

Building A Reputation in Certain & Uncertain Times: The New Key to Successful Customer Engagement

- **You have a brand whether you like it or not:** You have a social media presence and you have a personal brand online. It doesn't matter whether you like that or not, it's the truth. Given that, you should control it. Consistency, credibility, & professionalism should follow you around the web as customers, companies and peers search you out.
- **Look the part:** Get rid of the headshot at a bar, or in a car, or with sunglasses on. This is the professional world, and your appearance matters. If you can afford it, get a professional headshot taken. Use it across all of your channels to establish your brand look.
- **Make it simple:** When someone comes to your personal website, your LinkedIn profile or your Twitter account, they should be able to figure out the following things in less than 5 seconds: Who is this person? Who do they help? What do they help them do? How can I get in contact with them? Don't use cute language. Get to the point.
- **This is a part of YOUR JOB** - no longer 'optional'. This is who you are and who you are is more important than what you've done.
- **How to begin** - order of operations [update information, grow network, engage with others content, create your own content].
- **Don't overthink it.** Just begin. ROI is massive if you put in the time and effort. Entire businesses built off personal brands. Brands = marketing.

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