



PERSONAL BRANDING

MONETIZE YOUR EXPERTISE

blitzmetrics

blitz_personal_branding_course_v14.7_2021_0819

GUIDE VERSION

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Welcome!

Congratulations on your decision to supercharge your personal brand.

Our goal is to grow your online presence and turn you into a thought leader.

When you are passionate about what you do, it reflects on your brand, making people want to work with you.

We'll provide the framework with this course, but it's up to you to lay the "plumbing". This includes connecting all of your social sites and setting up your website.

Next, we'll discover topics and produce original, thought-provoking content. You'll also grow your network of experts in this phase, giving you knowledgeable friends to collaborate with.

Last, we'll amplify your efforts. This section will focus on promoting your content and utilizing social media to get your message out efficiently. For this, you'll need at least \$1 a day for Facebook ads (even if you are a fledgling business or a student).

And we'll assemble, tune, and amplify your assets via the [Personal Brand Manager](#).

If you need help, our specialists offer done-for-you packages.

Introduction to the Personal Brand Manager

How to Organize your Personal Brand



- Video editing process
- Influence generator process
- Collecting mentions
- Content library
- Company website
- Brochure
- Personal branding site
- Power hour package
- Facebook public figure page

Personal Brand Manager Checklist for Designers

Checklist for designers:

[PBM Template](#)

Prerequisites:

- Complete topic wheel with people of authority
- High authority pictures
- LinkedIn profile
- 3x3 video grid

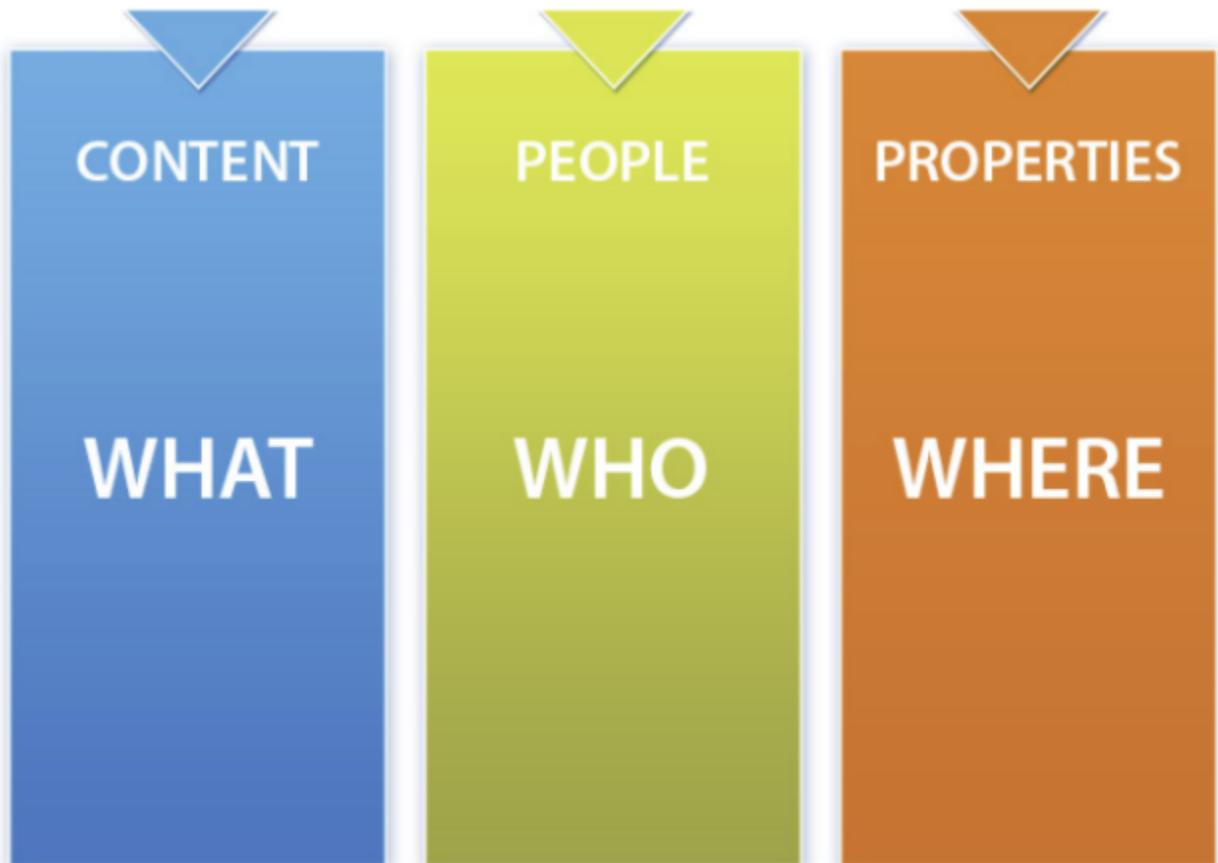
- 2 Cover Photos
 - Front cover with guide version on the bottom
 - WHY, HOW, and WHAT cover
- Short Bio
 - With high authority picture
- Full Bio
- News Articles
- Key Images and Videos
- Network Power
- Testimonial
- Speaker Reel
 - If he/she has one
- 3x3 Video Grid
- Topic Wheel
 - Six topics
- Full Topic Wheel
 - With people of authority
- Network Mapping
 - Can extend up to 30 people
- LinkedIn Connections
- Last Page
 - Consolidated pages for his/her social media pages as well as all the likes, views, and shares.

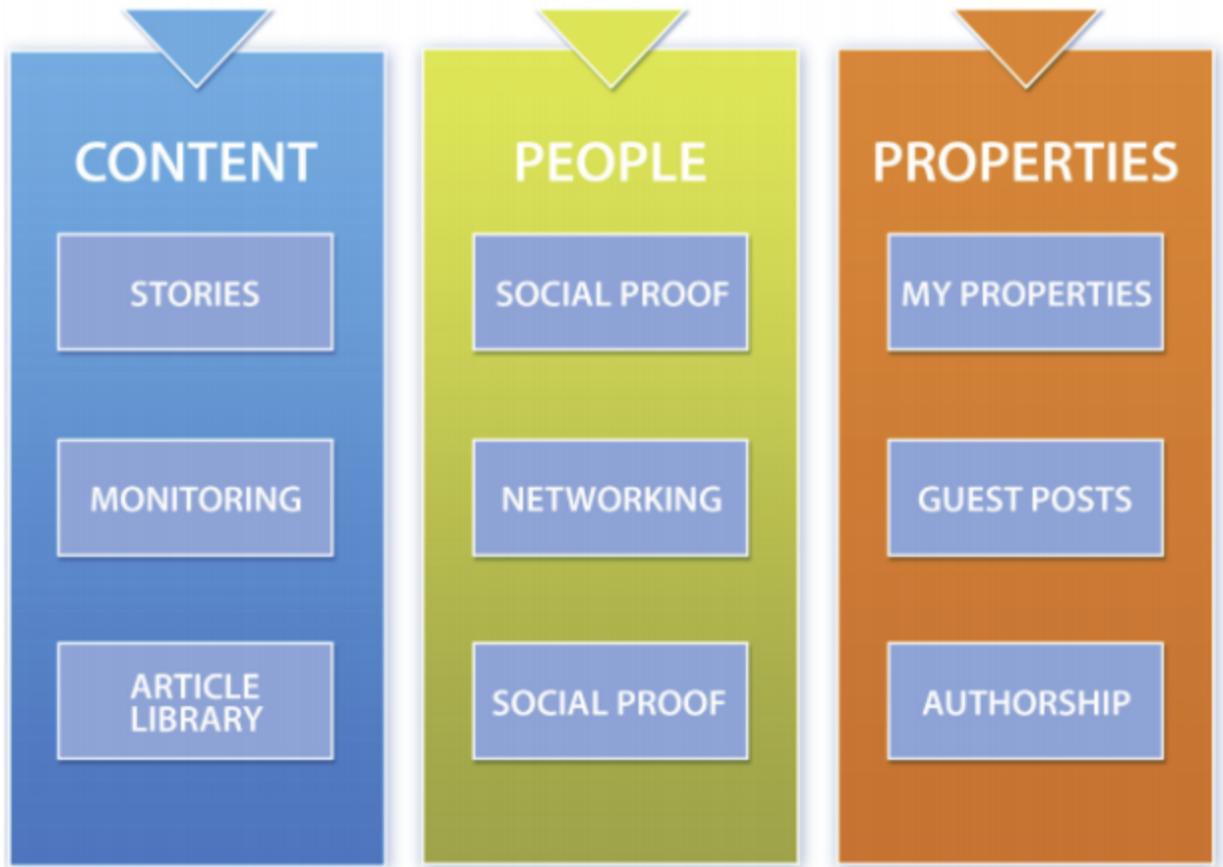
There are no limits to the pages on the Personal Branding Manager Guide. Like on pages 10, 15, 16, and 18, on the [PBM Guide](#). As long as it is of high value to our clients.

3 Components of Authority

The three components flow in order from content to people to properties. Start posting content to share your story, receive and monitor followers and their comments, and organize your content.

Build your brand through managing and responding to your followers. Once you build your personal brand, really work on your social profiles and plumbing (we'll go further into this), interview other people of high authority, and create a team to manage your content.







CONTENT

STORIES

One-Minute Videos
WHY Story
HOW TO Articles

MONITORING

Native Alerts
Google Alerts
CrowdTangle

ARTICLE LIBRARY

Topic Wheel
Video/Podcast -
Transcriptions
Topic queue



PEOPLE

SOCIAL PROOF

Thank You Machine
Community Management
Speaking Management

NETWORKING

Networking Photo
Friend Request -
Management
Polite Declines

SOCIAL PROOF

Share Count
Lightweight Permission
Feedback Collection



PROPERTIES

MY PROPERTIES

Personal Plumbing
Blog
Facebook

GUEST POSTS

Interviews
How-to's
Rants

AUTHORSHIP

Log-Ins
Syndication
Support team

What are your Personal Branding Goals?

What are your personal branding goals? Select one or more.

- Sell books or courses
- Public speaker (speak better or speak more)
- Increase professional reputation (for my company)
- Drive more inbound leads/sales via authority
- Build my network and connections
- Raise my stature as an entrepreneur

So how does this fit into your overall success?

Establishing yourself as a thought leader means getting high-authority content on high-authority sites, then boosting it. You need a system to do this, whether you're a beginner or a pro, which is displayed in the diagram below.

If you're new, you might "suck" as you get going, but that's why you should iterate a LOT.

Spend twenty minutes on each post and you'll find that, over time, your 20-minute block gets better and better. Right now, you won't get as far as you'd like in twenty minutes; but what matters is that you see improvement, however small, each day.

By limiting time this way, you won't lose a whole day or end up having nothing at all. Neither extreme is good.



6 Phases of Personal Branding

Imagine you and each of your friends, colleagues, and customers are holding buckets of water, each of different sizes.

Every interaction you make with various people generates deposits into your bucket. In the “word of mouth” model, social proof doesn’t deplete authority (water) from the giver. However, it multiplies authority for everyone.

The adage “you’re the average of the 5 people you spend the most time with” plays a big role here. If you’re seen as part of a given crowd, people naturally assume you’re “birds of a feather”. You build off of their authority just as they build off of yours and everyone benefits.

Your blog is the hub and the various other sites and social properties are your spokes. This is your “plumbing”.

You’re going to use mentions from influential people as stepping stones to get more. Even a retweet from someone of medium influence counts, since we can amplify that later (yes, you can spend a Dollar a Day to promote someone else’s tweet).

So, if you’re quoted in the local paper, use that to get into a medium sized publication. If you speak at one conference, you’ll use these checklist steps to speak at more conferences, get more interviews, and so forth.

Meanwhile, consider how your personal authority grows through these 6 stages:



You’re not likely to go from having a personal blog directly to being a [keynote speaker](#), but it’s quite easy to move sequentially from any one step to the very next one.

Consider the “plumbing” analogy, where water = influence = traffic = money.

Most of the diagrams/analogies BlitzMetrics uses are intentionally in line with this analogy to manage the flow, where mission = GCT (Goals, Content, Targeting) = funnel = sequence = campaign.

And the field we’re in is about driving more volume (#1 bottom-left) via more complex sequences (#2 bottom-left), where word of mouth marketing = public relations = social media marketing = content marketing = SEO.

Thus, we refer to our technique as getting more out of what’s working in other channels, which we refer to as amplification = increasing yield = conversion optimization = remarketing.

These four points summarize our HOW. This is deeper than cross-channel marketing (crossing from one channel to another), multi-channel marketing (parallel, but separate), or omni-channel marketing (integrated GCT- Goals, Content, Targeting).

Personal Branding Checklist

- Figure out what you stand for (your “WHY”).
- Set up your website and have WordPress installed and configured.
- Make sure you have profiles on all major social networks.
- Create profiles on social supporting sites.
- Write content that connects to your “WHY” via the topic wheel.
- Create and implement checklists based on your knowledge and expertise.
- Identify your top content and keep track of your positive mentions.
- Identify and reach out to the top five influencers in your field of interest by commenting intelligently on their posts.
- Generate more authority by interviewing influencers and guest posting on other blogs.
- Speak at conferences.
- Publish and promote a book.
- Meet an influential speaker at a conference.

Have a three-minute interview with a speaker.

- Study the speakers at an upcoming conference-- meeting them BEFORE they speak (just not right before). If you’ve done your homework, most will gladly give you a three-minute video interview.
- Click Like and comment on their LinkedIn posts.

As long as you say something meaningful, they’ll likely comment back with something you can use elsewhere or even parlay that into an interview.

- Buy their book and make a one-minute glowing video review, sharing it on LinkedIn, Twitter, and Facebook. Make sure to tag them.

Personal Branding Checklist

Plumbing

- Ensure you have a way to collect emails (could just be a WordPress email list plugin)
- Create a Facebook page as well as a profile (if you don’t already have one).

Content

- Secure a blog on your own site or on a subdomain you have control over.
- Create a content tree based on your WHY.
- Position yourself as an authority in a field.

Networking

- Connect with industry leaders on social channels and comment on their posts.
- Attend conferences to meet thought leaders and influencers.
- Create content with authoritative people and amplify it to others.

Interviews

- Gain WordPress admin on authoritative content.
- Start small and use the authority of smaller sites to gain access to larger sites.
- Create a content calendar to manage when to post on each site.

Public Speaking

- Speak on a podcast.
- Speak on a webinar.
- Get invited to speak at a conference.
-

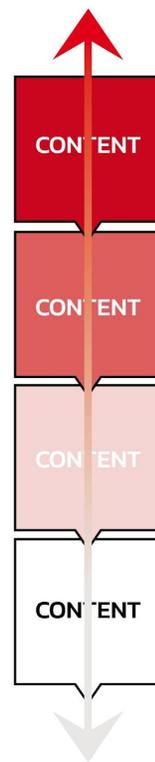
Book/Course

- Share your experiences and techniques.
- Use the book to solidify your position as a thought leader. Feature other experts in your book.



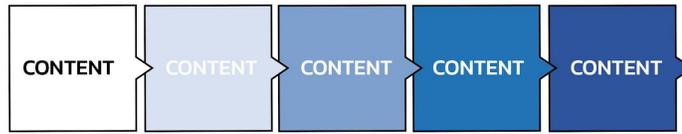
Video: [Personal Branding - Lean what you love \(0:27\)](#)

EXPERT

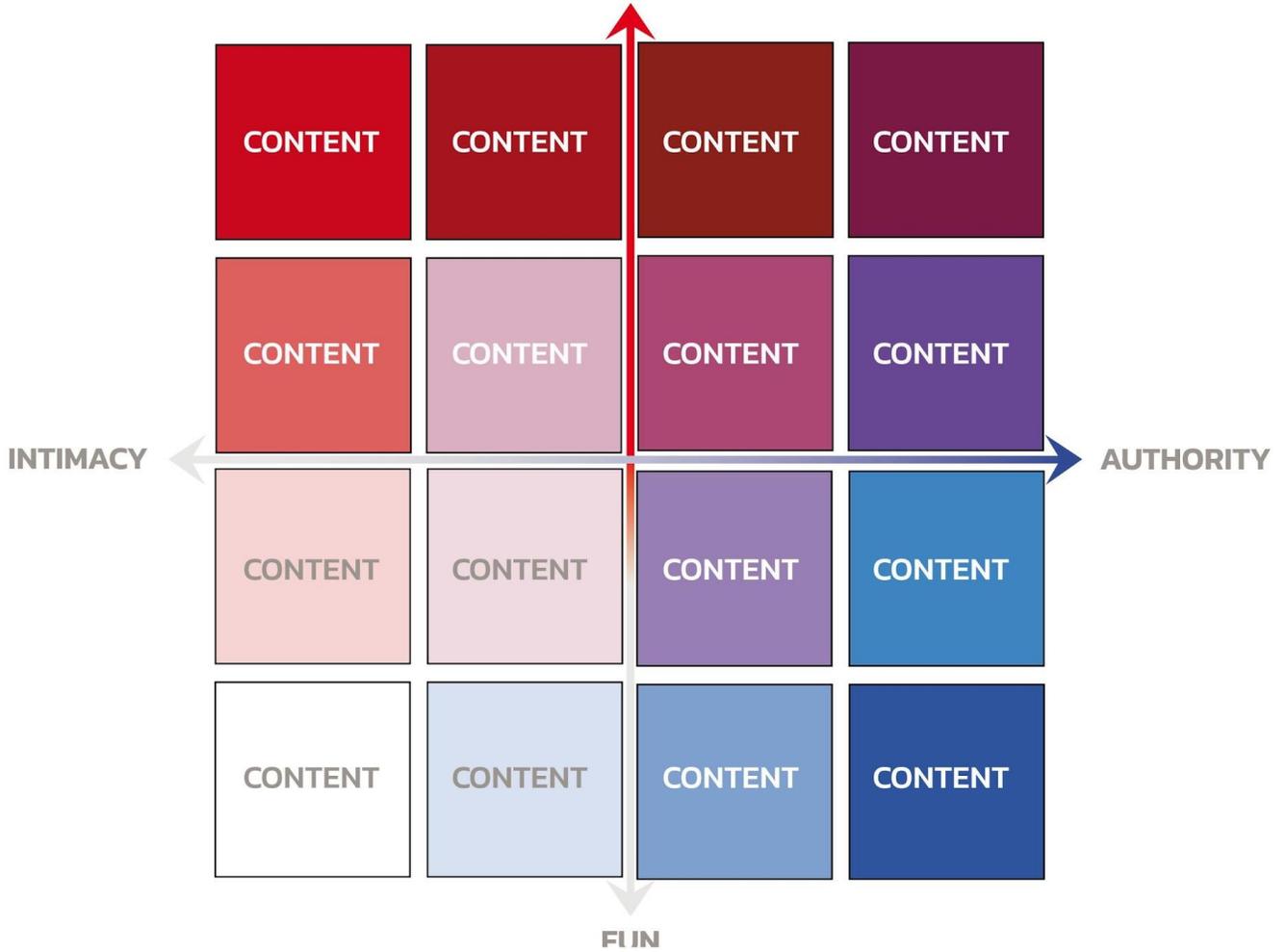


FUN

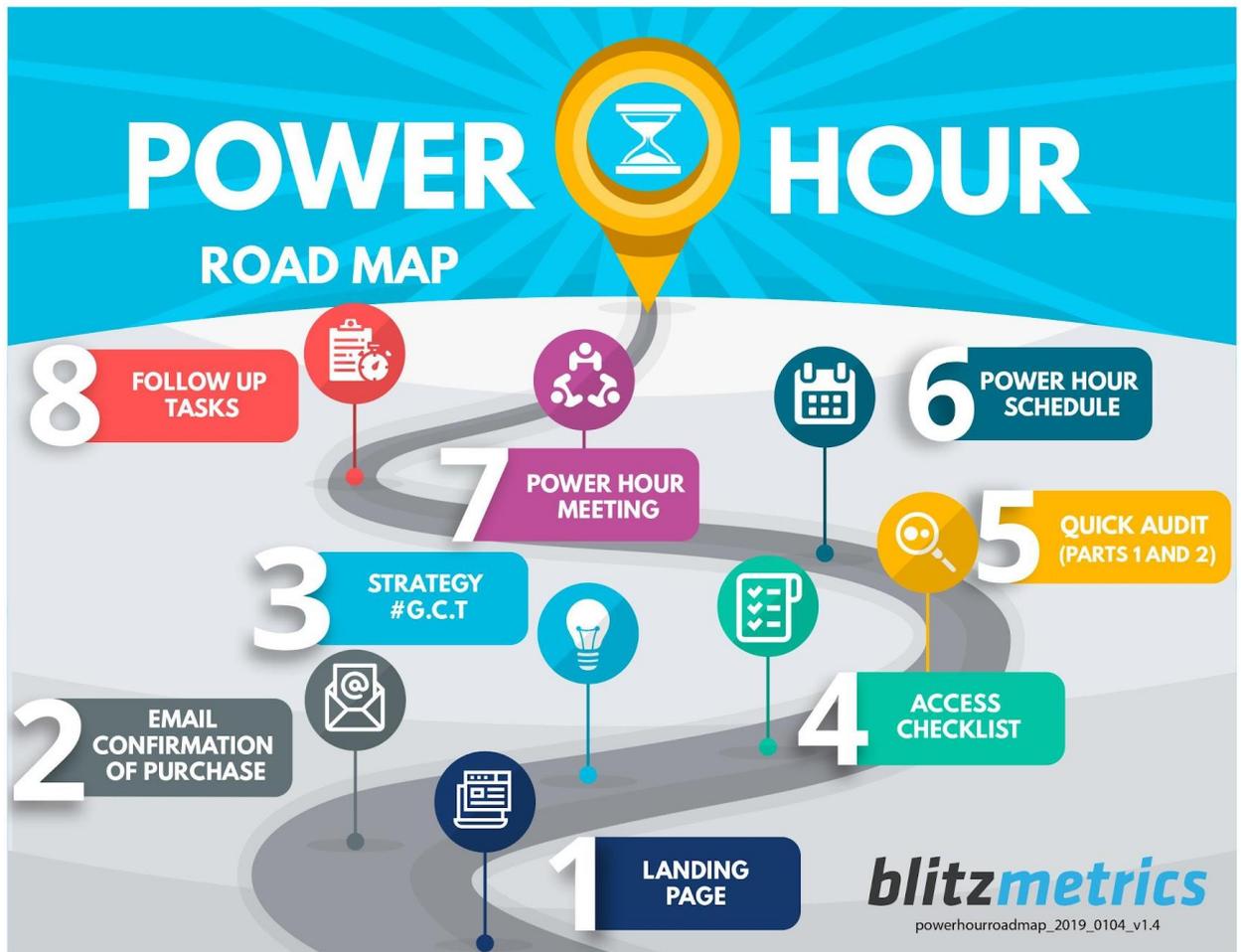
INTIMACY ← → AUTHORITY



EXPERT



Power Hour

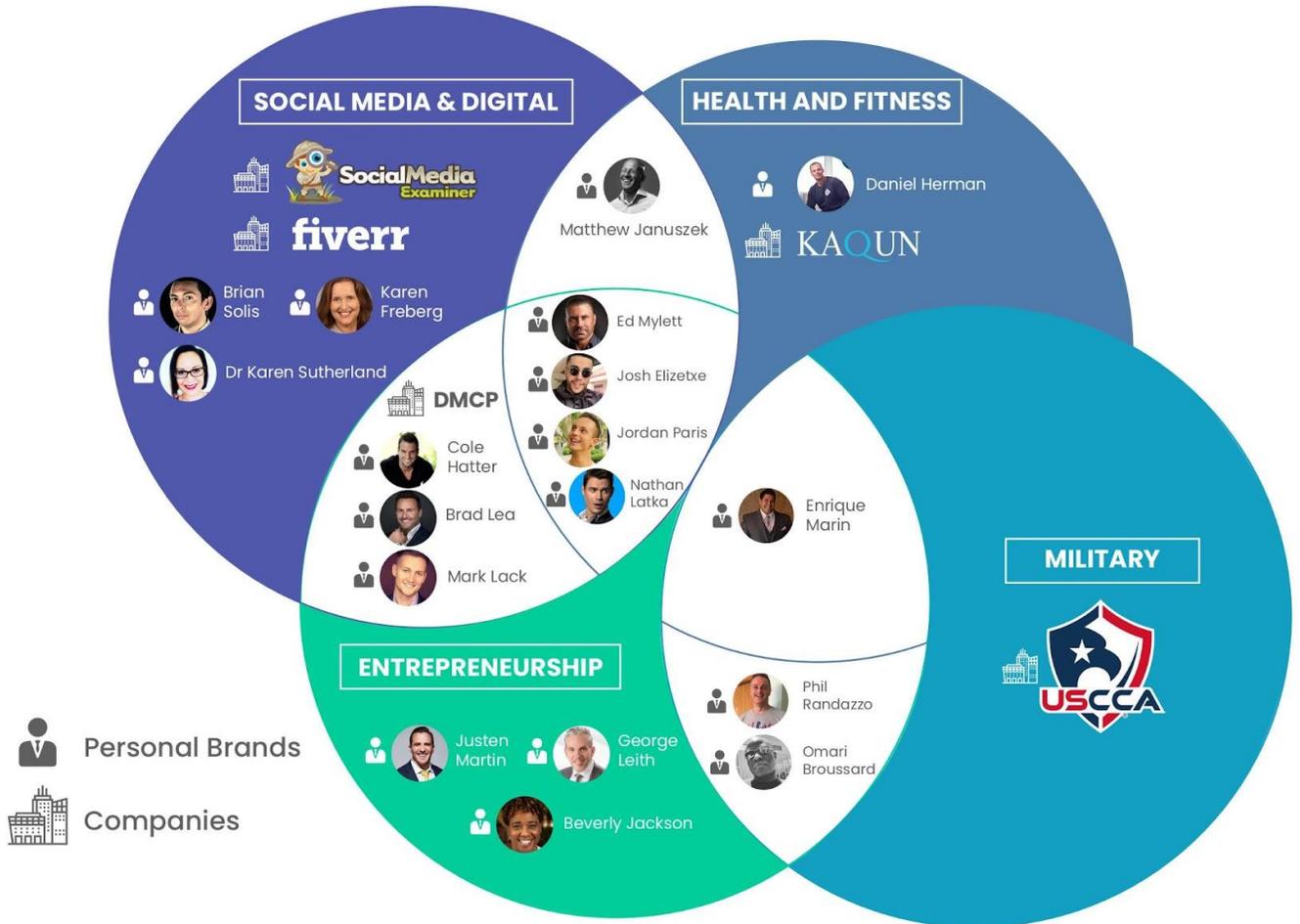


1. Landing page.
2. Email confirmation of purchase.
3. Strategy #GCT.
4. Access checklist.
5. Quick audit (parts 1 and 2).
6. Power hour schedule.
7. Power hour meeting.
8. Follow up tasks.

Brand Collaborations

Map out your ecosystem of personal brands so you can cross-share content between pages. See the Facebook brand collaborations tool.

But this is not just for Facebook. The more overlaps you have, the stronger the connections in your overall community.



Your Brand Plumbing

Your website is the core of your personal brand plumbing, since that's where you're connecting your social media, search, email, and other channels together.

While you can certainly do everything with just a Facebook profile and public figure page, you still want to own your customer lists, instead of being reliant upon any particular channel.

"Plumbing" is what ties together your presence across all these properties: to have a consistent presence, to share content, to measure performance, and to drive revenues.

1. Define what you stand for (your "WHY")

Before you start the process of personal branding, you need to define what you want to brand yourself as.

If you're passionate about music, you might want to become the best Facebook marketer in the music industry. Maybe you're passionate about sports. Establish yourself as the top social analytics expert in the sports industry.

Once you figure out what you stand for, everything else can start to fall into place.

It's the through-line that drives the content you produce. This is critical to inbound marketing the clients you want to work with, because people hire people. While it's important to look good on paper, what's even more important to potential clients and employers is whether or not they'll like working with you.

People spend the majority of their days at work, so of course they want to hire someone personable whose goals, values, and personality aligns with theirs. The same goes for public figures. If you're a speaker who wants to talk at SportsGeek, you better demonstrate an interest in the sports industry, right?

Discover The Simple, Yet Little-Known Tips For Creating Your Own Personal Brand.

So you want to build your personal brand? It's not a feat you can accomplish in a day, a month, and probably not even a year. It's a process and a journey.

Any path that's worth following, any goal that's worth achieving has multiple steps involved that can be broken down into components that have training against them, that have one-minute videos, articles, and a book.

The first step in building a personal brand is creating a Personal Brand Manager. The Personal Brand Manager is the file cabinet that allows you to amplify your mission, your knowledge, and your why, how, and what.

To create your Personal Brand Manager, you need to consider the six necessary components of creating your brand manager:

Authority is Key

There are three ingredients of authority: who, what, and where.

Who is saying it?

What are they saying?

Where are they saying it?

The key is to have high-authority content that meets the who, what, and where criteria. Not content that does not leverage your mission or provide any value to what you are.

Simply taking a photo at a conference is not high-authority because anyone can take a picture. You need to be interviewing the high-authority figures in a setting where they are interviewing you as well. A well-documented interview is a great example of high authority. Remember that who, what, and where make up the meat of the high-authority hamburger.

Authentic Video

We're talking about real, authentic video. How do you achieve this? You have to plan it out. You don't have to have a full production team or a studio, just yourself and an iPhone.

From any particular video, we may chop out different components and make different compilations, just like Mexican food. Beans, cheese, rice, meat, you can make a tostada, a chalupa, a taco. You can make all these different variations from a few basic ingredients. Then, once you have some videos that work, amplify them, and they become evergreen, continuing to produce.

One video, one post, one piece of content can be boosted for years, remaining strong and relevant the entire time.

We use these types of content within our funnel. Each phase of the funnel requires different forms of content. On average, a consumer requires seven touches before converting. The funnel helps get your touches in and establish the relationship with your customers.

There are three components to the funnel:

Why

The top of the funnel. The why is the story of, for example, how you were short and made fun of when you were younger, and you turned that negative into a positive.

The why is who you are.

It's your mission. People buy who you are before they ever buy a product or service. It's Pixar's latest story about the underdog rising up. These stories are always better told in video.

How

The middle of the funnel.

The how is where you're teaching all of the mechanics of what you're selling.

This is where we discuss how to accomplish something, and you're teaching all the information on how to do stuff. Maybe you focus the audience's attention on a screen or a whiteboard, and you deliver a summary of how you're going to help them get to where they want to be, how you're going to help them accomplish what they came to you for.

What

Selling life insurance, selling courses and affiliates, you're selling, and selling is trust.

The trust is gained from your audience knowing you and liking you.

The bottom of the funnel. The what comes later, not too early on. The what funds the how and the why. The what is where your brand comes in strong. The what is what you're telling your audience, 'This is what you need to do.' This is where the 'know, like and trust' come to the forefront. This is where the selling takes place.

High-Authority People

Speaking on stage and hanging out with high-profile people are two ways to build perceived authority. People assume that since you are speaking on stage or are on TV that you must be good. Perceived authority as opposed to actual authority is people thinking that you must be good because of who you're with, what you're saying, and where you're saying it.

You're not selling attention. You're selling your brand, your product, and the power of authority is going to get your message out there, in the way that you want it to be perceived.

Within the structure of the topic wheel, you're assembling authority. You're using the topic wheel to leverage the power of other people's network. And because of the reciprocating relationship you have built with them, these people are glad to be a part of this.

Content and Targeting

Content is what you are saying to your audience. Targeting is who you're saying it to and who you're saying it through. Good targeting keeps one negative Facebook comment from ruining the success of your post, for example.

If you take all your content, organize it by topic and connect those topics to the appropriate people of authority, now you have the ultimate targeting engine.

Communication is key here, and any kind of communication is a combination of content and targeting. When looking at combining content and targeting, we're looking at the highest level of relevancy. If you want to run an ad, here's

When you understand this to be the case, the matrix opens up because you can recycle those combinations of content and targeting everywhere. If you find Instagram is working for you, great. What's the content, and who's the target?

Then you can replicate that to Facebook, replicate that to email, replicate that to the stage. If you have this content and this target that's working, then you can take this content and multiply it against a similar target and another target. You take that content and targeting that's working and use that same target to create another piece of content that's similar, and another piece of content.

Virtual Assistants

One of the most valuable underrated tools one can get for themselves is a virtual assistant. You don't want to ever be the one to decline an invitation because it looks bad. Captioning, editing, transcription, website creation, it can all be done by a Virtual Assistant. You want a Virtual Assistant that is loyal, competent and follows directions. The incredible Virtual Assistant is well worth the money you pay them. When you have good Virtual Assistant talent, the relationship is mutually beneficial. Onlinejobs.ph is a great place to find a Virtual Assistant.

The WHY of having a WHY

Personal branding usually has authority that is tied back to a course, which results in a badge or certification.

Traditional ads are broadly targeted and lack personalization, which is where the distinction lies with marketing. Marketing is people-based, which means ads are tied to sequences and optimized to make the most impact.

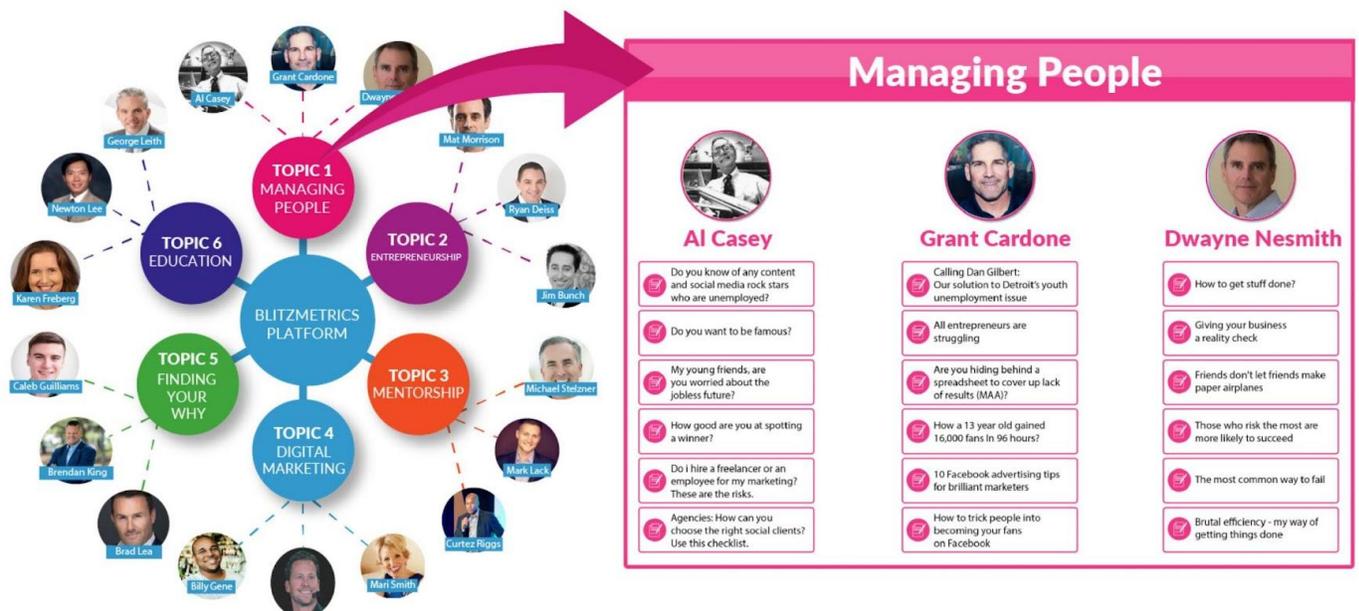
The strength of marketing comes from personalization and strategy, which is Goals, Content, and Targeting (**GCT**). The prerequisite is a strong **WHY** or belief statement, which drives content, and in turn drives targeting, since your goal is to reach those who align with your goals.

The same reasoning applies to Personal Branding, which is the ultimate inbound strategy. In Simon Sinek's "Start with WHY" talk, we learn the importance of having your reason for existence, your mission placed at the forefront of your ads strategy. People don't buy because of what you're selling; they buy because of who you are: Your personal brand and company. A company's brand is the whole of its constituents!

1a. Map your personal Branding

Your personal brand is built upon the brands of your ambassadors. Better to leverage the authority that your ambassadors have in the topics you have chosen, as opposed to having to build it from scratch yourself.

Have you mapped out where you already have authority and where you'd like to Generate More Influence?



To sell more, or to achieve the goals you've selected, you must map your goals back to topics and your topics back to people who are authoritative in these topics.

People connect with your “WHY” (outside ring), then want to understand HOW (middle ring), and only then care about the WHAT (the product/ service you sell).

Our personal brands allow us to show this through the content that we create, which of course always ties back to our “WHY”. At BlitzMetrics, our “WHY” is to educate and create jobs for students, which carries through in all of what we do. Once you’ve determined yours, create a one-minute video about it.



For execution-level plans, see the Influence Generator Course at www.blitzmetrics.com/IGC



Download the [template!](#)

6 Types of Figureheads

Not sure who to include in your Topic Wheel?

Try some of these:

- Founder/CEO/Owner: stories reflecting their values.
- Lighthouse Customer: high-authority expertise sharing.
- Employee: why they work there, what they do.
- Partner: aligned mission and projects.
- Subject Matter Expert: how-to videos, matched with your Topic Wheel.
- Media/Government: discuss issues, act like a journalist.

Create public figure pages for founders and employees. Everyone else, you can share their stories via your public figure pages and company page.

Fill in those topics you care about and the people who have the most authority in that topic, whether you know them yet or not.

Fill in 6 topics here

Fill in names here							<input type="checkbox"/>
							<input type="checkbox"/>
							<input type="checkbox"/>

If you know them already, check the box next to their name.

1b. Create a WHY video

Video is the most powerful ingredient of your personal brand, starting with your story and amplified by the stories of your ambassadors. It starts with you.

Whether you've been regularly creating content for ten years or have never written an article in your life, you'll be able to easily create a "WHY" video by following these three simple guidelines (3 pairs of up to one minute each):

1. When I was ____.
Waste no time, get right to the story. This is where the "WHY" comes in.
2. I believe that ____.
Now go from the emotion of the story you just told to the overarching lesson of what you stand for.
3. I am ____.
Give a brief explanation of what you do. Make sure to be specific and concise.

Here are few video examples of our guys doing this for reference:

Logan Young



[Video link \(1:38\)](#)

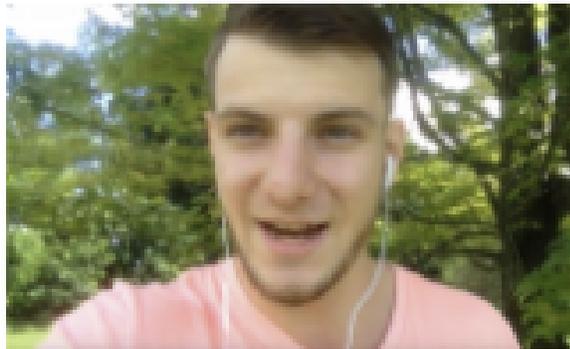
Master Personal Branding Course

Ethan Rambaugh



[Video Link \(1:19\)](#)

Bryce Clark



[Video Link \(2:19\)](#)

To see more examples of a WHY video and how to do them visit: <https://blitzmetrics.com/why>

How to Set Goals

How to set Goals



The road to becoming a CEO: Goal Setting (1:56)

[Video: The road to becoming a CEO: Goal Setting \(1:56\)](#)

1c. Write down your goals

A powerful WHY clearly maps to your specific goals and those of your followers. Set SMART goals (Specific, Measurable, Attainable, Realistic, Timely).

This is especially key to your short term goals. Don't just say "I want to get in better shape." How will you do it (e.g. exercise 5x a week, eat fruit every day, etc.)?

View your short term goals as stepping stones to reaching your medium and long term goals. If your short term goals are vague and superficial, they will not be effective.

The image shows a 'GOALS SHEET' template. At the top left, there is a circular placeholder for a profile picture, followed by fields for 'NAME BUSINESS' and 'MONTH | 20XX'. The main title 'GOALS SHEET' is prominently displayed at the top right. Below this, the sheet is organized into a grid. The columns are labeled 'SHORT TERM (30 DAYS)', 'MEDIUM TERM (1 YEAR)', and 'LONG TERM (5 YEARS)'. The rows are categorized into three sections: 'PERSONAL' (with a person icon), 'PHYSICAL' (with a bicycle icon), and 'PROFESSIONAL' (with a person carrying a suitcase icon). Each cell in the grid contains three horizontal lines for writing, with a small 'SI' marker at the end of each line.

Example of a completed Goal Sheet

Like exercise, goal planning is something you do regularly, not just one time. We recommend reviewing your goals privately for thirty minutes twice a month. Then, review with people who keep you accountable, perhaps your mentor, once a month.

 YOU BLITZMETRICS JAN. 2019		GOALS SHEET		
	SHORT TERM (30 DAYS)	MEDIUM TERM (1 YEAR)	LONG TERM (5 YEARS)	
PERSONAL 	1) Wake up at 6:45A.M. 2) Read 3 books/mo. and log them. 3) Continue mastery of the guitar grimoire scales and modes.	1) Search for another volunteer op-puppy barn doesn't do volunteer work. 2) Build a line of credit and down payment to buy my first car. 3) Write a 12 song album and assemble a band to play shows.	1) Be in a committed relationship to a girl that I love and see the world with her 2) Read two book per week 3) Be in a place financially to be able to help others without worrying about \$.	
PHYSICAL 	1) Shift attention from weight lifting to bodyweight/functional workouts 2) Run 6 days a week for 20min@>6mph 3) Start tracking bodyweight maxes for various workouts(pushups, dips, etc.).	1) Get lead certified and begin climbing outdoors. 2) Be able to hit the medium sized jumps on a snowboard. 3) Transition from weight lifting to body weight strength workouts.	1) Be able to rep 200lbs. on bench press. 2) Include acrobatic and bodyweight exercises into my regimen. 3) Be able to run two miles at a 6:30 pace.	
PROFESSIONAL 	1) Spend at least 5 minutes on each piece of content (CID). 2) Reach Level 3 3) Start running FB campaigns for softballjunk and exercise proper MAA.	1) Move up to Level 6 and develop a "Done For You" PB package 2) Write 2 articles a week. 3) Be able to onboard clients and directly tie revenue to my actions.	1) Operate at the VP level. 2) Be lead on high level clients in the music or lifestyle product industry (ENO) 3) Sign a deal with a major label to run social for their clients (musicians).	

2. Create and use a public figure page to boost your personal brand

Your personal brand is your most valuable asset. When you're seen as an authority in your field, you won't have to reach out to get customers; they'll come to you.

If you want to grow your personal brand, one of the best tools is a Facebook public figure page.

Why a public figure page and not a user profile?

1. Looks more official than a user profile.
2. Can get page likes that serve as proof of authority.
3. Detailed insights on how your page is performing.
4. The ability to create ads to promote content.

Keep in mind, Facebook is pay to play so [if you aren't making ads, your content won't be seen.](#)



[Video: First step to building personal brand \(1:28\)](#)

8 steps to create a public figure page and start running ads.

1. Understand prerequisites for building a page.
2. Get the same profile picture across all social platforms.
3. Go to Facebook page creator and start creating your page.
4. Connect to Business manager.
5. Create a Facebook ad account.
6. Start boosting posts on Facebook using your ad account.
7. Plumbing: Set up tracking.
8. Content: What to post.

Willing to produce video

Video performs better than any other piece of content and with auto play and Live video, Facebook is now built to deliver videos. If you aren't making videos, you'll be at a disadvantage.

Have something to teach

Whether it's how to increase revenue or how to eat healthy, have something you want to specialize in. It's fine if you don't know everything about your chosen topic now, just make sure you're willing to learn and that it relates to your [WHY](#).

Long-term mindset

You won't get a million likes and 10X your network after one week on Facebook. [Relationships take time to build and Facebook doesn't change that](#).

If you have high engagement articles, you can multiply their reach with Facebook ads.

We got over 400 likes because of a boost. Not bad, huh?

1. Understand prerequisites for building a page

Before you even get started on building the Facebook page, understand the key elements that make a Facebook page successful:

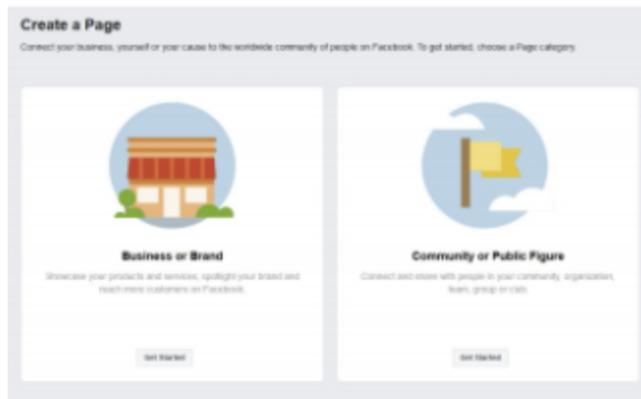
You may be wondering, "What should I sell on my Facebook page?" The answer is nothing. You don't need to have a product ready; you just need content to deliver and a personal brand to grow. Grow your brand now and, when you do have a product, people will trust you enough to buy.

On the other hand, if you want to be famous, then stop reading this course right now! Your personal brand comes from expertise in your field. If you don't have something to teach, you won't get engagement.

2. Have the same profile picture across all social platforms

Get a clean headshot done. Ideally, hire a professional, because you want the highest quality image to represent who you are online. No shaky camera pics! Your face should take up most of the profile picture, at least 50% of the height of the box. Otherwise, people can't clearly recognize you as they are scrolling through the feeds and stories on their phones. You'll use this as your profile picture across your platforms. Here is an example from Dennis.

- 2.1. Select Business or Brand for type of page and add in your name.



2.2. After you click “continue”, your page is created.

Business or Brand

Connect with customers, grow your audience and show products with a free business Page.

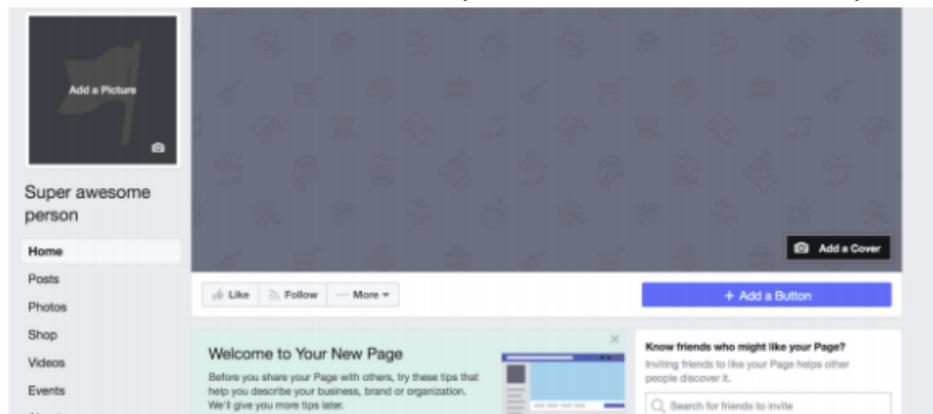
Page Name

Billy Gon

Category

Public Figure

2.3. Add in the headshot from before as the picture and choose a cover photo.



Here's an example from Leonard Kim:



Facebook public figure page cover video

It can be 20-90 seconds long. Dimensions preferred by Facebook are 820x460, but the height can be anywhere within the range of 312 to 460 pixels.

The cover “photo” can be a video, a simple slideshow with high authority pictures, or a video/photo combination. The purpose is to highlight the highest authority pictures first because that is what people are going to see when they land on your page. Other pictures are good, but you want a specific order ranking the images from high authority to low.

For example, Logan has Mark Zuckerberg and Josh Fechter, then it transitions to Robert Scoble.

<https://www.facebook.com/loganyoungcw/videos/617109202010033/>

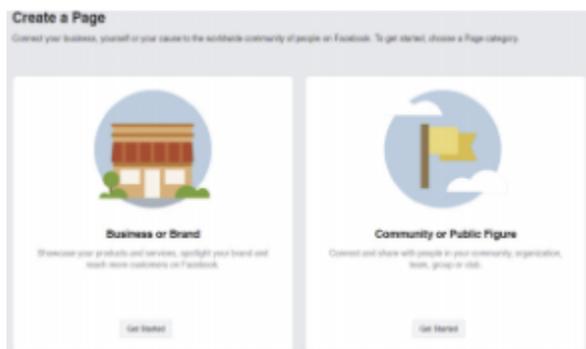
Boosting Cover Photos

Many people will put their highest authority photos as their cover photos. But then you're not able to boost these from the page.

However, if you pull the Post ID, you can still get them to run by setting it up in Ads Manager.

3. Go to Facebook Page Creator and start creating your page

To start building the actual page, go to Facebook's [page creator](#) and select Community or Public Figure.

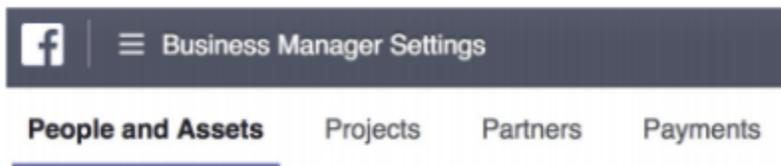


4. Connect to Business Manager

Now that you've created your page, claim it and your ad account to start boosting posts and running ads.

To do this, you'll need a Business Manager account if you don't have one already. Make sure to create your business manager account with the same account you made your public figure page with or else you won't be able to claim your page.

Log into Facebook and enter a business name and work email to make an account. Now that you've claimed your account, log into Business Manager and click Business Settings. Then, go to People and Assets:

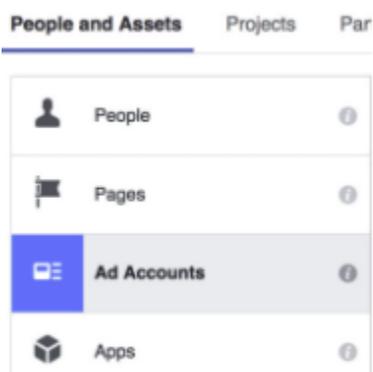


Go down to Pages and put in the title of your page and put in the URL to claim it.

Great! You've claimed your page. Now, you need to create your ad account to start running ads.

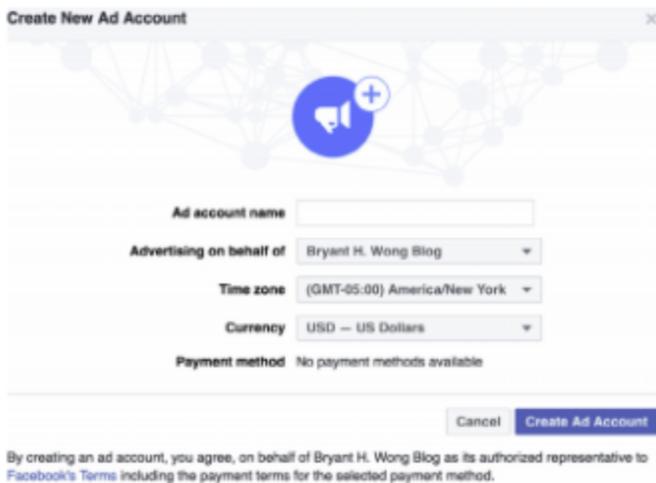
5. Create a Facebook ad account

Go to Business Settings and click People and Assets just like before but this time hit Ad accounts.

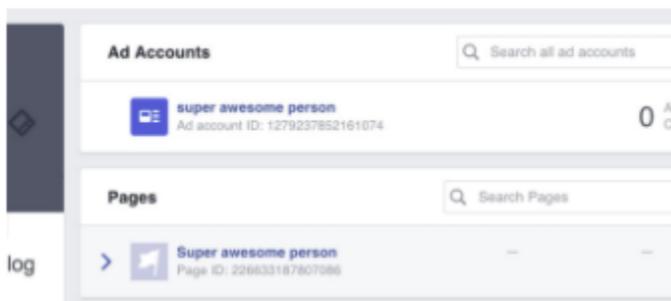


If this is your first ad account, you'll see a page that prompts you to either claim, request access, or create an ad account.

Click Create Ad Account and enter your information.



Once this is created, go to Business Manager and you should be able to access both your ad account and claimed page.



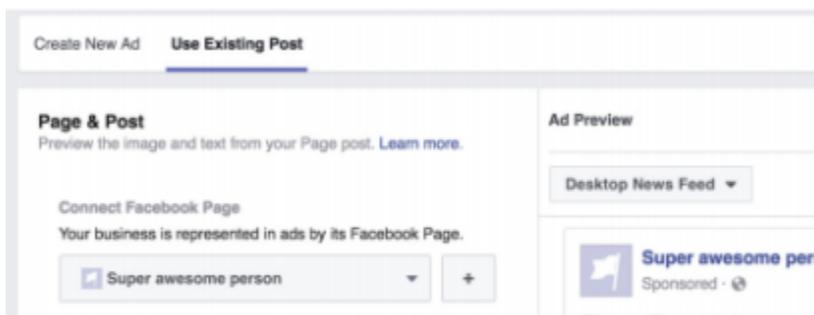
6. Start boosting posts on Facebook using your Ad account

To start boosting posts, click on the ad account you just made and you'll be taken to Ads Manager.

Click the objective you want to use. If you need help choosing an objective, take a look at [Facebook's Advertising Objective guide](#).

Once you select your objective, go through the prompts until you reach ad.

Choose Use Existing post to boost a post.

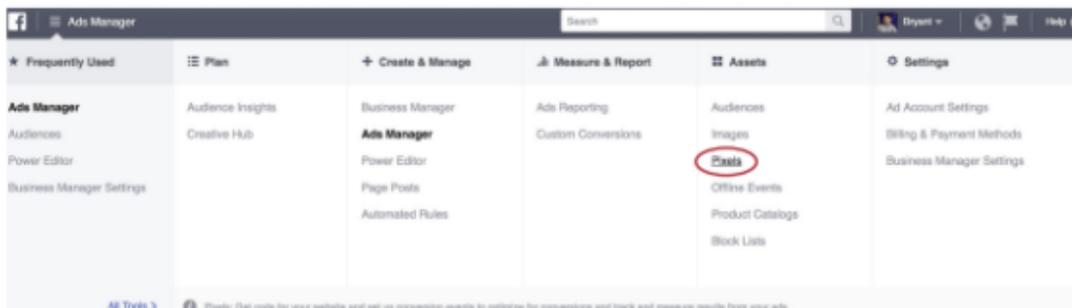


Congratulations! You now have your Ad Account set up and are ready to boost your post!

7. Plumbing: Set up tracking

Now that you have your page set up, you need to install Facebook's pixel to tie in your website.

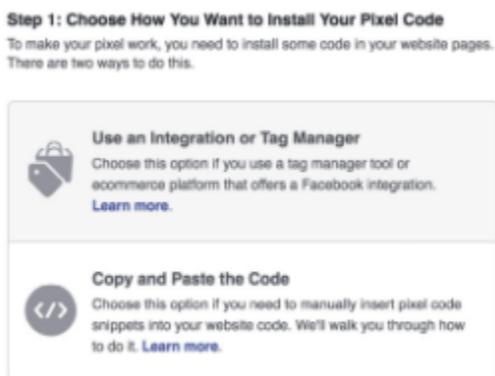
After you create your page, go into ads manager and select Pixels under Assets.



This will make it possible to track your ad results and audience activity.

After you create your page, go into [ads manager](#) and select Pixel from Tools and follow the prompts to install this.

If you have Google Tag Manager, which we recommend, click the Tag Manager option and add in the code.



If you don't have Tag Manager, you can manually add the code to your website.

If you have trouble with this, take a look at Facebook's pixel [implementation guide](#).

Facebook's pixel can track activity from your website or app so you can retarget people from your website or see if your ads are driving conversions.

8. Content: What to post

Now that you have your page set up, it's time to get content out that shows your expertise.

WHY video - explain your mission and what experiences lead you to your mission.

People will be more likely to follow you if they know what you stand for. No need to have fancy editing software or a high quality camera; just take out an iPhone and start recording.

Here are some [examples](#) of WHY videos, or look at Simon Sinek's [TED talk](#) if you need help finding your why.

Collecting endorsements - If someone says something positive about you, ask if you can use it.

Use these as testimonials on websites and landing pages later.



Interviewing other thought leaders - Ask for quotes that you can use from influencers so you can incept their audience.

If you've been a frequent commenter and a good community member, influencers will usually say yes to a quote.

“As a contributor to multiple publications including Inc., Entrepreneur, Huffington Post and more, it makes no sense for me to risk my columns to earn a few hundred dollars to place someone’s link or article onto the platform.



Why in the world would I go out of my way to risk getting outcasted from a network that significantly adds to my own personal credibility?

It just doesn't make sense to me.

As a contributor to my columns, my duty is to provide value to the reader, not to the person who wants me to write about them.

That's why I designed a course at [InfluenceTree](#) that teaches people how to build their personal brand, growth hack their social media following and get featured in publications. I've helped multiple people get their own columns in The Huffington Post and earn features in other publications by having them refocus their message away from 'me me me' to 'how can I provide value?'.

If I'm teaching people all the inside secrets to get their own content up ”

9. Amplifications: Make it big

Now that you have content that's working, show it off.

Dollar a day ads:

When you have a post that's getting tons of likes, engagements, etc., boost that post for a dollar a day.

This will allow you to see what content can scale without breaking the bank.

How to do this:

1	2	3	4	5
Go to ads manager .	Click Create ad on the right-hand side.	Click your campaign objective and choose your targeting.	Set your budget for a Dollar a Day.	Choose use existing post and use a well performing post.

Cross-posting

This allows your videos to be re-posted or posted across different pages without re-uploading.

This means you retain all your video views, reactions, and comments when reposted.

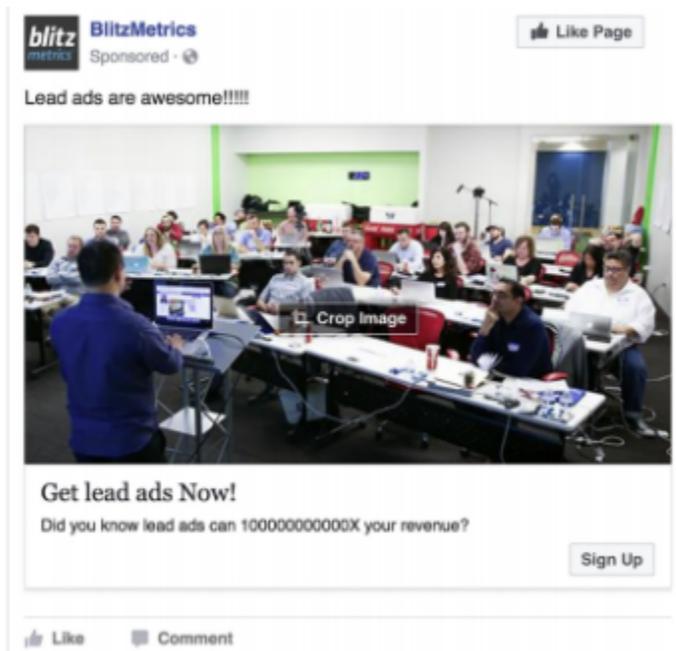
How to do this:

1	2	3	4
Go to your Public figure page.	Go to Settings and then Cross posting on the left-hand column.	Enter the URL of the page you wish to allow cross posting with. Do the same with the other page you wish to crosspost.	Go to your video Library in Publishing tools to choose which video to allow cross posting.

Create a lead magnet via call to action and lead ads

Use Facebook's Lead Ads to get these fans to take action.

Lead ads are internal to Facebook, so your audience won't even need to leave Facebook to become a lead.





BlitzMetrics

Sign up by providing your info below.

Full name
Enter your answer.

Email
Enter your answer.

Phone number
Enter your answer.

By clicking Submit, you agree to send your info to BlitzMetrics who agrees to use it according to their privacy policy and the above Terms. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [Facebook Data Policy](#) [View BlitzMetrics's Privacy Policy](#)

[Back](#) [Submit](#)

How to do this:

1	2	3	4
Go to ads.manager .	Click Create ad on the right hand side.	Choose the Lead Generation Campaign objective.	Create your ad and lead form.

General remarketing

Use [Custom Audiences](#) to retarget people who have visited your website or have engaged with your post. Since they're already a warm audience, it won't take much for them to take action.

Keep in mind, you'll have to have [Pixel installed before you can do this](#).

How to do this:

1	2	3	4
Go to Ads manager.	Choose audiences and go to create audience.	Choose custom audience.	Upload your Excel sheet customer file Or choose Website activity and go through the prompts.

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

The screenshot shows four options for creating a custom audience:

- Customer File**: Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
- Website Traffic**: Create a list of people who visit your website or view specific web pages.
- App Activity**: Create a list of people who have taken a specific action in your app or game.
- Engagement on Facebook** (NEW): Create a list of people who have engaged with your content on Facebook.

3. Create a Content Library

Remember, the power comes from other people’s words, not what you have to say. The most authoritative person saying the most authoritative content on the most authoritative property is how you get leverage.

Instead of making things from scratch every time, when you find a mention (like when you put out something that’s amazing and then on Twitter someone says, “Wow, this is so good,” then you say, “Wow! Thank you! Can I quote you on that?”), continue that conversation because you’re going to place that inside your content library.

For example, we made a course with Jason Miller on how to do LinkedIn marketing and we started by being on LinkedIn’s podcast, Sophisticated Marketers Podcast. This received a lot of positive feedback.

We took these positive mentions and put them into our content library. By doing this, you are able to build up power over time and you’re able to boost them.

The more content you have, especially articles, mentions, and visual content (images and videos via the Visual Content Course), the more important it is to track these items.

To build this content library of all of the different endorsements, of all the articles that you're producing, of all of the mentions that you have that you boost from your public figure page (for \$1 a day ideally), download our [Content Library Template](#).

Videos:

- [Why create a content library \(1:09\)](#)
- [How to get your content seen \(12:03\)](#)
- [Consistent posting \(2:32\)](#)

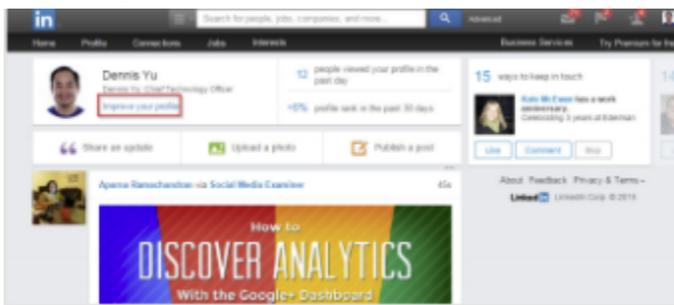
Add Publications you've contributed to on your LinkedIn profile

In order to build your authority further, you should keep all of your accomplishments and contributions on your LinkedIn profile. This shows others that you are a thought leader and an authority in your field.

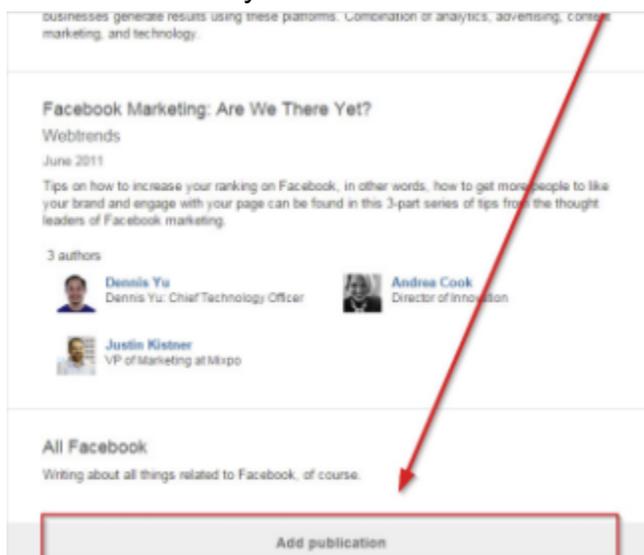
One useful feature is adding what publications you've contributed to, which you should be tracking in a content library, as outlined in our [Content Marketing Course](#).

Here's how to add your contributions to your LinkedIn profile:

1. Log into your LinkedIn profile and click on Improve your profile.



2. Scroll down until you see the Add Publication button.



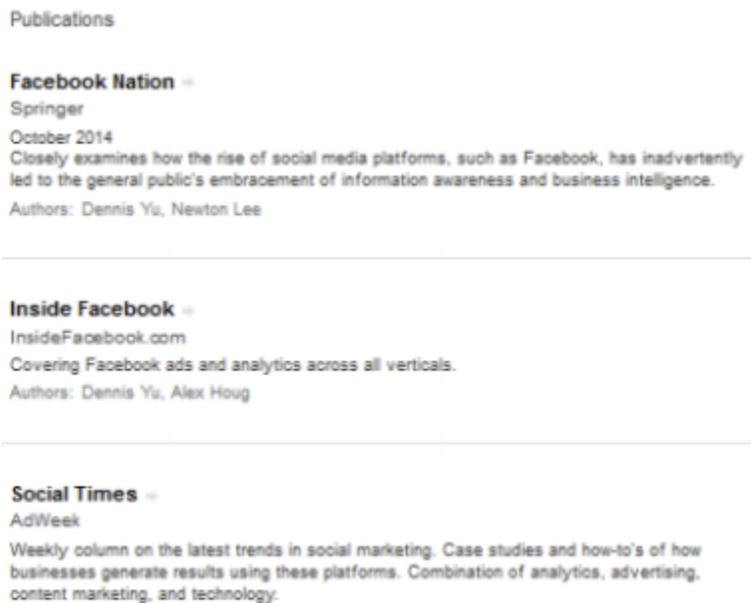
- Fill in the information. Be sure to fill in as much as you can. If you have multiple entries to make, you can click Add publication at the bottom.

The screenshot shows a form for adding a publication. The fields are as follows:

- Title ***: If you're not paying attention to your influencers, you're burning money
- Publication/Publisher**: AdWeek
- Publication Date**: August 3, 2015
- Publication URL**: <http://www.adweek.com/socialtimes/if-youre-not-paying-attention-to-your-influencers-youre-burning-mor>
- Author(s)**: Dennis Yu, William Katz (with a close button 'x') and a link to '+ Add another author'. Below this is the instruction 'Drag to reorder contributors.'
- Description**: Interview with Bill [Katz](#) of the Los Angeles Tourism and Convention Board about his thoughts and strategy concerning [influencers](#).

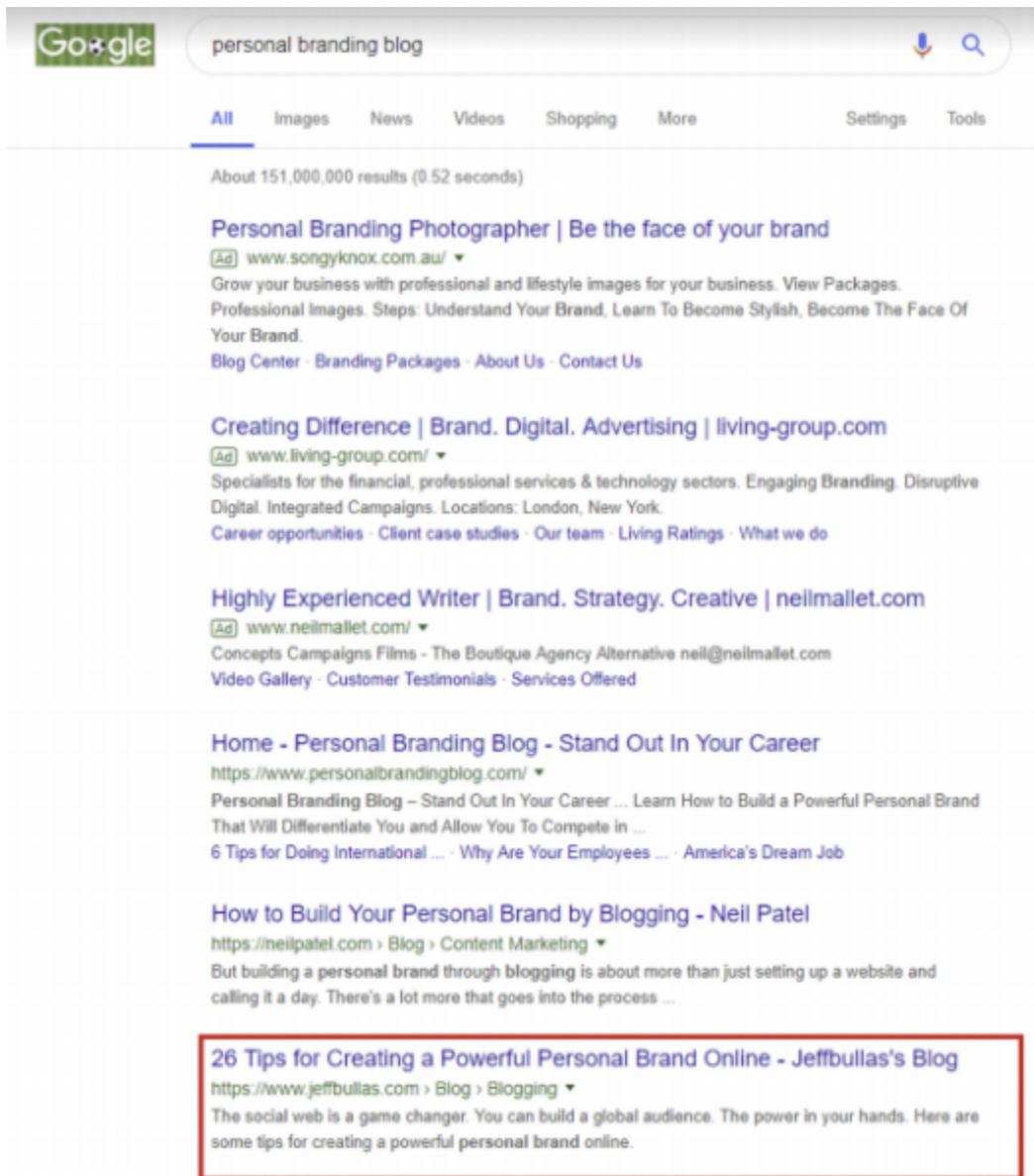
At the bottom of the form are three buttons: 'Save' (highlighted in blue), 'Cancel', and 'Remove this publication'. Below the form is a separate button labeled 'Add publication' which is highlighted with a red rectangle.

- Now your profile features all of the wonderful content you've written!



Create content regularly

One of the best free tools at your disposal is Google itself, which can be used to research who the top influencers are. Do this by adding “blogs” to the end of your generic terms for the vertical you're in. For example, “personal branding blogs”:



Website blogs are good, such as emmeliedelacruz.com for general information. A personalized website like Jeff Bullas is more ideal, since you know who's behind the content and can reach out.

A quick Google Search for "Mark Lack" brings us to his Twitter page.



We recommend doing this every so often, and keeping a list of the top 10 influencers for each search term. Reach out to these people and read/comment on their content. We cover WHY in our [Content Marketing Course](#).

Write content that fits into your topic wheel

Now that you have all of your social sites set up and you know your top influencers, it's time to start writing content of your own.

The most important thing to remember when writing your own content is to make sure it all connects back to your "WHY". Even if your "WHY" is something general like content marketing, you can break that down into storytelling, promotion, writing techniques, etc.

You should never run out of topics over which to create content, if you continually breakdown your "WHY".

Through the process of Learn, Do, Teach (one of our [9 Triangles](#)), as you're learning and absorbing material, you'll find that every opportunity is a content creation opportunity.



This could be as simple as sharing a little tidbit you found interesting in a book you were reading, or a longer, more thought-out strategy analysis.

And if you keep your “WHY” in mind while you’re creating content, everything will naturally fit together and people will begin to view you as an expert on your topic.

Once you see how everything fits together, you can start to show your readers by linking to your content while you write new posts.

Not only does this give you an SEO boost (which is great), but by linking to other relevant articles in each article you write, a couple things happen.

Your readers consume much more of your content, even if they were only planning on reading one article. This has the obvious benefit of setting you up to be much more of an authority figure in their minds.

Once you are able to guest post on other sites (which we’ll talk about later), you can link to these posts. Since they live on blogs that might be higher authority than your own, this again will boost your authority and further your personal brand as an expert.

Don’t go off and start linking to your articles by writing things like “click this link to learn more: <https://www.blitzmetrics.com/CMC>.”

Link with relevant anchor text. For example, “We go into more detail on this process in our [Content Marketing Course](#)”.

Now move on to guest content

Content

1. Set up a blog

1.1. Think of a domain name and get a website

This is how your audience will recognize you, so make sure it's how you want to be known.

Don't try to be fancy or clever. Skip substituting letters, alternate spellings, or bizarre words. Your goal here is to be as memorable as possible and avoid the "What was your website again?" effect.

The easiest route is to use your full name as your domain, but if you have a common name, this could be troublesome.

You can use a combination of your favorite hobby, or a variant of the main topic you're writing about. Just make sure that you own a domain such as yourname.com, and that you have an email attached to it (name@yourname.com). Having a Gmail, Yahoo, or Hotmail address does not inspire confidence that you are a professional.

If you need help branding, hosting, and setting up your blog, please refer to the [BlitzMetrics Content Course](#) for in-depth instructions.

1.2. Setup Facebook Authorship

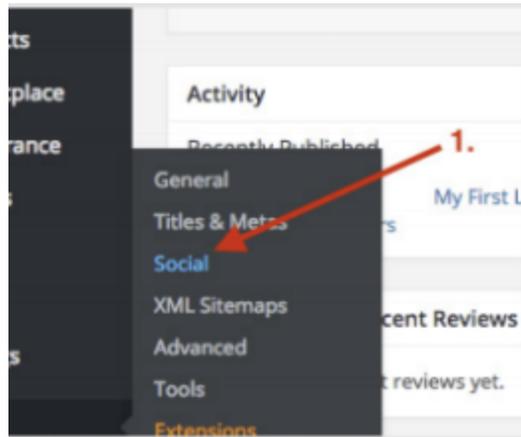
The first thing you should do after you have your blog set up is configure Facebook Authorship. This will tag the articles you've authored by linking them to your Facebook account.

When someone sees your shared article on Facebook, your name will appear near the bottom and will be hyperlinked to your profile. This will build your reputation as an authority on your chosen topics.

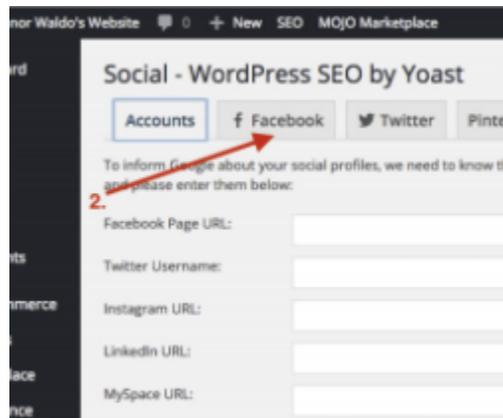
This section assumes you've already set up your Facebook profile. If not, do so now. With your Facebook profile ready, sign in and do the following:

2. Set up profiles on social-supporting sites

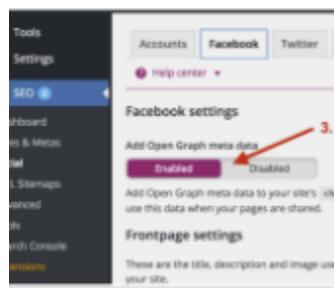
2.1. Go to the SEo tab found on the sidebar and click on Social.



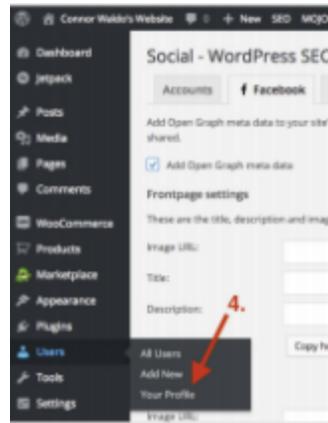
2.2. Click the Facebook tab.



2.3. Enable the Add Open Graph meta data option.



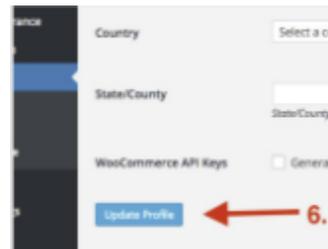
2.4. From here, head over to the Users tab on the sidebar and click Your Profile.



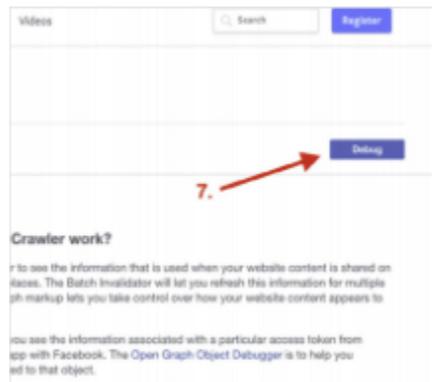
2.5. Scroll down to the Facebook field and add your Facebook profile URL.



2.6. Scroll to the bottom and click Update Profile.



2.7. Now, go to the Facebook Debugger, and your blog post, and click Debug.

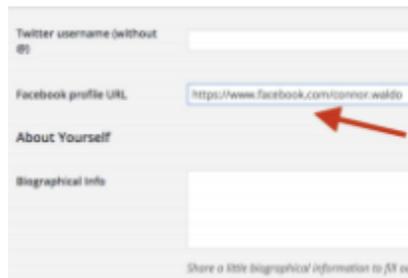


2.8. Scroll down to the box that says, "These are the raw tags that we found" and make sure your Facebook URL is present.

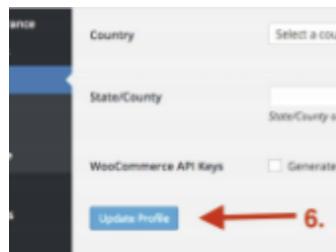
These are the raw tags that we found:

Meta Tag	<meta property="og:locale" content="en_US" />
Meta Tag	<meta property="og:type" content="article" />
Meta Tag	<meta property="og:title" content="50y First Look Into The Realm Digital Marketing With The Golden Corral Website" />
Meta Tag	<meta property="og:description" content="Well, yesterday I tagged along with Dennis Yu (CTO of meeting with the Golden State Warriors social media division. The meeting went well, I had... See
Meta Tag	<meta property="og:url" content="http://www.corralwds.com/digital-marketing-with-the-golden-c
Meta Tag	<meta property="og:site_name" content="Corral Website" />
Meta Tag	<meta property="article:author" content="https://www.facebook.com/corral-wds/" /> 8.
Meta Tag	<meta property="article:tag" content="Social Media Marketing" />
Meta Tag	<meta property="article:section" content="Social Media Marketing" />
Meta Tag	<meta property="article:published_time" content="2019-07-12T08:53:51+0000" />
Meta Tag	<meta property="og:image" content="http://www.corralwds.com/wp-content/uploads/2019/07/8

2.9. If it isn't, then click Fetch new scrape information. If your Facebook URL is present, congratulations! Your shared posts will now show up with your name hyperlinked to your Facebook profile.

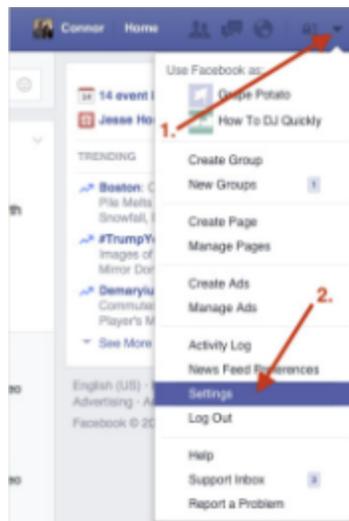


2.10. If you scroll down, you can see a preview of how yours will look under the “When shared, this is what will be included” box.

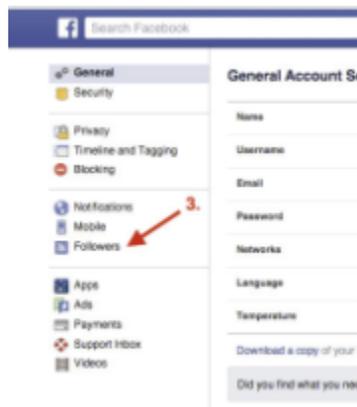


2a. Allow followers on Facebook

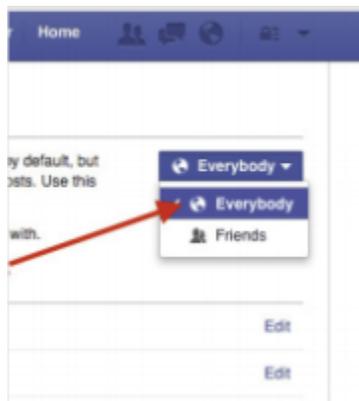
3. Click the drop-down menu on the top-right corner of your Facebook page. Go to settings.



4. Click on the Followers tab.



5. Set "Who Can Follow Me" to Everybody.



Before you dive in and start filling your blog with interesting content, let's take some time to set up accounts on a few social-supporting sites. These will help unify and increase the amount of exposure you'll get by providing various functions that help your content machine.

Create an account on each of the following websites:

about.me

Listed as a social directory, about.me is a platform that allows you to connect all of your social and personal websites together into one location.

It's sort of like an online business card.

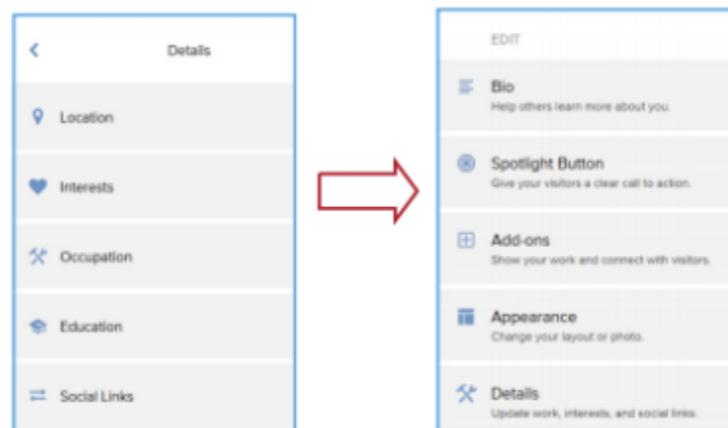
Setting up a new profile is easy, as it supports logging in via Facebook or Google. You can also use your name and email to set up an account and connect your social networks later.

Once you log in, you are able to edit your page and populate it with relevant content. Click the button at the top-right corner with the gear symbol and your photo.

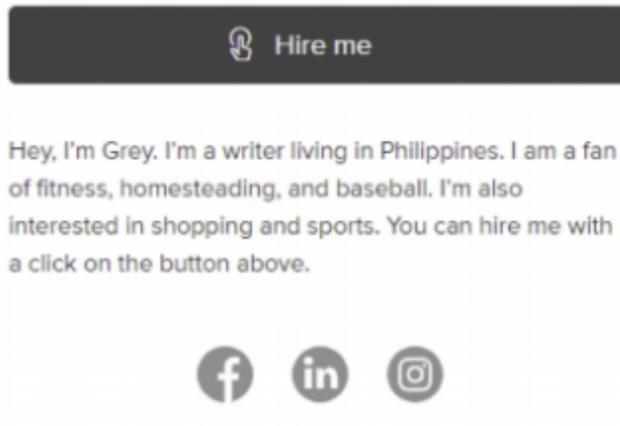
From the dropdown, select Bio and take some time to fill out a little summary of yourself. Short and sweet is best here. Feel free to insert a Spotlight, which is a call to action like "read my blog".

After the basics are setup, click on Details and then Social Links to connect social profiles:

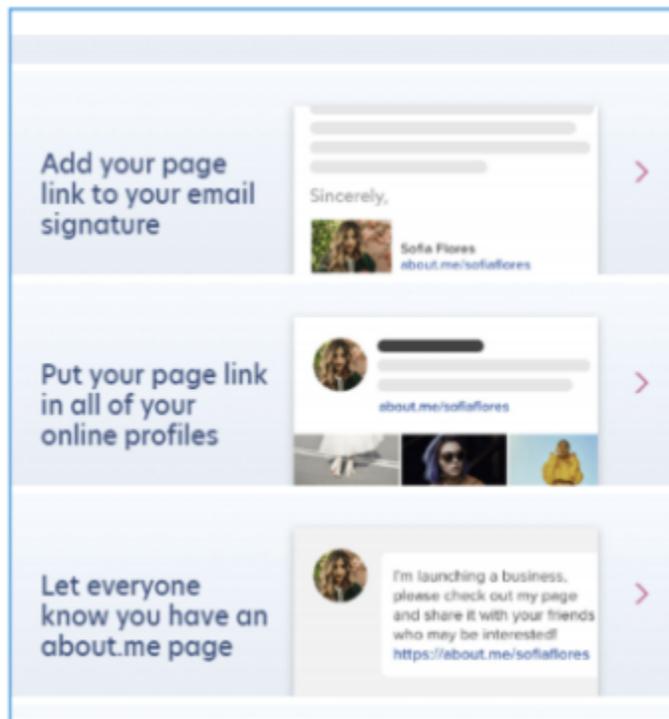
about.me supports most social networks. If you haven't done so already, set up profiles on each of the major ones like Facebook, Instagram, Blogger, Etsy, Behance, LinkedIn and etc.



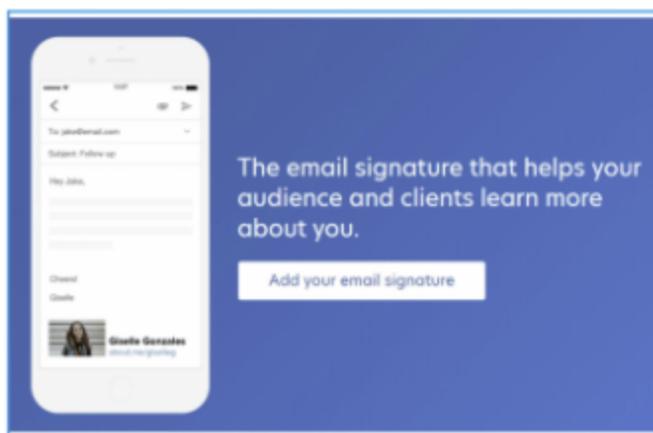
For each account, you will be prompted to type in your profile link (e.g. twitter.com/JaneDoe).



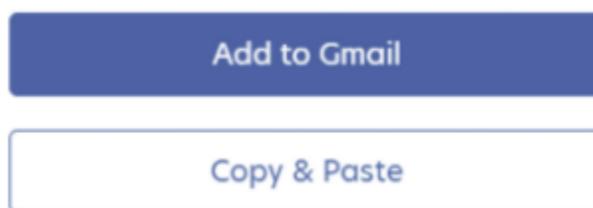
This page becomes somewhat of an online business card, so consider



After submitting your profile links, you'll see the corresponding buttons appear on your page.



linking to it in your email signature. You have 3 different options to choose from here: <https://about.me/emailsignature>.



Choose which one you want and then hit Click to Select Your Signature and continue following the instructions to copy/paste into your signature field:

3. Create one-minute videos

The Magical Content Pyramid

Read and then move on

In a content pyramid, you have your big topic (the thing you want to dominate) at the top-- "Facebook marketing", for example:

One level down, you can break it into topics that support the big topic like "Facebook ads", "Facebook analytics", and "Facebook applications."

Then, below "Facebook ads", you might have various subtopics like "building fans", "building engagement", and "driving conversions", like our concept.

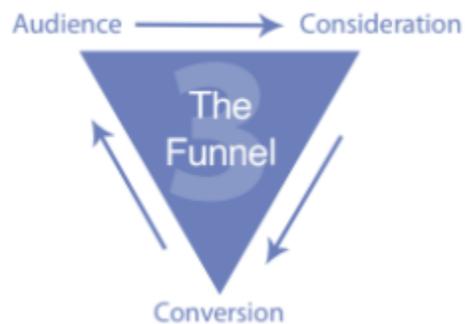
Underneath "building engagement", you might have a number of particular articles supporting this.

So, by the time you get to the bottom of the pyramid, you have hundreds, if not thousands of articles, all organized up to meeting the ultimate topic you want to be THE authority on.

And you get scale

Because you've been linking between these articles (not for just SEO purposes), sharing on social, amplifying across other channels, interviewing thought leaders, and getting other folks to engage/link to you, you've then built a brand.

No longer is content one-off and random. It ties back to the content machine you've built.



Any time you meet new people like clients, partners, analysts, or industry people, it's an opportunity to create content.

They are doing the work for you and with you while everyone benefits.

Any video you do, you transcribe into a podcast and article, which you distribute widely across all channels.

You reuse and recombine snippets from your articles into things like top 10 lists, webinar presentations, marketing materials, and so forth.

White Hat Process

It's the cleanest and most sustainable content strategy, since we're not trying to trick the search engines or social network algorithms.

We're not producing farmed or spun content, which is paying low wage people to churn out articles specifically to game the search results.

We use social signals (likes, views, conversions, shares) to tell us what's working and what content we should promote more.

When you have a process around it, like the way we develop our content strategy:

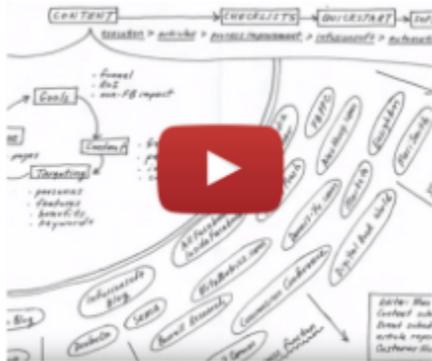
Tune your content:

Send warm fuzzies to thought leaders.

We reinforce the structure.

All this is built upon personal branding via the 7 steps we've talked about.

Are you collecting authority? If not, find out how to start in our [Influence Generator Course](#).



[Video: BlitzMetrics Content Strategy \(3:01\)](#)

The power of one-minute videos

[Isaac Irvine](#) filmed a one-minute video in his bathroom and it received over seventy million views!

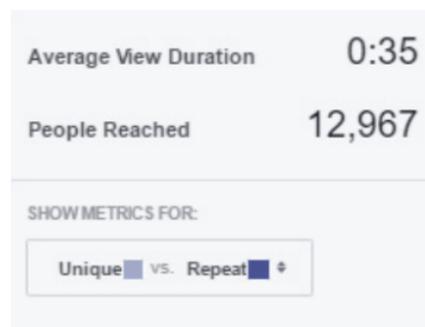
We boosted this post, but not to just anybody. We targeted particular users such as Ellen Degeneres, The New York Times, CNN, etc. because we want to get media pick up.

This was shared by sites such as Ellen Degeneres (50 million views), LADbible (5 million views), and BuzzFeed.



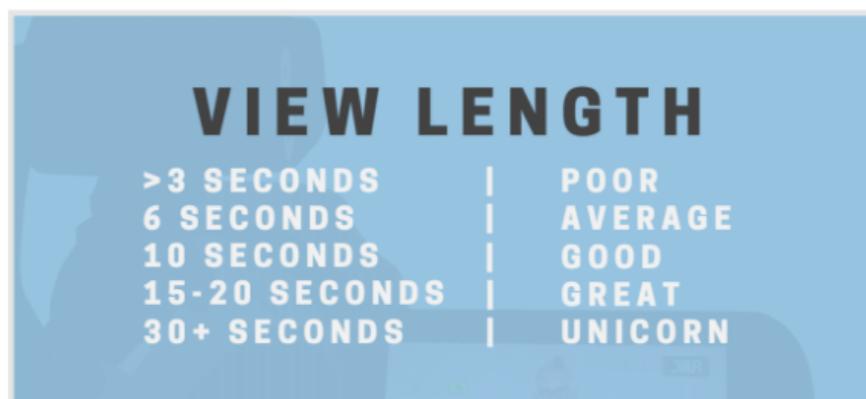
The way you know if a video is performing well is if there is a 50% view-through rate.

For example, if I have a 200 thousand reach, I need at least 100 thousand to be able to view it, then, of those, I need 50% to convert from a three-second view to a ten-second view.

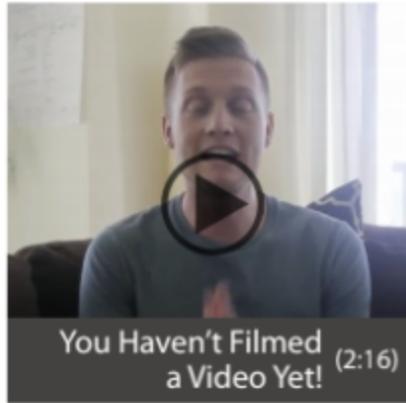


Average video watch time on Facebook: six seconds

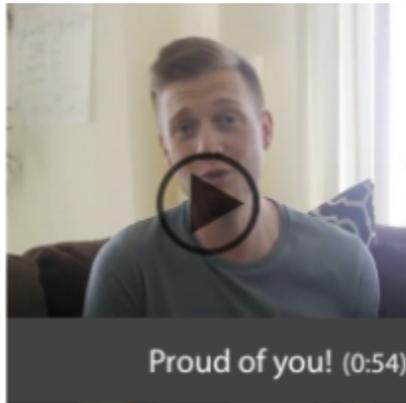
*Produce one-minute videos all the time.



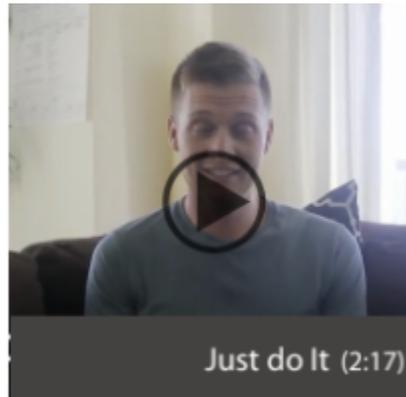
Help from Mark Lack - How to regularly create video (course)



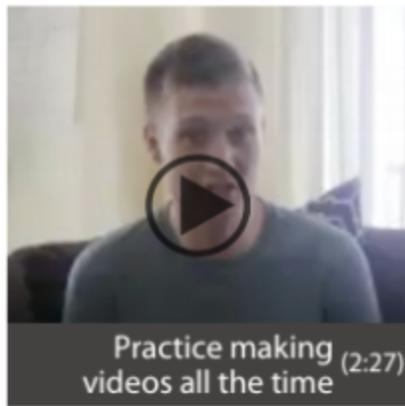
[Video: You haven't filmed a video yet! \(2:16\)](#)



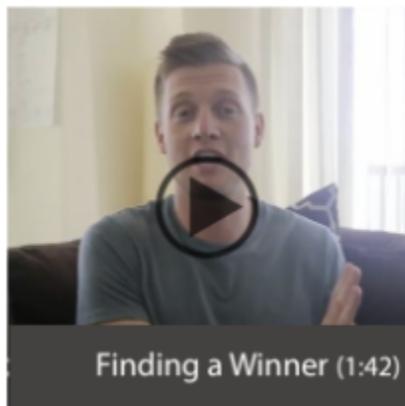
[Video: Proud of you! \(0:54\)](#)



[Video: Just to it. \(2:17\)](#)



[Video: Practice making videos all the time \(2:27\)](#)



[Video: Finding a winner. \(1:42\)](#)



[Video: Consistent posting of content \(1:17\)](#)

[COURSE](#)

Shoot and use high authority images

High authority images can be anything from speaking at a conference to a picture with a public figure in your field.

Tips for shooting high authority images:

When shooting conference shots, take time to shoot an image with you facing the camera that contains the audience, like this:



The shot from backstage is the most powerful type.

Shots from the back of the room show the size of the audience, but then make the speaker small and sometimes indiscernible in large rooms, except when their faces are on screen.

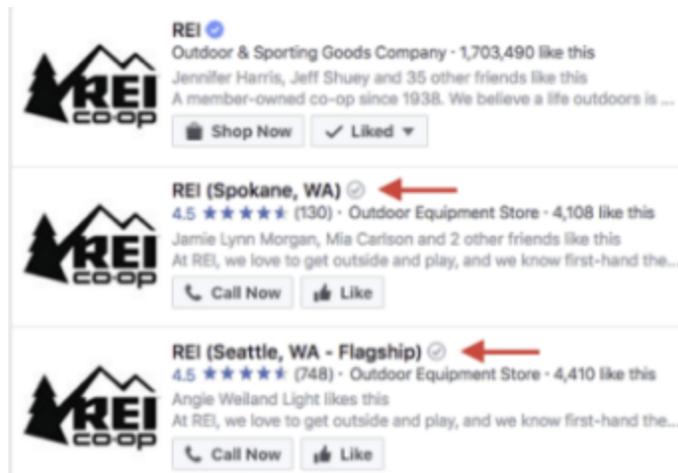
4. Get verified on Facebook

Wondering how to make your Facebook page official?

Verifying a page adds a layer of legitimacy to your presence and can help customers feel more confident when they engage with you on Facebook.

Benefits of Verifying Your Local Facebook Page

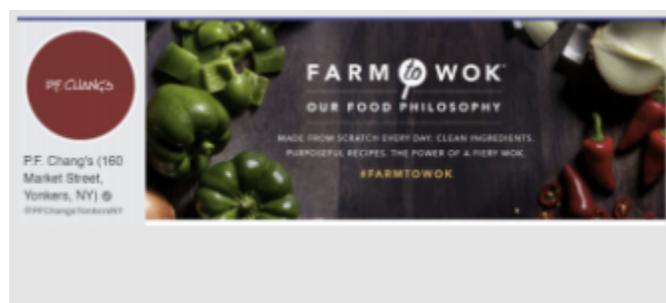
While [Facebook's blue verification check mark](#) signifies the authenticity of a public figure, media company, or global brand (such as REI), a gray verification check mark confirms the authenticity of specific locations for businesses or organizations.



Verified local businesses on Facebook receive a gray verification badge next to their name in search results and on their page.

Similar to the blue verification badge available to major brands, verified local businesses (or franchise locations) on Facebook receive a gray verification badge that appears next to their name in search results and on their page.

The main benefit of the verification check mark is that it will signify to users that your [Facebook page](#) is legitimate. So if an unauthorized person creates an imposter page for your business, the lack of this badge will signal to users the page may not be authentic. Beyond legitimacy, verification also provides implied endorsement and stature. While it's not possible to measure the impact of a gray badge directly, there are some benefits you'll notice right away:

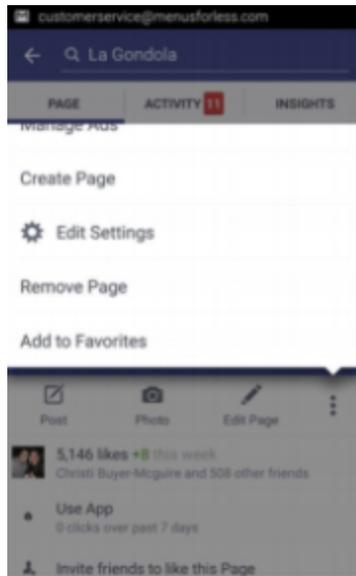


Ready to get your Facebook page verified with a gray check mark?

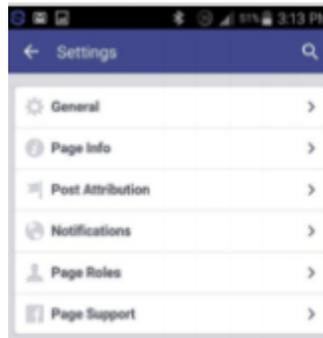
Here's how:

Verify Your Facebook Page With Facebook

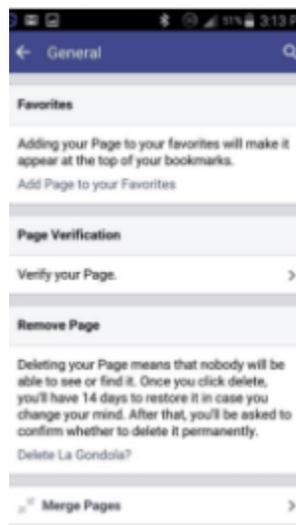
1. On mobile, visit your Facebook page and tap the three dots to reveal Edit Settings. On desktop, you can simply click Settings.



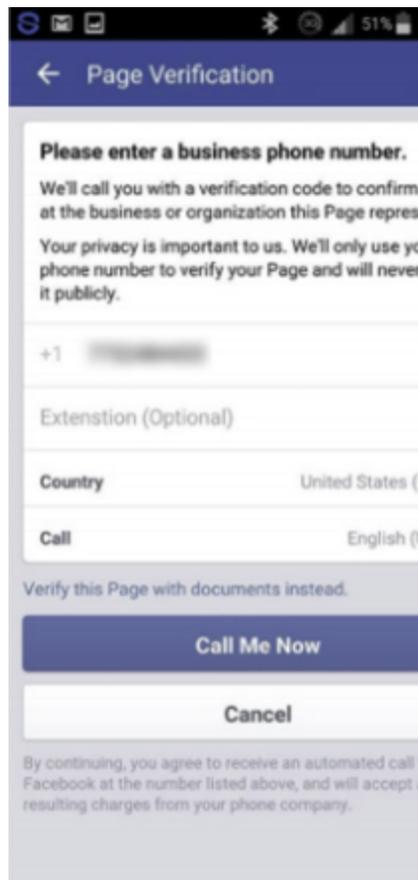
2. Under Settings, tap or click on General to reveal the Page Verification feature for your local Facebook page.



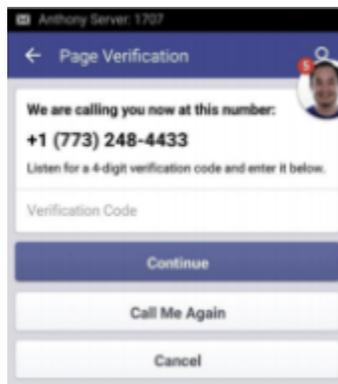
3. Find Page Verification and tap Verify Your Page directly below that.



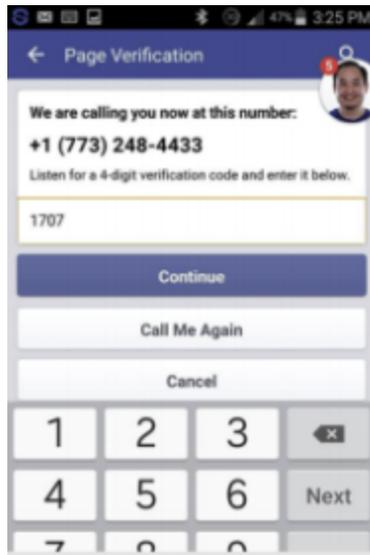
4. Enter your business phone number in the text box and tap Call Me Now Alternatively, click the Verify This Page With Documents Instead link above the Call Me Now button and upload a photo of an official document with your business's name and address.



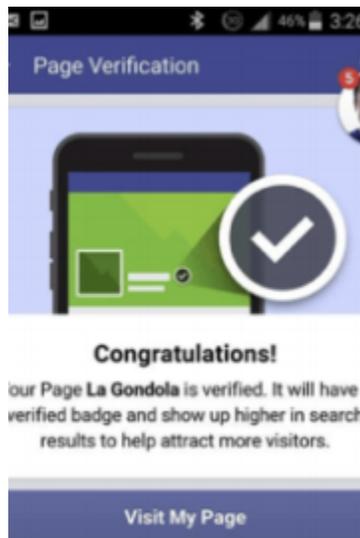
5. Wait for the call from Facebook and write down the 4-digit verification code you're given.



6. Enter the verification code you received from Facebook and tap Continue.



7. You should see a message that your Facebook page has been verified.

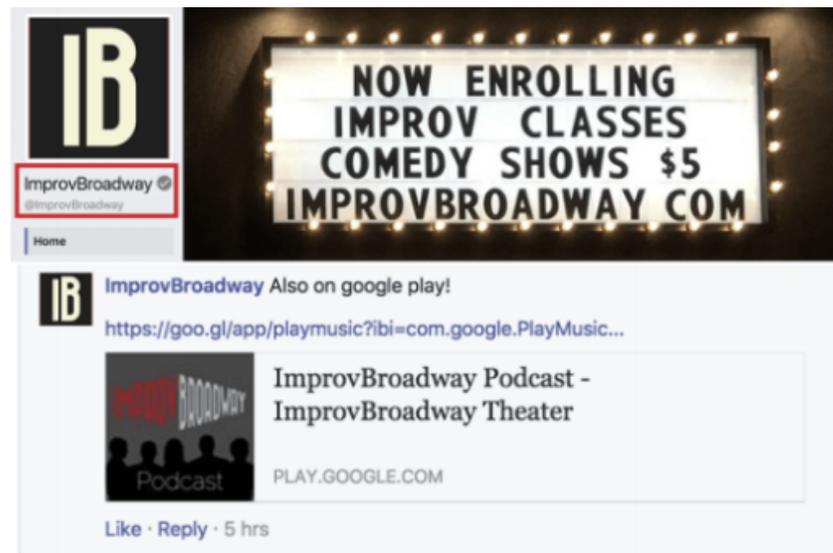


Your Facebook page should now have a gray check mark, signifying it has been verified.



That's all it takes to add another layer of legitimacy and professionalism to your company's Facebook page. Your gray verification check mark will appear next to your name on your page and in search results, but unlike blue verification badges, you won't see your gray check mark in your posts or when you respond in comments.

Notice that ImprovBroadway's Facebook page has a gray check mark next to its name at the top; however, it doesn't appear alongside the name in posts or comments.



Conclusion

With Facebook's implementation of location tracking data, reviews, beacons, and "buy now" integration for local businesses, it's important for your page to look official.

Take a few minutes today to verify your Facebook business page (even if it's not local) because it will have some impact on your influence and long-term sales.

Why it's important to link your Facebook page to your Instagram



- Linking the two apps makes it easy to share images you want your audience to see.
- Upload them directly to Facebook from your computer.
- Facebook owns Instagram, so these two platforms are designed to work together. It gives us the most traction and the greatest ease by pairing the two.
- Exclusive functions make it easier to track and manage social presence on both platforms.

Get verified on Twitter (Optional)

Getting verified is a social network's way of telling users, "Hey! This is probably the person you're looking for."

It's great for your personal brand because of the social stigma that comes along with it. We usually only see the blue check mark by the names of the famous.

So not only do you get social proof, but it's also easier for people to find you.

Here's what you'll need to do:

Go to <https://verification.twitter.com/request>.

Request to verify an account

Welcome!

The blue verified badge on Twitter lets people know that an account of public interest is authentic. If you think we should consider verifying your account, let us know.

Prepare your account

Before you apply, take a look at your account to make sure it's ready. This [article](#) shares some tips that will help you with your request.

After you submit the form, we'll email to let you know if the account can be verified.

Do not show this message next time

Twitter will ask you to log in if you aren't already and redirect you to one of two locations. If you aren't eligible for review, you'll get directed to this window.

Account not eligible for review

Please resubmit your request after the account owner has updated the following settings. More information about Twitter's minimum requirements for verified accounts can be found [here](#).

- **Email address** [Add/confirm your email address](#)
- **Phone number** [Add/confirm phone number](#)
- **Birthday** [Add your birthday](#)
- **Website** [Add your website](#)

Update the information that they've requested as we've done here.

Email Address:

Your new contact email **max@blitzmetrics.com** has been confirmed.

Laura Hamill @LauraRoutes · 33s

Confirmation:

Change your basic account and language settings.

A message has been sent to you to confirm your new email address.

Username
<https://twitter.com/RedMongoose>

Phone Number:

Mobile

Expand your experience, get closer, and stay current.

Add your phone number

We will text a verification code to this number. Standard SMS

Country/region

Phone number

Continue

Mobile app

[Download Twitter app](#)

Available for iPhone, iPad, Android, BlackBerry

Confirmation:

Mobile

Expand your experience, get closer, and stay current.

Check your phone.

We sent a code to . Enter it below to verify your number.

Verification code

Activate phone

[Request a new confirmation code](#)

[Cancel phone activation](#)

Birthday and Website:

Paris Mountain, SC

<http://www.fearthemongoose.com>

Theme color

Birthday

July

Once you have this all in place, you'll be directed to the verification request.

Request to verify an account

Please complete the form so we can review your request.

What username would you like Twitter to verify?

Twitter username

If this is not the correct username, please log in to the account you would like verified.

Check here if this is a company or brand or organization account.

NEXT

Check the box if it applies to you, then click NEXT to fill out the information below. Don't try to include any additional links in the section marked "Tell us why this account should be verified", otherwise you won't be able to click NEXT.

Once you've completed this form, you'll be directed to another confirmation page:

Please provide links to at least two websites that will help us identify this user. Information about the types of accounts we verify can be found [here](#).

1.
2.
3.
4.
5.

Tell us why this account should be verified. Limit 500 characters.

Public figure in digital marketing, published author, keynote speaker, founder of BlitzMetrics, and advocate of Twitter ads!

Already verified on Facebook (see link above).

Please upload a picture of your photo ID to confirm your identity. [Learn More](#)

We accept a file in .gif, .jpg, .jpeg, .png, .webp format with maximum size of 3MB.

Once you have this all in place, you'll be directed to review the verification request.

Check the box if it applies to you, then click NEXT to fill out the information. Verify that the information is correct and supports the list of reasons you provided for why you should be verified. Click SUBMIT and wait for the confirmation email from Twitter.

Please review and submit your request

- Requesting to verify @dennisyu
- This is **not** a company/brand/organization account.
- These websites confirm the identity of this user:
 1. <https://www.dennis-yu.com/>
 2. <https://www.linkedin.com/in/dennisyu>
 3. <http://www.adweek.com/socialtimes/author/dennis>
 4. <https://www.facebook.com/dennisyu>
 5. <http://www.business2community.com/author/dennis-yu>

- Why this account should be verified:

Public figure in digital marketing, published author, keynote speaker, founder of E
Already verified on Facebook (see link above).

- A picture of your ID is uploaded:

IMG_0309.JPG

Please note: By clicking submit, you are personally vouching for the authenticity of the account or are a representative of this person, company, or brand.

BACK SUBMIT

If you're approved, you'll receive a confirmation like this one:

Thank You

We have received your request. The account will be reviewed by our team, and we will send you our decision via email.

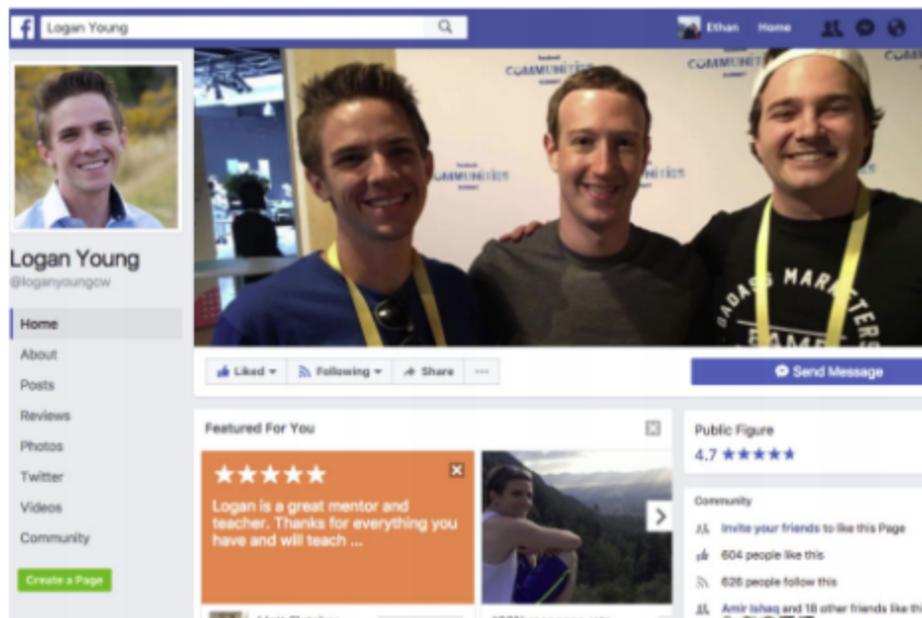
More information about the verification program at Twitter can be found [here](#).

 Hi Leonard Kim,

The account [@MrLeonardKim](#) is now verified.

Please visit our [Help Center](#) for information about features for verified accounts.

Qualification Challenge



One-minute video challenge

After creating a WHY video, make five one-minute videos in the next 48 hours, on any topic. Have the goal be to generate as much engagement as possible. Post to your public figure page (different than your Facebook profile page). [This is how you create one.](#)

For examples of one-minute videos, check out [Logan Young's videos on his page.](#)

Blog Challenge

Along with five one-minute videos, write three blog Articles.

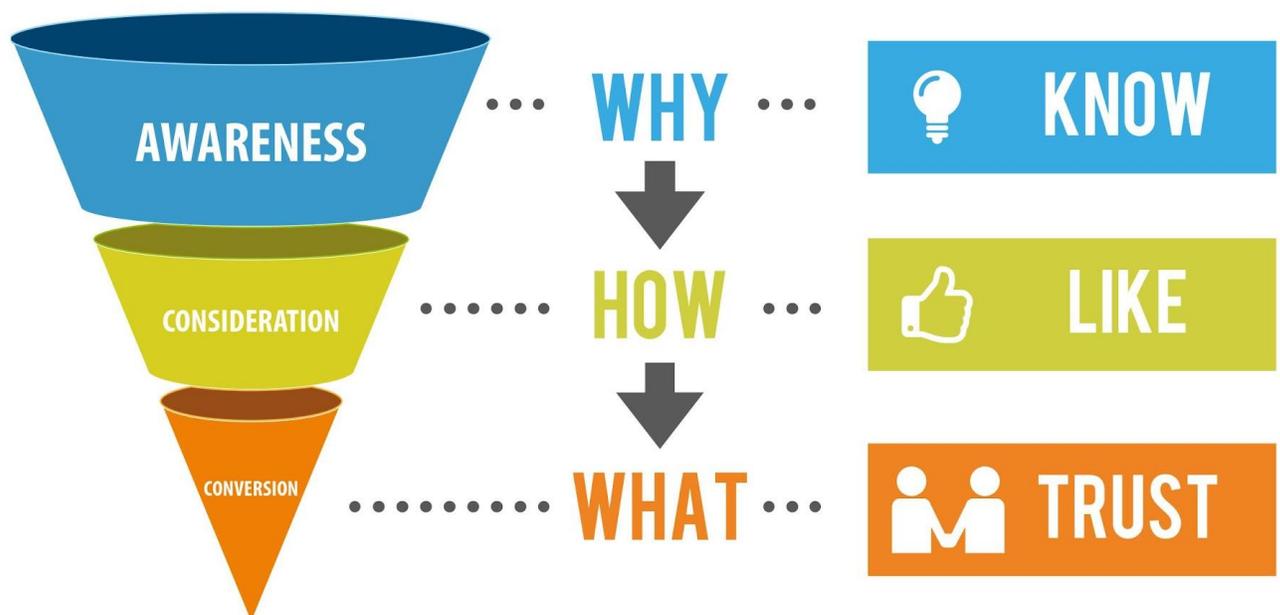
[Check out some more examples.](#)

Key Video Tips & Examples

- Remember to keep videos relatively short! Facebook recommends videos between 20-90 seconds in length, so we recommend one minute as a good place to start.
- Each WHY video should be unique from the rest. By creating three different WHY videos, three HOW videos, and three WHAT videos, a local business is able to test which type of story performs the best!
- The videos do not have to be fancy. You don't need special lights, graphics, or a set. You will just need your smartphone, and one minute of insightful content.

We will take you through examples of the WHY, the HOW, and the WHAT videos.

- [Study Building - The WHY \(example\)](#)
- [Engagement & Relationship Building - The HOW \(example\)](#)
- [Converting Views Into Sales - The WHAT \(example\)](#)



Blogging

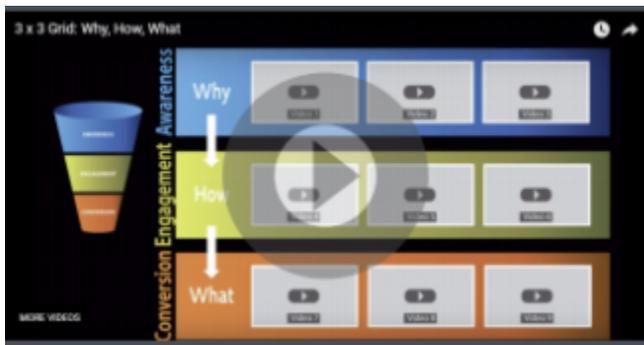
Local businesses struggle with Facebook video marketing primarily because they do not have an effective strategy. This lack of strategy may stem from the fact that not all local businesses understand how to utilize the social media space. For most businesses, a video marketing strategy on social media does not even exist.

If you're wondering how to build the best video marketing strategy on social media for local businesses, we've got the answers.

The strategy itself is relatively simple, but the reason the 3x3 video grid is so effective is that it moves prospective customers down the funnel into a conversion campaign where they purchase. Each video is designed to move the customer along their personal buyer's journey.

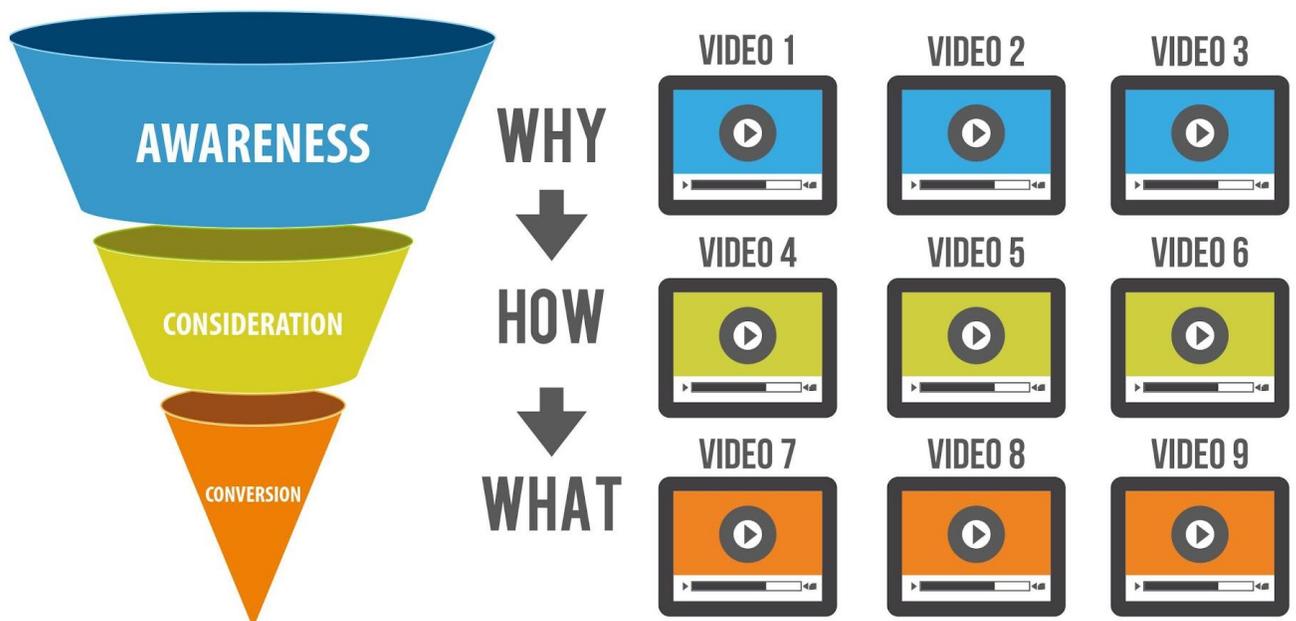
When a small business can address the WHY, HOW, and WHAT of their business, they are able to effectively sequence their social following and ultimately convert views into sales.

Before we dive further into this Facebook video strategy, here is a quick video explaining the 3x3 video grid, brought to you by Logan Young, Co-Founder of BlitzMetrics.



[Video: 3x3 Grid: Why, How, and What \(2:53\)](#)

3X3 FORMULA



FUNDAMENTAL 3X3



Dennis Yu
Chief Executive Officer
BlitzMetrics

WHY

Childhood Memory

First Job

Gratitude

HOW

Topic Wheel #1

Interview #1

Product solving Problem

WHAT

FDD

POWER HOUR

PERSONAL BRANDING PACKAGE

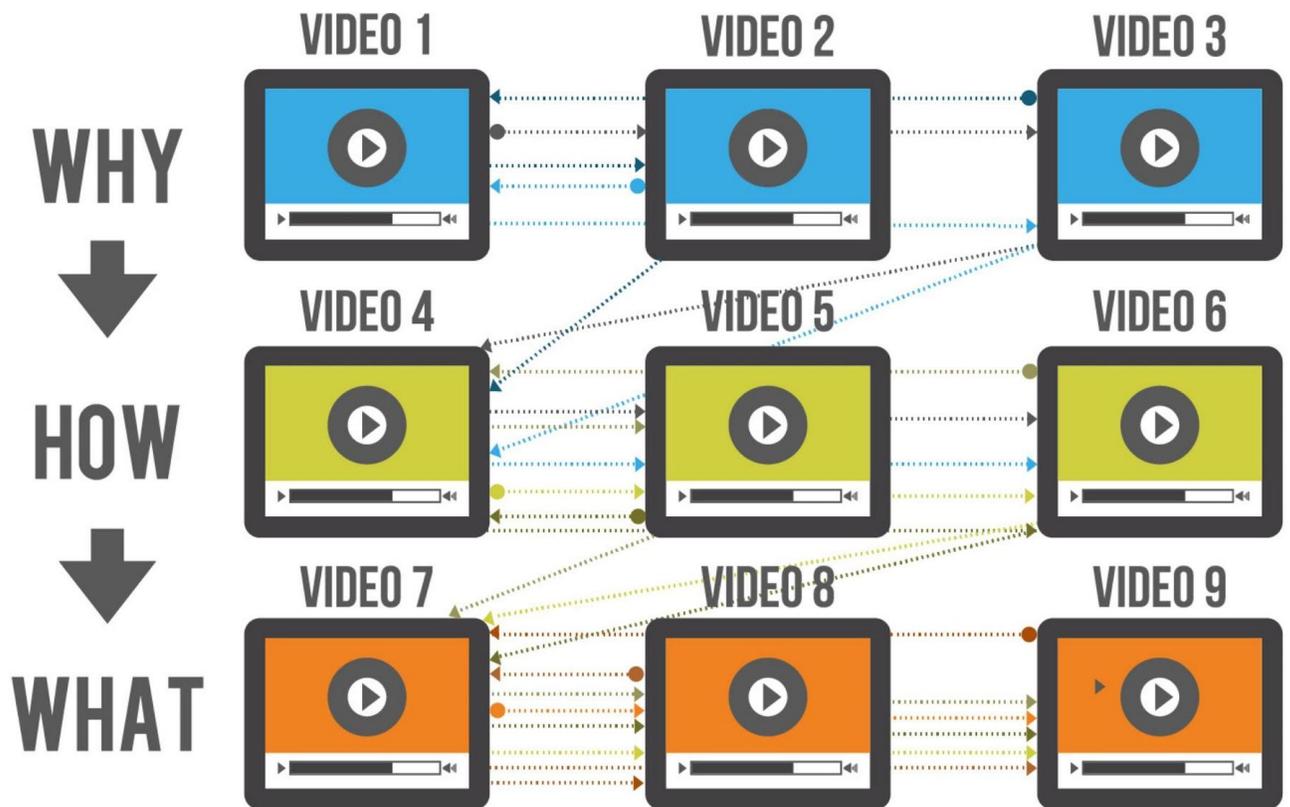
\$189

\$1,500

\$5,000

REMARKET: ACROSS AND DOWN

Sequence users to other content in the same tier or just below



10 Ideas to maximize your content

Convert videos into blog posts

Run them on FancyHands or Fiverr for a few dollars, do some light editing, and you'll have a new post or podcast episode!

Turn your notes into articles

Take the "meaty" notes you made during an event

Interview participants and speakers

Who would decline to answer a thoughtful question for a one-minute video?

Turn your emails into articles

Have you ever made a detailed explanation about something through email? With minimal editing, you can turn that into an article.

Get snippets from your videos

Choose "highlights" of your live streams and share them as video snippets. You'll have excellent standalone content and can drive more traffic to the original livestream video.

Collect your reviews

Add to your testimonials page, bin, and brochure. Repeat this process monthly so you're up to date.

Revive successful posts

Save posts that have done well in the past, and with a simple reaction, you'll have revived the post and increased engagement like a ninja!

Make infographics from listicles

Gather the key points of your listicles into an infographic as a fantastic visual aid for your audience.

Use questions from your audience

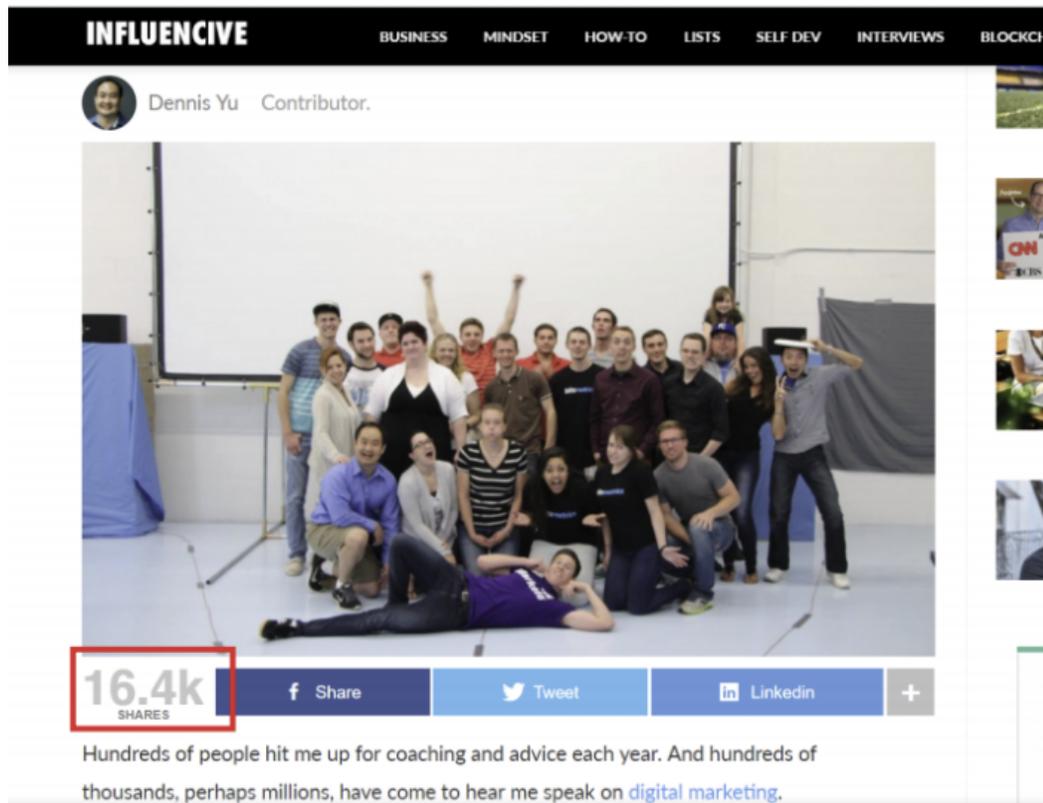
Want a quick way to make one-minute videos? Gather thirty common questions you get asked a lot and voila! You'll have thirty of these in a jiy!

Assemble your monthly round-up

Go through whatever you've shared or written about in the last month and have this curated list be what you share on social media or email.

Guest Content

When we boost posts that mention our articles, our share counts increase. This Influencive article has over 16 thousand shares, which is higher than nearly all articles written on Influencive, whether from Grant Cardone, Taylor Welch, or Ryan Foland.



The image is a screenshot of a webpage from 'INFLUENCIVE'. The navigation bar at the top includes categories like BUSINESS, MINDSET, HOW-TO, LISTS, SELF DEV, INTERVIEWS, and BLOCKCH. Below the navigation bar, the author's name 'Dennis Yu Contributor.' is displayed next to a profile picture. The main content area features a large group photograph of approximately 30 people posing in a studio setting. Below the photo, a red-bordered box highlights the share count '16.4k SHARES'. To the right of this box are social media sharing buttons for Facebook (Share), Twitter (Tweet), and LinkedIn (Linkedin), along with a plus sign for more options. Below the share buttons, the text reads: 'Hundreds of people hit me up for coaching and advice each year. And hundreds of thousands, perhaps millions, have come to hear me speak on digital marketing.'

1. Use Mention, Google Alerts, and CrowdTangle

If your brand is new or small, then you can maintain your Content Library yourself. However, if your library grows beyond a few hundred articles, mentions, and images, you'll want to hire an assistant to manage this for you, perhaps a couple hours a week. See the [Influence Generator Course](#) (58 pages) for the detailed steps your assistant should follow.

2. Boost content to high authority sites

There are certain verticals that you want to be able to dominate. The way to get perceived influence is to take these posts and boost them. When you see share bars on your articles/content for different social network channels, you can influence them by boosting posts.

To do this, take the post and boost it from your business or public figure page to the audience that you want to incept (sharing what someone else says about you).

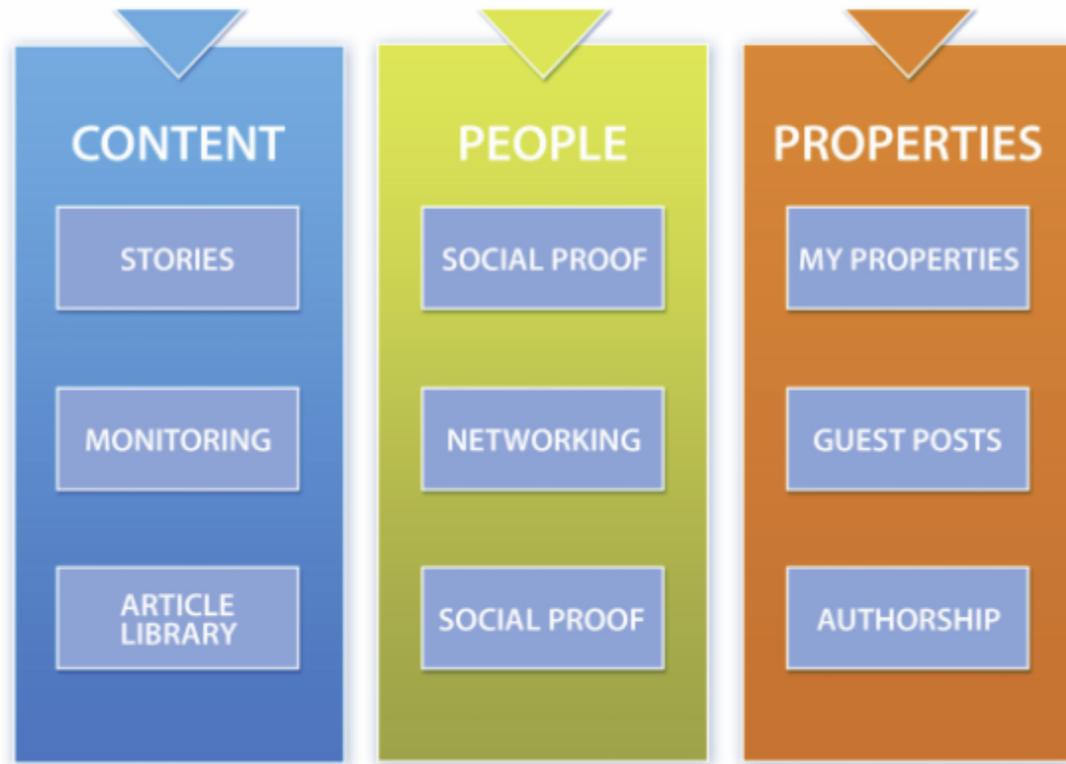
Have links to all your other articles. This is where you create real power because you're constantly linking from authority to authority (and almost never does it go to your site until

you're ready to sell something, or you're collecting an email, or you want to do a certain kind of marketing sequence).

To get power off of these, you have to be able to amplify and build, and have someone or software that constantly monitors your mentions. For more on boosting, see our [Dollar a Day Course](#).

Networking

The three components of authority



Read and then move on

You can grade every piece of content you generate along these three lines. Shoot for having 10s in each area, such that a “perfect” content piece has the highest authority content on the highest authority site with the highest authority person saying it. Track this in your Content Library. Start your Content Library if you haven’t already since your team, even if part-time freelancers, will need it to track your brand mentions, cross-link, and amplify.

“People” is the people saying it-- where it’s being said. Ellen DeGeneres talking about Isaac’s content and his story has a lot more authority than Isaac talking about it himself. Facebook publishing a case study on BlitzMetrics about me knowing something about Facebook ads has much higher authority than me talking about myself.



Similarly, if you take Isaac Irvine's video and share it on some WordPress blog that has no followers, it's not going to do anything because it's a low-authority property; it has nothing going for it.

However, if you share it on the LADbible or any other high-authority property, you have high-authority content, and it's shared by high-authority people. You have the trifecta.

1. Identify your top content

Think of it like a cake recipe. Each step in the recipe is there for a reason, with each one building off of the previous and enabling the following.

Make a list of your high authority content. Examples:

If you don't have anything like these examples, don't worry. Think simpler:

Publish and promote it to further their expertise and uplift your brand.



Check out this post with almost 600 likes: This creates immediate authority and can make ripples in your fan base and ROI.

“Over 6,000 people visit my Twitter profile per month, which amplifies all good business results. People are more likely to become our customer, join our team, invite me to speak, and so on.”

Of course, we need to choose good content with efficiency. If the CPE isn't under \$0.03 cents, we keep trying other tweets and then pin the winner.

You can see, here, that I spent \$150 and got a CPE (cost per engagement) of \$0.02.

Tweet	Start	Spend	Impressions	Tweet Engagements	Tweet engagement rate	Cost per engagement
Campaign totals	-	\$254.41	201,455	13,990	6.94%	\$0.02
Dennis Yu @dennisyu 23 Apr 2016 Standing room only! rt.t/156ESUJpic.twitter.com/TJRT9JuvV5	23 Apr	\$150.91	67,955	8,136	11.97%	\$0.02

We can keep this content evergreen at a Dollar a Day, building more authority over time when people visit my profile.

Any time you receive a positive mention, make sure to respond, say thank you, and even ask if you can quote them (we go over this more in the [Content Marketing Course](#)).

Keep collecting these mentions to build your personal authority. You're establishing your authority via the content you produce, experience you share, and network you keep. Never boast or make any claims about yourself. Let others do it for you.

2. Create and Authority Network

An Authority Network is the collection of experts you meet and interact with. They are growing friendships and provide each other with opportunities.

Since they're no different than your normal friends, providing them with exposure and gifts* helps nurture your relationship and grow your authority.

*Read about our gift ideas in our Influence Generator Course, which applies to anyone you have a relationship with.

An easy, free way to do this is to collect pictures of you with these high-profile people at places such as conferences and get-togethers. Since everyone usually tags photos on Facebook, half of the work is done for you. It just requires you to get out there and network, which is paramount to assembling your personal brand.

Here's an example:



Authority Network Image Checklist

- Assemble a list of images of people you've met into a folder along with their company names.
- Visit <http://www.addtext.com> and add the first image in your folder.
- When the text editor appears, change the "Size" to 20. Enter the name of the person along with their company*, and drag it to above their head (or below, if it gets too cluttered. Use your best judgment).
- You may have to do a quick Google search to match faces. Look for "<NAME> LinkedIn". Once you've found the name, have their name on the top line, then hit enter and have the company name underneath.
- If there are multiple people, click the MORE TEXT option, and repeat step 3.
- When everyone is tagged (or at least the people named in the document), click Next and Download. This will save the image to your hard drive.

- Click X in the top-right corner of the download box. Once you're back on the edit screen, you can click the Change Photo? Button to load another image. If you have too many text boxes, click the X on the left of each edit field to get rid of them.
- Once you have all of the images tagged and downloaded, reassemble them into an article, such as a recap of a conference.

3. Defining your ONE QUESTION

By framing the discussion as a question, you're able to "think like a journalist", to make it an interview about them, but still keep it as your topic.

Then you can easily boost the post, transcribe it into an article, and make various forms of derivative content. This is how to connect the people in the outer ring with the topics in the middle ring.

For whatever you sell (the WHAT), there is ONE question (the HOW) to ask that frames the buyer's problem such that your product is the solution.

If you're selling a sports car to men having a midlife crisis, ask what they're doing to make the most of life and be young again.

If you're selling running shoes, ask what they're doing to be healthy, feel good, and have energy.

If you're selling mattresses, ask what they're doing to get a better night's sleep.

If you're selling website services, ask how they're driving more results from Google.

You can think of others...When you ask the right question, you're letting them admit pain, as opposed to trying to convince them they are in pain. And this is the position you need them to be in to become an inbound lead-- a patient who self-admits into the emergency room.

The three stages of the ACC funnel are for Awareness, Consideration, and Conversion.

These correspond with the WHY, HOW, and WHAT. The WHY is a first touch, allowing people to know you as a person. The HOW is a cluster of topics, which segue from the WHY (your mission) into the step-by-step HOW of solving the problem. Then, the WHAT is naturally the solution, logically linked from the WHY and HOW.

You can use this "ONE QUESTION" topic as a lead magnet, a series of articles and videos that educate users on the ACC funnel and how to organize content that converts via sequences.

In other words, put out free content, like above, to collect email addresses to learn more about the SAE (Social Amplification Engine).

Based on their answers in the Strategy Assessment, you know what to automatically recommend next.

Then, they are in your funnel for lead (SAE and Strategy Assessment) to tripwire (\$7 topic of a few videos) to core offer (\$97 course) to upsell (various Power Hours and packages).

Tip: Interview other people who are authoritative because you want to boost your content to their audience.

The graphic is a light gray rectangular area containing two promotional cards. The top card features a video thumbnail of Heather Dopson, a woman with blonde hair, smiling. To the right of the thumbnail is the question: "Do I really need to care about personal branding?" in large blue font. Below the question is a short bio: "Heather Dopson at GoDaddy is passionate about harnessing the power of social media. When it comes to social media, her fans have trouble understanding why personal branding is important. This is a question that she can expand on and share." The bottom card features a video thumbnail for "The Sophisticated Marketer's Podcast" with a microphone icon and a play button. To the right of the thumbnail is the question: "Is there any difference between PPC, Google Ads, and the major social channels these days?" in large blue font. Below the question is a short bio: "Jason Miller at LinkedIn is passionate about SEO and content marketing, especially for the music business. Always on the lookout for SEO and marketing trends to share, he asks this question to experts and shares their answers with his fans." To the right of the bio is a smaller video thumbnail for the podcast, showing a man (Jason Miller) and two other people. Below the bio and the smaller thumbnail is the text: "Now move on to the Book" with a right-pointing arrow.

“Do I really need to care about personal branding?”

Heather Dopson at GoDaddy is passionate about harnessing the power of social media. When it comes to social media, her fans have trouble understanding why personal branding is important. This is a question that she can expand on and share.

“Is there any difference between PPC, Google Ads, and the major social channels these days?”

Jason Miller at LinkedIn is passionate about SEO and content marketing, especially for the music business. Always on the lookout for SEO and marketing trends to share, he asks this question to experts and shares their answers with his fans.

Now move on to the Book ➔

4. Create a speaker reel

Shoot Video

Make a short video that is a compilation of you being introduced to speak, others talking about you in a positive light, or after a keynote when people are clapping. Speaker reel = Sizzle reel. You want people to be impressed because others are talking highly of you, not you boasting about yourself.

Edit

Edit the video down to the dimensions that are required for FB cover videos. (820px by 312px) Keep this in mind for your videographer when filming. Wide angle lenses could be the best for this.

Upload

Upload to your Facebook page using the same button as the cover photo.

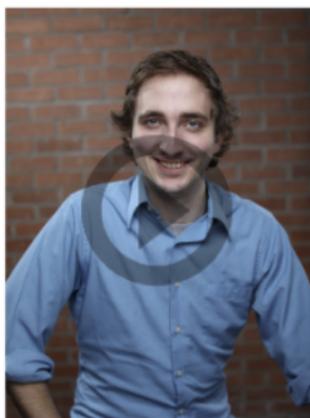


[Video: Speaker Reel \(1:18\)](#)

5. Create a gratitude video

Examples of gratitude videos:

Create gratitude videos to share with your fan base what you are all about, or what is most important to you. It ties back to your WHY.



[Video: Joe Merkel \(0:26\)](#)



[Video: Adam Bird](#)



[Video: Joshua Dwight](#)

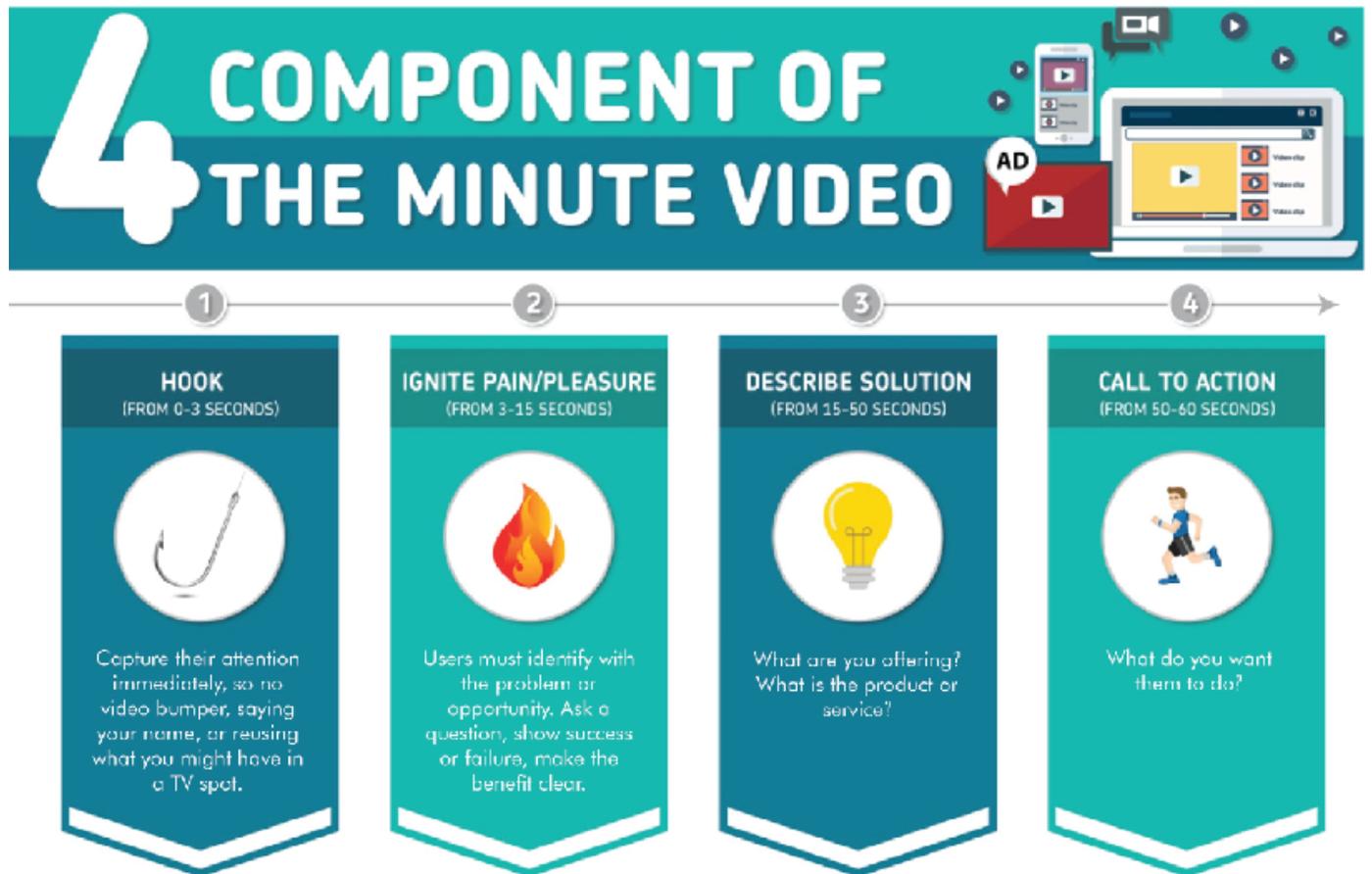
Live presentations for one-minute rehearsals of your why



Three Components to a WHY Video



4 Component of the minute video



Book

Checklist creation

Ever wonder how McDonald's fries taste the same wherever you go in the world, even if some half-attentive teenager is cooking them?

We live and die by checklists at our company, and it's an important part of the personal branding process as well. If you take what you've learned, apply it within your subject of expertise and condense it down to simple steps, you can assemble them into checklists.

Sounds crazy, but make your checklists free. You probably feel like you'd just be giving out your secrets for free and letting other people piggy-back off of your hard work with no monetary return on your end.

You have to get rid of this "Cold War" mentality. Your competitors aren't going to steal your success. Your readers aren't going to rip you off. This is about building up your authority.

By offering up these checklists, it shows that you know what you're talking about-- that you're an expert in your field. How else could you condense down all this information that would normally take someone thousands of hours to go through into a simple, one page checklist?

It's the idea of "repeatable excellence" that makes checklists so valuable. In following checklists, you can (almost) guarantee the result will be the same as a previous one, as long as other, uncontrollable variables don't get in the way.

The key to an effective checklist is that it's sequential. We're not talking about a random top 10 list here. This is a step-by-step list to accomplish a goal.

Amplify your Content

We won't go into this too much here, since we have an entire [Dollar a Day Course](#) that goes over it in much more detail.

In short, you can spend a Dollar a Day to let Facebook do the work for you and micro-target very specific audiences filled with relevant users. This allows you to get word of mouth at scale; it's as if you could put words in anyone's mouth.

It's influencing the influencers, better than any PR agency could ever do, even if you could afford them. You can use this technique to further your personal brand like you never previously imagined.

If you want to speak at a conference, begin to promote your content to people who work at the conference of your choosing. After they have continually seen your name and your content over

some past months/years, when you submit your speaker application, you'll have a much greater chance of being selected.

This tactic can be used over and over again and is so effective, it almost seems like magic.

Generate more Authority

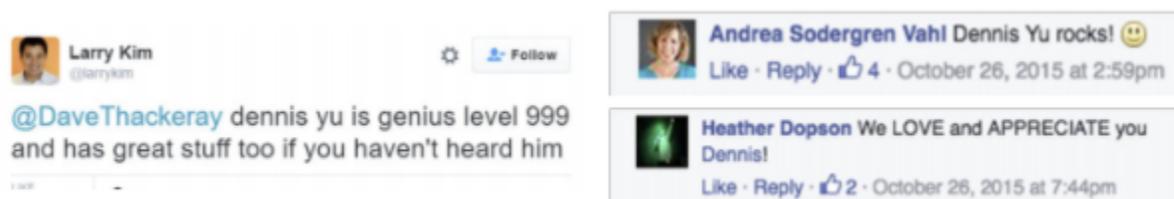
1 Pager

- Make your top influencers look good.
- Take a picture with them and post on social media with a positive blurb about them.
- Tell about how your conversation/meeting changed your view or helped you grow.
- Read and/or comment on their content to help establish a rapport.
- Share your knowledge across multiple platforms.
- Create content (Tumblr, WordPress, etc.).
- Consistently write about new experiences/any useful knowledge you have on your subject(s).
- Use Facebook, Twitter, Instagram, etc. to further your influence and authority in your areas of expertise.
- Quotes, videos, and statuses are the way you show your authority and expertise on social media.

Now, any time you get a positive mention, give a quick response to say thank you (which usually elicits another positive mention).

Generate more authority

Your personal brand is not what you say about yourself. It's the sum of the positive and negative mentions from others.



The higher the influence and the more often people talk about you, the greater the “volume” of your brand. As you get social proof, citations, mentions, recommendations, likes/reactions, shares, and reviews, you generate a snowball effect to get more.

This means more high-quality leads for your business (which you didn't even pay for), speaking engagements (that you get paid for), influential people reaching out to you (not you trying to get on their calendar), you charging more for your time (they came to you as an expert), and no more wasted “free” consultations (no need to keep explaining what you do over and over).

Imagine the most respected person in your industry or your best customer speaking on national TV about how awesome you are. Write that person's name down and four more folks just like them, right now, even if they don't know you yet.

If you don't get one of these five people to actively help build your personal brand for you in the next ninety days, I want to hear about it so we can figure out what went wrong. There's plenty of software you could buy and agencies you could hire, but there's no substitute for completing these four process steps first. The only purchases required are to become a member of [Digital Marketer Labs](#) and to continue funding your existing infrastructure in order to run your marketing machine (domain, hosting, etc. if you choose to).

“Think of personal branding as your most powerful tool for leverage. With the right personal brand, you can meet anyone, be invited anywhere, and earn any amount of money you desire while also making a huge impact on the world. If you develop the right personal brand, you can change your life and many others forever.” -- [Mark Lack](#), Shorten The Gap.

The 5,000 friend limit on Facebook

You have reached the 5,000 limit on the number of friends you can have. What do you do? One answer is just to have a lot of followers.

Others say you can create a public profile page, but it's not the same.

The cynical say that it's impossible to have more than a handful of real friends, which is why the 5,000 cap exists.



Some just mass delete everyone and start again, similar to declaring email bankruptcy. Here's the practical solution: Start pruning!

I like to manually review each person, usually by seeing which friends we have in common.

If you go to your profile and click on Friends (the screenshot above), Facebook lists your "best" friends first. If you want to ditch the dormant ones that you may have added a long time ago, you'd have to scroll to the end.

Use your mobile phone; it's easier. When you examine each of these suspect friends, you can easily go back to where you were. On the desktop, you have to keep opening new tabs to inspect these people. If you screw up, you get sent right back to the top of the list and have to scroll down to the bottom again.

Easiest to just drop anyone who:

- Doesn't have at least three friends in common.
- Hasn't posted in the last year.

- Has no profile pic or has a silly pic.
- Posts self-promotional bits or nonsense.

Robert Scoble has more to say about it [here on Quora](#).

Regarding request deletion, Robert also shared these tips on Facebook. He deletes requests of those who:

1. Don't have any public posts in the past month.
2. Don't list their job title on their Intro/Profile/About.
3. Don't post anything interesting about the tech industry in their past twenty posts.
4. Don't have at least 20 mutual friends.
5. Don't have a real photo of themselves anywhere.
6. Don't make it possible to follow them.

How to Manage Public Figure Pages

- **Inbox Management**
 - Light touches to keep “nurturing” the relationship.
- **Shares**
 - Go to Notifications.
 - Go to Shares on the Left Side Options List.
 - React and Comment on the Shared Post “Thanks for sharing” or anything parallel to that.
- **Comments**
 - Read/Watch the Post
 - Like/Love positive comments.
 - Reply to positive comments with a “thank you”.
 - Hide negative comments.
 - Block user that makes persistent negative comments.
- **Likes/Reactions**
 - Click on the number of likes.
 - Click “Invite to Like” for users who’ve engaged but haven’t liked the page yet.
- **Reporting in Basecamp**
 - Public figures Basecamp thread.
 - What you did.
 - How long did it take you?
 - Date?
- **Update Content Library**

Training

- Tutorial video: <http://wi.st/2DDjZws>
- List of personal brands: <http://bit.ly/2tV1LXB>

Trick to Building your Personal Brand

Want a crazy good trick to building your personal brand, so good it's like cheating? You have an incredible advantage while still being in school. The "older" folks like me love to help out the younger generation. They will almost never say no to a young adult who asks them for a one-minute interview.

You can try this on the most successful people you meet in person. You might think they're too important or too busy, or that they'll reject you. But I promise you that 90% of the time, they'll happily say yes, give you their phone number, and

Imagine how strong your personal brand is when you have interviews with the CEOs of major corporations, local politicians, or even the parents of your friends. That's way more powerful than anything you might say about yourself, however clever.

So what you must do is have ONE QUESTION you like to ask people. Make it one that ties into something that's important to you-- something you'd like to be known for. For me, I ask them what mentorship means to them. But yours can be asking employees.

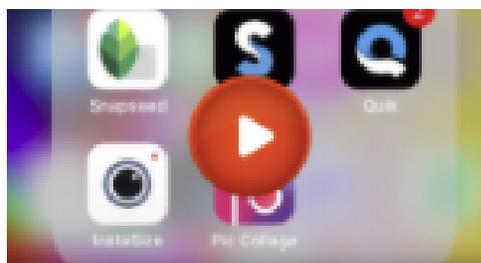
Have this one question ready to ask whenever the opportunity knocks. Ask them if you can do a ONE-MINUTE interview right light (\$15 on Amazon) and be ready to do that interview.

Record the interview in landscape mode, standing 3 feet away from them. Choose a direction where you see lots of open space behind them-- not the wall, since that's boring.

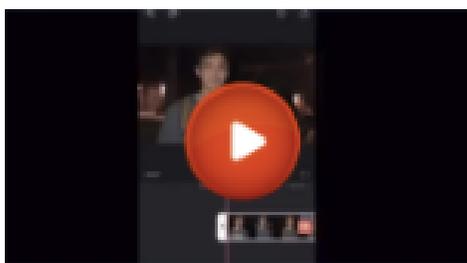
Then post it on your Facebook profile, tagging them.

If you really want to step it up to the pro level, do this:

- Share it from your public figure page, boosting it for \$1 a day for 7 days to fans of whoever you have as a role model. Yes, that means you have to spend \$7.
- Edit your video in Splice or Video Leap.
- Start to assemble your videos in the structure of the 3x3 grid..



[Video: Splice video editing app tutorial \(5:15\)](#)



[Video: How to edit videos in Video Leap app \(7:37\)](#)

[Learn More](#)

What's Next?

You have completed the Personal Branding Course!

Not take the quiz to receive the badge!

[Personal Branding Quiz](#)

Then move on to the Influence Generator



Personal Branding Express Package

Prerequisites:

- ✓ Complete the Strategy Assessment
<https://blitzmetrics.infusionsoft.app/app/page/gct>
- ✓ Have a Public Figure Page
- ✓ Provide us with nine pieces of video content following our WHY, HOW, & WHAT format. You need to be willing to provide at least 9 pieces of content (articles you've written, blog posts, speaker reel, your book, customer testimonials, interviews) that we can use to test. You need to be willing to produce new content as we test and learn together on what works and doesn't
- ✓ We recommend \$500/month (this is optional)
Willingness to spend \$500/month on ads to test (optional). We'll recommend investment levels based on your performance.
Your BradedMedia investment doesn't include ad spend
- ✓ What are you Personal Branding Goals?
 - Sell books or courses.
 - Public speaker (speak better or speak more).
 - Increase professional reputation (for my company).
 - Drive more inbound leads/sales via authority.
 - More Public Speaking in Engagements
 - Raise my authority as an entrepreneur.

Prerequisites not done? We can help you complete them!

For more info visit:

<https://blitzmetrics.com/epb>

One-pager Checklist:

- Quick Audit
 - General assessment of your submitted Goals, Content, and Targeting/
 - Overview of your website and social profiles.

- Creation of your Content Library
 - Tool to keep track of your digital assets.
 - Repository of positive mentions and evergreen content.

- Creation of your Topic Wheel
 - Customized to your brand, incorporating your network.

- Assemble a 3x3 grid
 - Sequencing your content into WHY, HOW, and WHAT.

- Boosting on Facebook
 - Up to 9 pieces of content.
 - Promoting to your target audience stated in your submitted Strategy Assessment.
 - Lightweight optimization.

- Creation of “Greatest Hits” list
 - Finding your best performing content.
 - Placement in Content Library.

- Analysing, learnings, and next steps