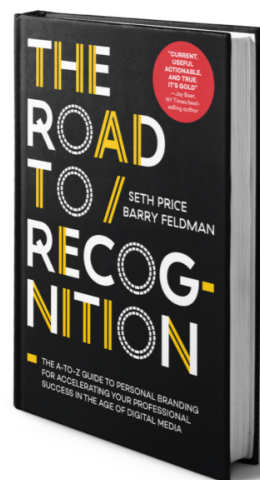


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Expert insights from

THE ROAD TO RECOGNITION



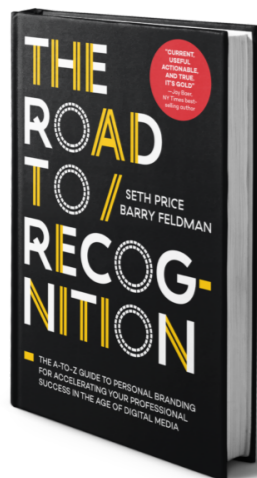
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**BY SETH PRICE &
BARRY FELDMAN**

Recognizing **THE ROAD TO RECOGNITION** Contributors

Kim Garst
Brian Clark
Joe Pulizzi
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Navid Moazzez
Robert Rose



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**BY SETH PRICE &
BARRY FELDMAN**

THE ROAD TO RECOGNITION

THE A-TO-Z GUIDE TO PERSONAL BRANDING

Featuring insights from the following experts...



A is for Authenticity

Authentic passion energizes. When you feel passionate, you can't help but take action. It becomes a natural outpouring of what you believe in and what you feel you must do. It is what drives you. — **Kim Garst**



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B is for Blogging

“You want to be the name that pops in a person’s head when a certain area of expertise is mentioned. Business people have been writing articles for trade publications for decades in order to become niche experts. That’s why blogging is such a no-brainer.”

— **Brian Clark, Founder and CEO of Rainmaker Digital**



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C is for Content

My personal content creation is everything to my brand. I'm defined in the marketplace by the content that I've created and shared. — **Joe Pulizzi**



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D is for Design

The many choices we make in the visual representation of ourselves add up to how we will ultimately be perceived by others. Design can play the role of body language for your brand, conveying confidence, style, competency, or professionalism. — **Richard Moross**



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E is for Email

You must be a friend in the inbox. People don't open emails from brands—personal or corporate—that aren't going to use their time and improve their day like a friend would. — **Joanna Wiebe**

E



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F is for Followers

The core tactic for all marketers and entrepreneurs in a digital world is growing digital media distribution networks. Your followers are a big part of that equation. It's the difference between anonymity and high global visibility. — **Jeff Bullas**



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G is for Google

Google is today's go-to source of information. By leveraging Google to build your personal brand, you get the credit for being the source of that information. I've been cited on over 54 publications. Guess where they found my content? — **Sujan Patel**



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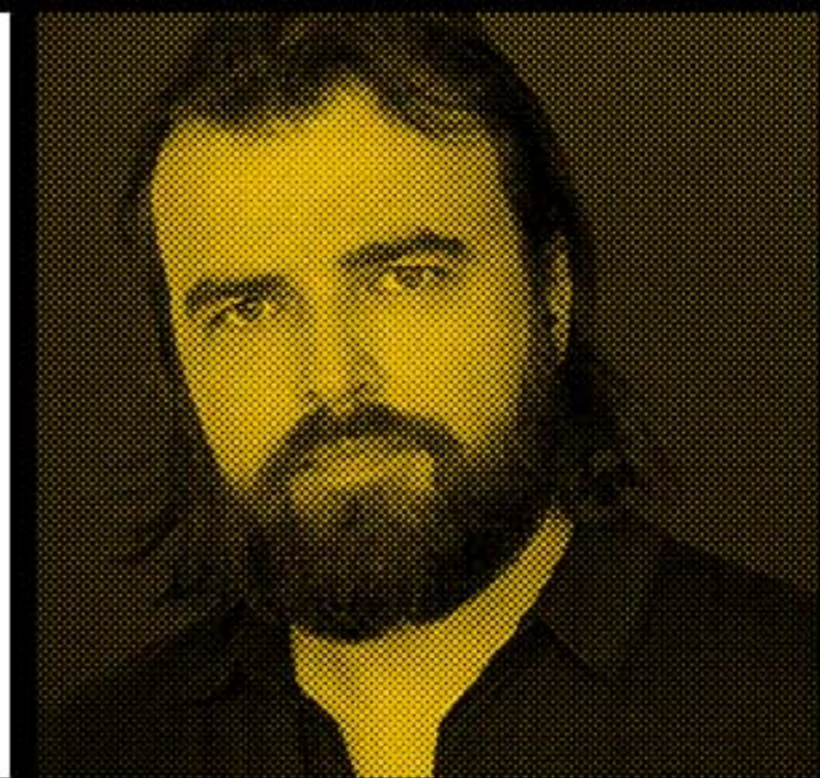
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H is for Helping

There are two types of helpers: those that help others with self-serving expectations and those that simply help. Be the latter. If you want to win allies and make meaningful connections, don't call in favors. Be generous. — **Scott Stratten**



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I is for Influencers

When brands want to extend their reach they find people who already have influence and partner with them. The same approach works for individuals. Find people who have the trust, respect, and audience you want. — **Lee Odden**



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J is for Joining

Joining puts us on the path to belonging. Belonging leads to community. Community yields collaboration and knowledge sharing. And collaboration and knowledge sharing drive competitive advantage.

— **Vanessa DiMauro**



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K is for Keywords

Keyword research is market research for the 21st century. Knowing that, your personal brand has to take into account what people type into search engines.

— **Brian Dean**

K



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L is for LinkedIn

LinkedIn is currently the best professional platform for growing your personal influence, building a loyal referral network, positioning yourself as a thought leader and attracting your ideal clients. — **Stephanie Sammons**



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M is for Media

The importance of expanding your personal brand across a variety of social channels and media types cannot be overstated. It's vital you have a vision of how your message can be communicated effectively across different platforms through various media.

— **Jason Miller**



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N

N is for Network

Developing a network enables you to borrow the power of the crowd to extend the reach of your brand. Your network of friends and associates can be your biggest brand evangelists. — **Scott Abel**



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O is for Offers

Get get good at developing great offers. You'll be rewarded with subscribers and have the opportunity to use the all-important email channel to build relationships and, of course, your personal brand.

— **Chris Smith**



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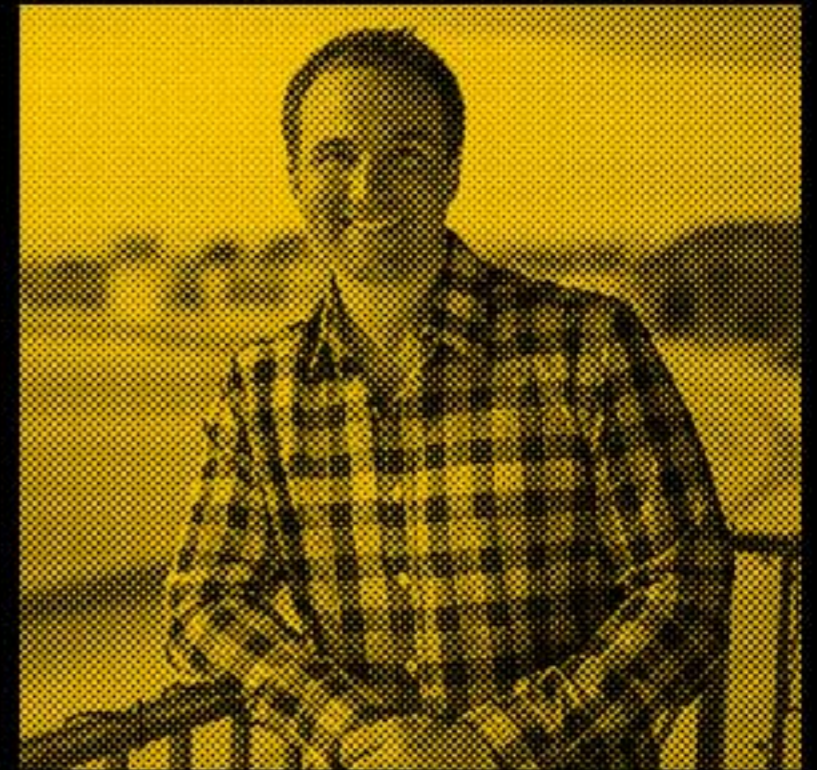




P is for Podcasting

Podcasting is a special medium of communication. Every word you speak is creating know/like/trust with your audience. Podcasting will open the door to your audience, and I suggest you walk right in.

— **John Lee Dumas**



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Q is for Questions

No matter how compelling your facts or how passionately you argue your points, you will never make a statement that is more compelling to influence others than by asking great questions. — **Ian Altman**



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R

R is for Recognizing Others

The secret to building your personal brand is in how you recognize others. Connections with colleagues, influencers, and industry thought leaders are essential.

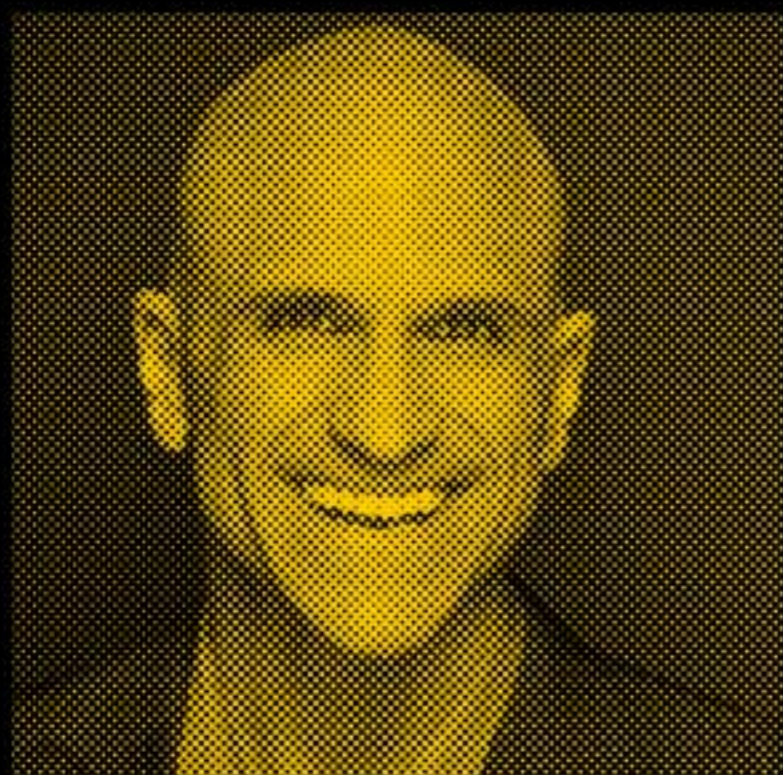
— **Bryan Kramer**



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S is for Speaking

Public speaking plays a critical role in building your brand. Put on a performance that delights, impresses, wows, connects or moves people to think, feel, or do something different. — **Michael Port**



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T is for Target

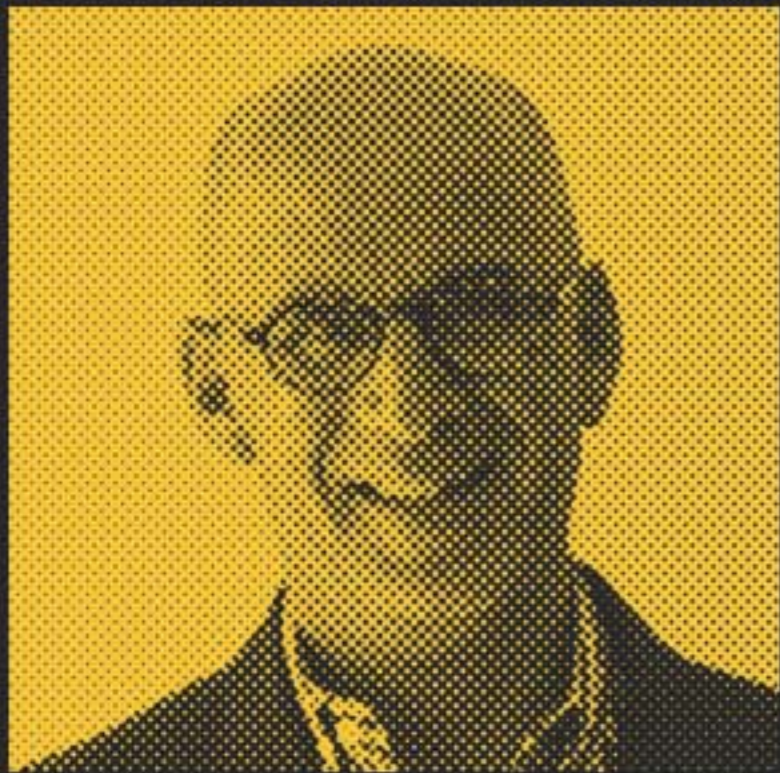
Targeting is as much about knowing who you're NOT aiming for as knowing who you'll be great for. Spend time with people in your target audience. Pick their brains. Listen to the words they use. This is gold dust to anyone trying to build a personal brand. — **Doug Kessler**



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U is for Unique

Whatever you do in social channels, it should be genuine and a natural fit for who you are. Think of ways you can involve your social audiences in something that's uniquely you—something that will encourage them to want to interact. — **Ted Rubin**



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V is for Video

The time for you to embrace the power of video is now. Tell us about you. Tell us your story. What you are is special and it's about time the world understood that a little better. — **Marcus Sheridan**



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W is for Website

To be successful, you need to have a digital destination —a website—that you control and leverage to develop your brand. — **Frederick Townes**



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X is for eXamine

If you watch your website, social media and email marketing analytics, you're going to get a little smarter, reach a little farther, and grow awareness of your brand more quickly. Otherwise, you're flying blind.

— **Andy Crestodina**



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Y is for “You Do” list

Building a profitable personal brand is not a sprint or something that happens overnight. Allow your brand to evolve over time and focus on providing massive value.

— **Navid Moazzez**



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Z is for Zeal

Focus on “What makes me passionate?” Find your zeal. It’s what you’re looking for and how you’ll accomplish your goals. — **Robert Rose**



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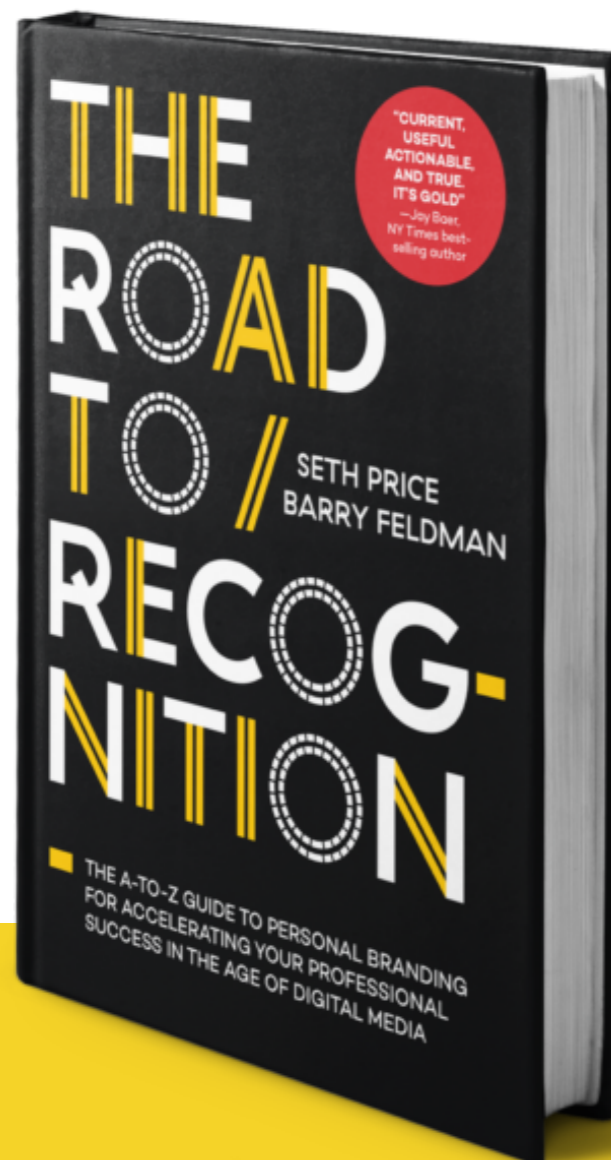


**“Current, useful, actionable and true.
It’s gold.”**

— Jay Baer,

NY Times best-selling author

[And author of *The Road to Recognition* foreword]



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