

12 STEP

PERSONAL BRANDING AND REPUTATION MANAGEMENT PROCESS

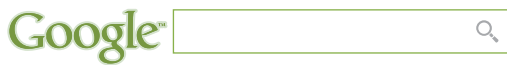
1 **DISCOVERY MEETING**
Hold an initial meeting to delve into your personal brand and establish clear goals for defining your mission and vision.



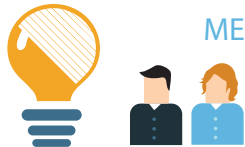
2 **WRITE YOUR PERSONAL BRAND STORY AND BIO, ALONG WITH COORDINATION OF A PROFESSIONAL HEADSHOT**



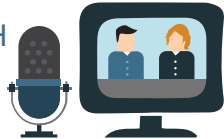
3 **COMMUNICATIONS AUDIT**
ANALYZE HOW YOU "SHOW UP" IN GOOGLE SEARCH



4 **MEETING TO UNVEIL YOUR BIO, BRAND STORY AND STRATEGY**



5 **MEDIA TRAINING WITH VIDEO PLAYBACK**



6 **DEVELOP A "MOST WANTED" MEDIA LIST TO BE USED FOR TARGETED PITCHES AND PRESS RELEASES**

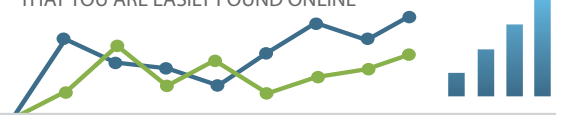


7 **CREATE OR UPDATE YOUR PROFESSIONAL BIO FOR WEBSITE AND SOCIAL MEDIA PLATFORMS**
SUCH AS FACEBOOK, TWITTER, AND LINKEDIN



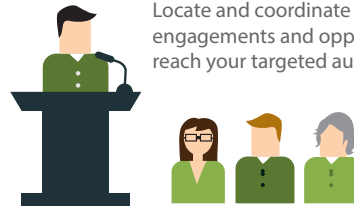
8 **SET UP MONITORING IN ORDER TO MANAGE YOUR ONLINE REPUTATION**

9 **SEARCH ENGINE OPTIMIZATION**
FOR YOUR NAME AND PERSONAL BRAND TO ENSURE THAT YOU ARE EASILY FOUND ONLINE



10 **SPEAKING ENGAGEMENTS**

Locate and coordinate speaking engagements and opportunities to reach your targeted audience



11 **PROMOTE AND COORDINATE MEDIA INTERVIEWS**

PRINT + TV + RADIO + PODCASTS



12 **GHOSTWRITE ARTICLES, BLOG POSTS, OPINION ARTICLES AND OTHER CONTENT TO POSITION YOU AS AN EXPERT IN YOUR FIELD**



NANCY MARSHALL **THE PR MAVEN**
Discover Your Personal Brand

NANCY MARSHALL



I help executives, authors, and celebrities discover and communicate their personal brand and manage their reputation through online social networking, speaking engagements, and media interviews. I'll help you write your personal brand story, then do media training so you are ready to get media coverage and raise your profile through targeted audience outreach, the media, and online.

Augusta/Portland
(207) 623-4177
nancy@prmaven.com