferring data from kimthecrafter.wordpress.com...



Select "Add New"

The screenshot shows the WordPress admin interface for a user named KimTheCrafter. The top navigation bar includes the WordPress logo, the user name, and a 'Visit Site' button. The left sidebar contains a menu with categories: Dashboard, Upgrades, Posts, Media, Links, Pages, Edit, Comments, Ratings, Polls, Appearance, Users, Tools, and Settings. The 'Pages' category is expanded, and the 'Add New' link is highlighted. A red arrow points from the text 'Select "Add New"' to this link. The main content area is titled 'Edit Pages' and features an 'Add New' button. Below the title, there are filters for 'All (1)' and 'Published (1)', a 'Bulk Actions' dropdown menu, and an 'Apply' button. A table of pages is displayed with columns for checkboxes and titles. The visible titles are 'Title', 'About', and 'Title'. A second 'Bulk Actions' dropdown and 'Apply' button are located below the table.



Done

#barcampswfl

- Dashboard
- Upgrades
- Posts
- Media
- Links
- Pages
 - Edit
 - Add New
- Comments
- Ratings
- Polls
- Appearance
- Users
- Tools
- Settings

Add New Page

Industry Resources

Permalink: <http://kimthecrafter.wordpress.com/industry-resources/> Edit

Upload/Insert

B *I* ABC [List] [List] [Quote] [List] [List] [List] [Link] [Image] [Print] [Check] [List] [List]

Put links to industry-related sites here, with a brief description of each:

EXAMPLE LINKS

[The Crafting Guild of America](#)

Path: p

Word count: 19

Discussion

Allow Comments.

Allow [trackbacks and pingbacks](#) on this page.

**Title the Page
(Example: Industry Resources)**

Publish The Page

Publish

Save Draft Preview

Status: **Draft** Edit

Visibility: **Public** Edit

Publish **immediately** Edit

[Move to Trash](#) **Publish**

Attributes

Parent

Main Page (no parent) [v]

You can arrange your pages in hierarchies. For example, you could have an "About" page that has "Life Story" and "My Dog" pages under it. There are no limits to how deeply nested you can make pages.

Template

Default Template [v]



Done

@pparbanes

#barcampswfl

TIME: 15 MINUTES

KimTheCrafter

Just another WordPress.com weblog

[Home](#)



[About](#)

[Industry Resources](#)

Hello world!

January 30, 2010

Welcome to [WordPress.com](#). This is your first post. Edit or delete it and start blogging!

 [1 Comment](#) |  [Uncategorized](#) |  [Permalink](#)
 [Posted by pbarbanes](#)

ARCHIVES

[January 2010](#)

CATEGORIES

[Uncategorized](#)

BLOGROLL

[WordPress.com](#)
[WordPress.org](#)

META

[Site Admin](#)
[Log out](#)
[Valid XHTML](#)
[XFN](#)
[WordPress.com](#)

[@pbarbanes](#)

[#barcampswfl](#)



Step 3: FORWARD Your Domain



[@pbarbanes](#)

[#barcampswfl](#)

Forwarding and Masking

Forward KIMTHECRAFTER.COM to:

[Preview](#)

Update my DNS settings to support this change. (Recommended)

[Advanced Options](#)

OK

[Cancel](#)

Click preview to see forwarding web site.



What is domain forwarding?



It's simple! Forwarding sends visitors coming to your domain to the webpage you set here.

[Learn more.](#)

[LEARN MORE](#)

Total DNS

TLD Specific

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Step 4: Connect LinkedIn



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#barcampswfl

Choose "Edit Profile"

Basic Account: Upgrade Welcome, Patrick

LinkedIn Home **Profile** Contacts Groups Jobs Inbox (6) More... People ▾

Edit Profile

View Profile

Recommendations

Have a free night on Hilton HHonors®. Register Today!


Inbox (6 unread)

Julia K. Wakefield	Hey bud!	Jan 29	take action ▾
Heather Coull	Miami Venture Capital and Angel Event	Jan 25	Archive
Henry Fields	Call Me...	Jan 12	take action ▾
Emily Fitzpatrick	!!!VICE PRESIDENT OPENING!!! ASAP - SALES VP...	Jan 5	take action ▾
Renny Bakke Amundsen	RE: Merry Christmas and a Happy New Year!	Dec 26	take action ▾













Action items: [Invitations \(3\)](#), [Jobs \(1\)](#), [See all messages »](#)

Network Updates

[See more updates »](#)






Patrick Barbanes continues to hear from people who aren't finding LinkedIn useful, and it turns out they don't know how to use it effectively. 1 month ago

STATUS UPDATES

[Open Baiter's Miss NYC, NYE and Love! \[http://www.AZai...\]\(#\)](#)

People you

-  [C U V](#)
-  [M P](#)
-  [F G P](#)

The

\$15

3 Director
130K

P of Sales
225K



#barcampswfl

Edit "Websites"

Patrick Barbanes [Edit]

Services & Solutions Executive - Sales at Xerox Corporation [Edit]

Miami/Fort Lauderdale Area [Edit] | Information Technology and Services [Edit]



[Edit]

Patrick continues to hear from people who aren't finding LinkedIn useful, and it turns out they don't know how to use it effectively. 1 month ago [Update]

Current	<ul style="list-style-type: none">• Services & Solutions Executive - Sales at Xerox Corporation [Edit] + Add Current Position
Past	<ul style="list-style-type: none">• Sales Manager (Account Sales Manager) at Xerox Corporation• Business Services Executive at Xerox Corporation
Education	<ul style="list-style-type: none">• New York University
Recommended	You haven't been recommended + Get Recommended
Connections	102 connections
Websites	<ul style="list-style-type: none">• My Document Tech Blog & Portal [Edit]
Twitter <i>NEW</i>	<ul style="list-style-type: none">• None + Add Twitter account
Public Profile	http://www.linkedin.com/in/pbarbanes [Edit]

- Forward your
- Edit Contact
- Edit Public P
- Create your p



Complete y
[+ Import](#)
minute

Profile Con
[+ Ask for a](#)

The I



int Eye
K Bene
\$150

HR Di
\$130



Summary [Edit]

As a salesperson and expert in document technology solutions, I have sold millions of dollars of hardware, software, services and solutions from Xerox Corporation for over 15 years.

#barcampswfl

Choose "Other"

Basic Account: Upgrade

Welcome, Patrick Barbanes - Ac

LinkedIn Home Profile Contacts Groups Jobs Inbox (6) More...

People

Edit My Profile View My Profile

Additional Information

Websites: Other My Document Tech Blog http://www.documentmani Remove

Choose... URL (ex: http://www.site.c

Choose... URL (ex: http://www.site.c

Interests: My Blog networking technologies, document
My RSS Feed nologies, personal branding.
My Portfolio
Other: ement, marketing, online marketing,

Tip: Use commas to separate multiple interests

Examples: management training, new technology, investing, fishing, snowboarding... See more

Groups and Associations: Member, AIM (www.aim.org) - For over 60 years, AIM has been the leading non-profit organization focused on helping users to understand the challenges associated with managing their business information, including documents, content,

Tip: Use commas to separate multiple groups

Examples: Kiwanis, IEEE, Product Marketing Association... See more

Honors and Awards: Recognized in the Congressional Record, 1990 (http://thomas.loc.gov/cgi-bin/query/C?r101:.

@pbarbanes

#barcampswfl



Enter the domain name, then Save Changes

Basic Account: Upgrade

Welcome, Patrick Barbanes - Ac



[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox \(6\)](#) [More...](#)

People ▾

[Edit My Profile](#)

[View My Profile](#)

Additional Information

Websites: Other: ▾ My Document Tech Blog [Remove](#)

Other: ▾ KimTheCrafter.com

Choose... ▾ URL (ex: http://www.site.c

Interests: Web 2.0, social networking technologies, document management technologies, personal branding.

Sales, sale management, marketing, online marketing.

Tip: Use commas to separate multiple interests

Examples: management training, new technology, investing, fishing, snowboarding... [See more](#)

Groups and

local (Lakewood, CA) Chamber of Commerce.

Examples: Who's Who In America, 1999-2004... [See more](#)

[Save Changes](#) or [Cancel](#)

Note: You can add and edit Twitter accounts on the [Twitter Settings page](#).

[Customer Service](#) [About](#) [Blog](#) [Careers](#) [Advertising](#) [Recruiting Solutions](#) [Research Surveys](#) [Tools](#)

#barcampswfl



Step 5: (Sign up for and) Connect Twitter



[@pbarbanes](#)

[#barcampswfl](#)

In "Settings" ...

twitter

Home Profile Find People Settings Help Sign out

pbarbanes's settings

Account Password Mobile Notices Picture Design Connections

Name
Enter your real name, so people you know can recognize you.

Username Your URL: http://twitter.com
[/pbarbanes](#)
No spaces, please.

Account

From here you can change your basic account info, fill in your profile data, and set whether you want to be private or public.

Tips

Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.

Change your Twitter user name anytime without affecting your existing tweets, @replies, direct messages, or other data. After changing it, make

Only let people whom I approve follow me. I know so
WILL NOT be on the public timeline
publicly visible in some places.

Save

know so
all of your
user name.

Keep your
who can
tweets out

...Add the Domain Name

...and SAVE



#barcampswfl

my account.

Link to your site

twitter

Home Profile Find People Settings Help Sign o



pbarbanes

That's you!

Lists

.@bph sure knows her and out! Excellent in-d knowledge. #barcamp:

22 minutes ago from web

While I'm at #barcampswfl, a big shout-ops going on today all over the world! #rcha

@pbarbanes

#barcampswfl

Name pbarbanes
Location Coral Springs, FL
Web <http://www.kimthe...>
Bio TRAINER: how to use Wordpress, LinkedIn, Twitter, & Facebook. STRATEGIST: Personal Branding and online presence. AUTHOR: Really Simple Social Media.

3,005 2,791 86
following followers listed

Tweets 5,04

Favorites

Lists

@pbarbanes/haiti

View all



Result



@pbarbanes

#barcampswfl

Result

Followers

Followers



Followers
Followers

Searchers
(Google, etc.)

Personal Domain
Name (URL)



Recruiters / Partners



@pbarbanes

#barcampswfl

Next: ALIGN



- With relevant and updated content on your blog, enable organic search to draw visitors from LinkedIn, Google and other search engines.
- Use Twitter to draw Followers (and their Followers) to your personal brand site.



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Questions?

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