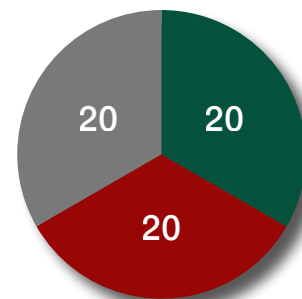


Personal Branding Power Hour

For more detail, see pages 155-166 in the book.

One hour. Three 20 minutes segments.

Do it diligently, and watch your personal social media brand *grow*.



1st 20: WRITE

What is the hardest part of writing?

Staring at a blank screen thinking, "What should I write?"

You are the expert in your field, and if you share your knowledge in digital form, won't that make you more valuable in the eyes of your prospective clients?

Enroll in and start using the free service **HARO** (Help A Reporter Out - helpareporter.com) and simply answer the questions. Reporters are sharing the news before it's printed, and it is, by far, the best way to know what to write.

OTHER **ROTOMA** SECTIONS TO CHECK OUT

FAQ YOU - pages 135-138

2nd 20: GET SOCIAL

Grasping this concept alone will make the time you've invested reading this chapter worth it. How can **YOU** use social media effectively?

It's actually quite simple:

1. Have a strategy
2. Have a list of priorities listed in descending order

Here's some marching orders to help you get started:

Step 1

Acknowledge those that have mentioned you or shared something of yours.

Step 2

Share the thing you've written in the 1st 20-minute PBPH session.

Step 3

Help other people look good using your social media channels.

3rd 20: GO TO SCHOOL

Books add concepts, acronyms and jargon to the business marketplace. You need to keep up to date on such things, and social media is a great way to make sure you are.

In this 3rd segment of your PBPH, ask your customers what books they're reading and start with those. This works great for two reasons:

1. The concepts you learn and verbiage you start using will match that of your customers. The next time someone talks about the Hedgehog Concept, you both understand what he or she is saying and are able to add to the conversation.
2. After a customer gives you a book recommendation, they'll love that you actually read it. Why? People love giving advice, but people really love when others actually act on their advice.

Engage with the Authors



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