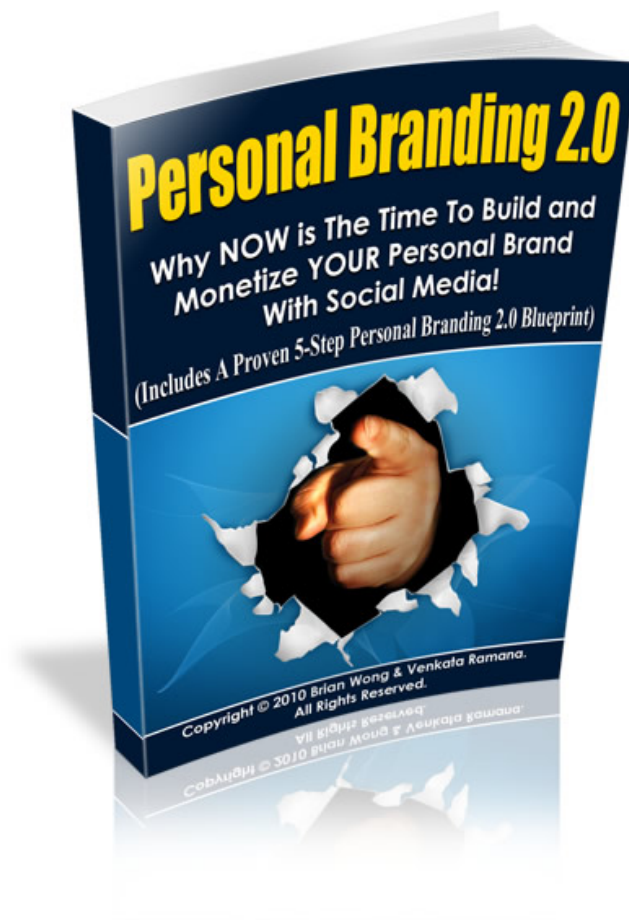


# Personal Branding 2.0

Why NOW is The Time To Build and  
Monetize YOUR Personal Brand With  
Social Media!

(Includes A Proven 5-Step Personal Branding 2.0 Blueprint)



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Brian is a professional Internet marketer and social media marketing expert. His online business ventures and websites generate a 7-figure income annually. His consulting clients include best selling authors and international speakers like Bob Proctor, Jack Canfield and Michael Beckwith.

The most amazing part of Brian's business is that he can manage his global business from his home where he is able to spend quality time with his wife and two sons. He is passionate about helping individuals to build and monetize their personal brand online.



Brian Wong is an extraordinary guy, a very creative human being. He's a like-minded person who is locked right in to the law of attraction and you will be too when you start working with him.

**Bob Proctor, [from the Secret](#)**



### **S. Venkata Ramana**

Venkata is one of the pioneers of small business outsourcing. He runs a full-fledged outsourcing company serving more than 200 top internet marketing professionals. Savvy entrepreneurs like Ewen Chia, Anik Singal, Paul Teo, Lloyd Irvin, Michael Jans and hundreds of others are among Venkata's clientele.

As the secret weapon in their arsenal, Venkata has been involved in idea conception, product launches, and the development of product strategies that has helped top marketers generate 7-figure sales.



"I Highly Recommend Your Services"

**Ewen Chia**, [www.WorkingFromHome.com](http://www.WorkingFromHome.com)

## **About PersonalBrandingTheme.Com**

PersonalBrandingTheme.com was founded by Brian Wong and Venkata Ramana in 2010. As professionals in the Internet marketing industry, Brian and Venkata has been building and marketing websites for businesses and high profile clients for the last 8 years.

With the growth of social networking services – Brian and Venkata identified the growing need for individuals to build and maintain their personal brand identity online. This report explains why this is important and how to build your personal brand online.

However, creating a successful personal brand online requires technical skills, resources and man-power that are beyond the scope of most individuals.

Personal Branding Theme.com was conceived as a one-stop solution to help individuals build their personal brand online with the same professional fire-power that companies and professional online marketers.

The core philosophy behind the tools and services offered is that individuals should primarily focus on creating unique content related to their own brand. All the other elements such as site design, technical requirements and time-consuming marketing and link-building activities are handled by a centralized army of trained outsourced professionals at an affordable price.

Additionally, PersonalBrandingTheme.com creates a unique opportunity for individuals to immediately monetize their online brand through ad sponsorships and affiliate marketing.

Learn more about PersonalBrandingTheme.com here:



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## Chapter 1: Personal Branding

### What is Personal Branding?

According to Wikipedia, personal branding is *“the process whereby people and their careers are marked as brands. Further defined as the creation of an asset that pertains to a particular person or individual; this includes but is not limited to the body, clothing, appearance and knowledge contained within, leading to an indelible impression that is uniquely distinguishable.”*<sup>1</sup>

I think that this definition is outdated. Today, “personal branding” goes beyond the scope outlined above. In today’s information age, personal branding affects every single individual who wants to advance themselves in work, business and play. If you are not personally concerned with your name as a brand, you will be greatly disadvantaged in another 3 to 5 years.

Instead of defining “personal branding”, you can get a real sense of the meaning through a simple exercise.

*Exercise: Write down 5 words that you associate with the name “Donald Trump”.*

\_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_

Most people who do this exercise will say words like “apprentice”, “tycoon”, “real estate”, “rich” and “deal maker” for example.

The point is that every person’s name elicits “meaning” words. These words will form your initial perception of the value and character of that person and it will therefore influence how you interact with that person.

While the “Donald Trump” example is for a well-known personality, the same process applies to all individuals. People will, in general, attach certain values, qualities and labels to your name. It’s part of human nature to generalize and simplify things. There’s so much information in the world around us that our mind is programmed to put people and things into “boxes”.

*Question: What do people associate with your name right now?*

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<sup>1</sup> [http://en.wikipedia.org/wiki/Personal\\_branding](http://en.wikipedia.org/wiki/Personal_branding)



## Personal Branding 1.0

Personal branding is not a new concept. The term is thought to have been first used and discussed in a 1997 article by Tom Peters<sup>2</sup>

Early proponents of personal branding advocated certain strategies to enhance and spread the positive values associated with a persons name as a brand.

However, for the most part, these early prescriptions on how to improve one's personal brand involved focusing on appearance, clothing, name cards and other personal items leading to an impression that is uniquely distinguishable. I call this "*personal branding 1.0*".

While these factors still carry weight, the advent of social media is quickly changing the way in which people build their personal brands.

## The Emergence of The Internet and Social Media Websites



*"When I took office, only high energy physicists had ever heard of what is called the Worldwide Web. Now, even my cat has its own web page."*

- Bill Clinton

The Internet has impacted the way we live, work and play in so many ways. Twenty years ago, there were no social media websites. Facebook, Twitter, YouTube and even Google did not exist. Twenty years before that, there was no Internet.

Think about this - if your job has anything to do with web programming, web design, online marketing or mobile telecommunications – your job did **not** exist twenty years ago.

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<sup>2</sup> Tom Peters (August 1997). "The brand Called You". Fast Company (Mansueto Ventures LLC.) (10): pp. 83.  
<http://www.fastcompany.com/magazine/10/brandyou.html>

Conversely, there are many jobs that have become extinct over the last 40 years as a direct result of changes in technology and society. The impact on our society is indeed profound.

Are you ready for these changes and the changes that are about to occur over the next 20 years?

With information growing at such a rapid rate, our society in the future will be accustomed to searching and making decisions based on the search results presented. We will no longer be restricted to computers and desktops but mobile web devices will be commonplace. The “*Internet*” will no longer be called “*the Internet*”. It will just be something we use everyday like electricity.

Today, we don’t say, “*plug the toaster into the electricity grid*”. We just make toast. In the future (and some would say it is already the case), when we want information, we won’t say “*do a search on the Internet*”, we will just “*search*”. Period.

This is the primary reason why building your personal brand online in order to stand out from the crowd is going to be of vital importance in the near future.

### Enter Personal Branding 2.0

In 1997, “*Google*” was the name of a company started by Stanford graduate students Sergey Brin and Larry Page. Today, “*Google*” is a verb to describe whenever someone wants to find any information online.

Because of all these amazing changes in the way we work, live and play - personal branding has also evolved. If someone wants to find information about you, they will just “*Google*” you. It only takes 5 minutes from typing in your name and reading the results for someone to form an opinion of who you are and what you represent.

If your web presence is not detected within the first 2 pages of Google, you are already sending a message to the person “*Googling*” your name. The message is, this person is not important enough to feature on Google’s search results. Is that the message you want to send to your prospective employer, business partner or customer?

“*Personal branding 2.0*” is all about managing the content that is listed in the search engines and getting that content ranked well on Google’s search results for your name.

Instead of focusing on name cards, your wardrobe and such matters, it’s about building a better web presence.

A great blog, social media profile and getting these profiles listed on the first page of Google when someone searches your name. As they say *"Google is the new resume"*.

*Question: What will people find if they "Google" your name right now?*

### **Chapter 1: What To Remember...**

1. Personal branding used to be about your wardrobe, name cards, cover letters, resume and personal grooming.
2. Today personal branding has evolved and is more about the quality of your web presence and how easily someone finds your websites when using online search engines.

## Chapter 2: Why You Need to Brand Yourself

*"Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You."*

- Tom Peters

I am guessing that the fact you are reading this material, you already know how important personal branding is for your present and future success. If you are not convinced, let me share this analogy with you.

Imagine being in a supermarket 20 years ago and (instead of a person) you were a particular brand of cereal. Back then, it was not hard to get noticed because there was less competition.

Now imagine if you were that same brand of cereal in today's supermarket shelf. You are now one of hundreds (if not thousands) of "other" brands of cereals. The cereal which stands out the most gets selected. Get the picture?

This analogy is not far off from our reality. Think about this - whether you want to get a job, make a sale, close that deal or even get on a date – it's about being selected out of the list of other potential candidates.

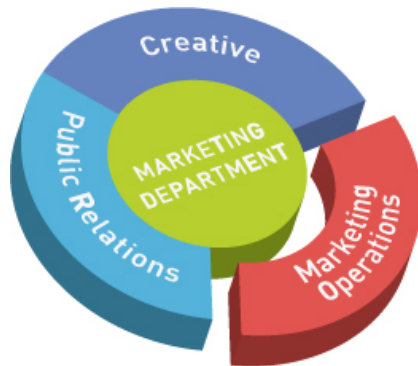
Branding yourself personally has never been more important. This is because we are living in a world with a rapidly growing population and increasing choices.

In 1980, the world population was 4.4 billion. By 2009, global population reached 6.7 billion.<sup>3</sup> And, by 2030, the population is expected to reach 9 billion. That's a lot of people to choose from.

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<sup>3</sup> Data source: World Bank, World Development Indicators <http://datafinder.worldbank.org>

## Modern Marketing – The Importance of Standing Out



I like Seth Godin's use of the Purple Cow analogy to demonstrate how modern day marketing needs to be different in order to get noticed.

Imagine you are on a long interstate drive and you are passing through a country road. Now if you see a cow in the farm on the side of the road, you're not going to be very impressed. You're not going to pull over and say, "Wow, look! A cow!". That's not what people do.

But if you were driving down that same country road and you saw a purple cow? Now that gets attention because a purple cow **is** remarkable. Meaning, it's worth making a remark about.

The point Godin was making in his best-selling book is that you cannot get complacent. In the past, if you sold something you advertised on TV and in newspapers and magazines. Even if all your competitors did the same thing, you would still make it.

Today, "standard" advertising is so commonplace, that consumers will not give two hoots unless you got a message that is like a "purple cow". Something that is edgy and on the fringe and yet conveys the marketing message you want to send to the marketplace.

This same trend that is affecting consumer and business marketing is affecting you as an individual. Think that Masters degree you have is so great? Well tens of thousands of other people have that. Think that offer you have is so great? Your competitors are offering the same thing. If you want to get what you want, you need to show that you are different!

In this age where we are bombarded with vast amounts of information, our mind will zero in on information that is different, exceptional and remarkable.

Today if, you're not maintaining an online presence, you are already behind. Remember this:

In the future, if consumers, employers, business partners or friends want to find anything – they will search online for it!

Before the year 2000, there were still many companies that did not have a website. It was acceptable then. What do you think of companies today that don't have a website? Today, we think these companies are "old", not professional to NOT have a website.

The same will apply to you as an individual. If you don't have a web presence today, some people still think it's "ok". In the future, if you don't have a strong web presence you will not exist on search results.

If you already have a blog or a Facebook or Twitter or LinkedIn account that is a step in the right direction.

But remember, that's what everyone is doing too. For example, there are over 300 million people on Facebook now<sup>4</sup>. How are you going to stand out and be different? How are you going to be that "purple cow" that Seth Godin was talking about?

### **A Story About Being Remarkable**

John has been with the firm for over 8 years now and he's up for partnership. The choice is between John and another colleague who's been with the firm for just about the same time. They both have a master's degree and have created a lot of successful opportunities for the firm. Who will get the spot?

One of the partners of the firm then decided to "Google" John and his other colleague. They find that they both have a Facebook account, a Twitter account and a blog. However, John's blog has a readership of over 10,000 subscribers. They also see that John has written several whitepapers on how to solve some of his industry's most pressing problems. These can be downloaded directly from John's blog. They see that John's Twitter account has over 20,000 followers and he's engaged in active discussions with people in his industry. A quick scan of John's Facebook photos show him having drinks with the mayor of the city at a social event. Hmmm, who will have the preference for being selected now?

Conversely, what if the reverse is true? What if it was John's colleague that had the powerful online presence and all John had was a barely updated Facebook account? Or a Twitter list with 5 followers? Or worst still – he's not found online at all!

Back to reality – this story could easily be about you. If it's not about getting a job or promotion, it could be about getting a date or getting the rental property you want or about closing a big sale. You can change the circumstance but the value of having a powerful personal online presence remains all-important.

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<sup>4</sup> <http://blog.facebook.com/blog.php?post=13678227130>

If you want to get ahead professionally and in business, you need to stand out and be remarkable and that requires you to start today!

### Putting Your Best Stuff Forward

A recent survey by CareerBuilder.com<sup>5</sup> found that 45% of employers are using social networking sites like Facebook, Twitter and LinkedIn to review candidates prior to hiring them.

The reason for rejecting is very obvious. The major reasons are:

- Candidate posted provocative or inappropriate photographs or information - 53 percent
- Candidate posted content about them drinking or using drugs - 44 percent
- Candidate bad-mouthed their previous employer, co-workers or clients - 35 percent
- Candidate showed poor communication skills - 29 percent
- Candidate made discriminatory comments - 26 percent
- Candidate lied about qualifications - 24 percent
- Candidate shared confidential information from previous employer - 20 percent

But what I find interesting about the report are the reasons these 2,667 managers say they chose to hire the candidate. The reasons given are for successful candidates are:

- Profile provided a good feel for the candidate's personality and fit - 50 percent
- Profile supported candidate's professional qualifications - 39 percent
- Candidate was creative - 38 percent
- Candidate showed solid communication skills - 35 percent
- Candidate was well-rounded - 33 percent
- Other people posted good references about the candidate - 19 percent
- Candidate received awards and accolades - 15 percent

If you are in the market for a job position, it's YOUR responsibility to create the content to share the best of **you** online. If not you, who else will do it for you? Who could possibly know you better than YOU?

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<sup>5</sup> <http://www.careerbuilder.com>

## **Creating the “Know-Like-Trust” Factor**

Aside from career advancement, having a strong personal brand will help you in many other ways. Whether you are in business, in sales or if you just want to get a date, personal branding online has a role to play.

There’s a saying that “people do business with other people they know, like and trust”. I have found this to be particularly true in my own business. But building trust and “likeability” today is evolving as well.

For example, before Facebook, keeping in touch with friends and family who are not physically near where you work, live and play would be difficult. However, as I am sure you have experienced, it is now possible, to keep in touch with close friends even if they are in another continent thousands of miles away.

Following Twitter updates or reviewing the latest photos from friends creates a new kind of relationship that was not possible before. It’s a different kind of intimacy. A kind where physical proximity is not a critical requirement.

What this demonstrates is that the way people form and maintain relationships are changing. With social media, it is entirely possible to create strong bonds of trust and friendships even with people you have not met personally. Learning to use these social media tools to build relationships online will be a very important skill to acquire.

### **Chapter 2: What To Remember...**

1. Increasing population and competition means that it is becoming more and more important to stand out from the crowd.
2. The growth of social media services like Facebook and Twitter allow a different form of communication and connection.
3. Just like other forms of branding, you need to build a strong personal brand on social media services to stand out from the crowd.



## Chapter 3: Personal Brand NOW!

*"Manage your personal brand so you can benefit from the new digital landscape instead of suffer from it."*

*- Tim Ferris, author of The 4 Hour Work Week.*

It is estimated the Google has indexed over 23 billion web pages to date<sup>6</sup>. That's a lot of information and there's one thing for certain – that number is going to keep growing.

By now, you appreciate the fact that your main goal in personal branding 2.0 is to get your best material, the best information about you, the best images and videos of you on to the first page of Google.

In order to accomplish this goal, you MUST START NOW!

### **You Can Influence the Search Engine Results Pages**



This is not something new and its not cheating in any way shape or form. Your competitors are doing and if you don't, you are at a disadvantage. This process is called "search engine optimization" (SEO) and companies have been doing this for as long as search engines have been around.

The way search engines work is through very precise mathematical formulas to calculate the importance

or relevance of web pages. More precisely, it's about creating the most relevant match between web pages and the corresponding search words and phrases being used.

While we will never know the precise formula for how these search engines work – they are kept secret to protect the integrity of search results, it does not take a genius to figure out the MAIN COMPONENTS of the formula.

### ***Factors That Affect Ranking***

Here are some of the most important factors that will affect how your content and your web pages will rank on search engines.

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<sup>6</sup> Source <http://www.worldwidewebsite.com/>

**Domain Age** – the longer the domain has been in existence the more likely it will rank higher.

**On Site Factors** – having relevant keywords in the domain name of your website, the title tags, the description tags and content of your websites will likely increase your rank.

**Off Site Factors** - Having other “authority” sites that are already ranking well link to your site using the relevant keywords as the anchor text. The more backlinks from high Page Rank<sup>7</sup> websites, the higher your search engine ranking.

Now there are many other factors that affect your search engine rankings but all these factors have one thing in common:

*The sooner you create your web presence and the sooner you begin optimizing your site, the higher it will rank on search engine results pages.*

### **Importance Vs Difficulty**

The competitive landscape for the most profitable niche keywords on the Internet is a fierce one. This battle for the top spots on Google for search terms like “credit card”, “forex trading” and “weight loss” are titanic battles with millions being spent each day on them.

If you were a business trying to get the top spot for the keywords above, it would be a very expensive and a very challenging endeavor.

But it was not always this way. There was a time, when even the most profitable keywords on the Internet had very little competition. Those individuals and companies who started building their campaigns early, now enjoy a leadership position to the envy of competitors who came into the game late.

The same will be true for YOUR NAME. Today, the number of people who appreciate the importance of SEO for individual names is still relatively low. Even if you had a fairly common name, you could still get to the top spot of Google and dominate that position for as long as you wish.<sup>8</sup>

I know this because my name is “Brian Wong”. “Wong” is the second most common Chinese surname after “Lee” and “Brian” is

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<sup>7</sup> Page Rank is a patented by Google. It measures the relative importance of web pages listed in Google search index.

<sup>8</sup> This is true unless your name has already been dominated by someone else. For example if you have a name like “Michael Jackson”.

not exactly an exclusive name either. However, if you do a search for my name, you will see that I dominate the first page results.

My advice to you, if you have not given it serious thought before, you should now. Make it a point to secure the search engine results for your name starting today. We will help you to do it.

### ***Three Steps to Personal Branding 2.0***

Getting your websites to the first page of Google today involves 3 broad steps.

First, you need to compile and create the content that you want indexed. You want to have a consistent message of who you are and what your best qualities and values are. There's no point getting the top spot on Google or any other search engine but its content that you do not want to show. The key here is to be consistent.

Secondly, you want to secure your own domain name and publish the content above on your domains. Additionally, you should secure the usernames for YOURNAME on all the top social media websites and directories. Remember, these are highly LIMITED properties. Because they are free or cost very little, you must secure yours as soon as possible.

Thirdly, you want to get as many authoritative backlinks as possible to your websites in order to increase your search engine ranking. This process requires consistent effort and it will be an ongoing process. Be mindful that the number of backlinks you get should grow at a natural rate. Google has many checks and balances to prevent people from manipulating search results.

Over the last 8 years, we have experimented with various automated and manual link generation techniques. Because we are an outsource firm, we have had the opportunity to work on thousands of SEO projects.

There are many so-called "secrets" to optimization that promise overnight results that do not work over the long term. We know. We've implemented many of such plans at our client's request but the results are either disappointing or do not yield long-term results.

Having said that, we have found certain strategies to consistently yield great results. Building backlinks naturally using a consistent strategy will always yield better results over the long term. And this is in line with Google's own direction to web developers that as long as we build websites with high quality content the sites will get ranked well.

### **Chapter 3: What To Remember...**

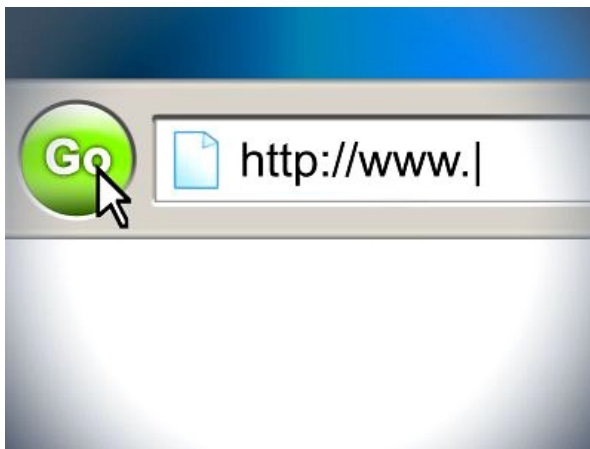
1. You CAN influence the search results for YOUR name.
2. Factors that affect search engine ranking include domain age, and quality and quantity of backlinks.
3. It is now still relatively easy to outrank competitors for YOUR name. It will become increasingly difficult to out rank your competitors if more competitors begin to professionally optimize their web content.
4. The fact is, the sooner you begin to optimize your content before your competitors, the better your search engine results. So START NOW!

## Chapter 4: Creating Your Brand Identity – A Checklist

Before we get into the “how” to build your personal brand online, it would be useful to take a step back and compile all the content that you want to present to the world.

Here’s a quick checklist for you.

### ***Buy Your Own Domain***



If you have not already done so, and if it is still available, buy the “.com” domain for your name. It is recommended that you buy:

[www.namesurname.com](http://www.namesurname.com).

While registering your domain, consider that what the email address will look like as well. You need to look professional and the

best choice for a work email address is [name.surname@company.com](mailto:name.surname@company.com). So [name@namesurname.com](mailto:name@namesurname.com) or [contact@namesurname.com](mailto:contact@namesurname.com) are recommended email addresses.

Compare how this looks to something like [john82@email.com](mailto:john82@email.com) - this doesn’t say anything special about you and there is no professionalism in it.

Don’t fret if all the .com variations of your name have already been taken. Your next best course of action is to register a .net, .org or .me version. You can still rank highly if your name is contained within the domain even if it’s not a .com domain.

Also, look at what is being hosted at your [www.namesurname.com](http://www.namesurname.com). If the .com domain for your name is not being actively used, this is a very good sign.

First, you could offer to buy it from the “squatter”. I had to purchase my name from a professional squatter. At the time, I paid \$350 for it (as opposed to \$8 if I had registered it directly).

Despite having to pay a premium for the domain, this is one of the best investments I have made because my website has generated hundreds of thousands of dollars in business for me. And it will continue to generate more business for me into the future.

Secondly, if your domain is not for sale or if the “squatter” is asking a ridiculous price for it, you do not need to worry because you can always get the top spot on Google by creating relevant information for your name.

Now, if your domain is being taken up by someone else with your name and if they have content online pertaining to their name, you can still overtake them if you join our platinum membership at [PersonalBrandingTheme.com](http://PersonalBrandingTheme.com).

The worst case scenario is if you are faced with a person with the same name as you who is actively promoting their website with professional help. In such a case, you may need to take up one of our customized solutions but I am sorry to say, in such cases it will take a lot more effort to get to the top spot.

Make sure YOU are the one to dominate the search results for your own name BEFORE someone else does.

### ***Write Your Purpose Statement***

The next thing you should do is to get clear about what you want to accomplish and why. Do you want to get a job, get a promotion, get more sales or just become more popular with the opposite sex? Who do you expect to be “Googling” you? What do you want them to see? Why?

Write down a very clear statement to help you compile the rest of the information below.

### ***Images & Headshots***

Photographs can create the illusion or immortality. I say that in jest but there’s a lot of truth to it. Once a photo of you gets indexed on Google, it may show up on the main search results as well.

Someone searching for you today or 10 years later will see that same photo as a representation of who you are.

If you are aware of this, you will want to make sure that you get professional headshots done so that you look your absolute best when you show up on search results.

It goes without saying, but I will say it anyway - never ever upload or allow anyone else to upload images of you being drunk, doing anything illegal (remember what happened to Michael Phelps<sup>9</sup>) or anything that compromises your professional image.

Where will these headshots be used? Mostly for your social media profiles and online avatars for social media services. Make sure that your best shots can be cropped in several dimensions (square and rectangle) and still look good. For example, 73px by 73px on Twitter, 88px by 88px for YouTube and 200px by 200px Facebook.

You will also use these images for the main sections of your personal websites. E.g. in your blog header or sidebar and in your "About Me" pages.

### Create a Logo



Depending on your objectives, you may want to create a unique personal logo to represent your personal brand. For example, [www.michellemalkin.com](http://www.michellemalkin.com) or [www.chrisbrogan.com](http://www.chrisbrogan.com) have well established personally branded blogs and they have

created very simple logos based on their name for their blogs.

### Short Bio & Elevator Pitch

Create a 140 to 280-character description of who you are and what you do. Why 140 characters? That is the limit that Twitter allows you to use for your Twitter account.

Most other social media sites allow you more room but it is essential that you create a short bio that conveys the message without being long winded. Preferably, the length of your short bio should not be more than two paragraphs.

Write in the 3<sup>rd</sup> person as though someone else is introducing you. This creates more authority and credibility as compared to writing it in the 1<sup>st</sup> person. Here's an example of what I use:

*Brian is a professional Internet marketer and social media marketing expert. Brian helps individuals to build and monetize their personal brand online.*

<sup>9</sup> [http://www.huffingtonpost.com/2009/01/31/michael-phelps-bong-pictu\\_n\\_162842.html](http://www.huffingtonpost.com/2009/01/31/michael-phelps-bong-pictu_n_162842.html)

Memorize this bio and put it to the test. Imagine if you met someone in an elevator and the only time you have to convey who you are and what you do is the time between floors. Can you make that impact with your bio?

### ***Full Resume***

The resume is an important element of your online brand. You have several options here.

First, you could create one online on [LinkedIn](#) as part of your profile.

Second, you could create a simple one as a web page on your website or blog.

Thirdly, you could create a detailed resume (the kind you would include in a job interview) as a .pdf file and place a download link on your website.

I recommend starting with [LinkedIn](#) because they have a resume creation wizard that automatically creates a complete professional resume after you fill in the blanks. It also tells you how complete your resume is as a percentage. Make sure you complete your full resume.

The other thing I like about LinkedIn is the ability to request “recommendations” from your previous employers, colleagues and contacts. Third party – verifiable recommendations give you a tremendous credibility boost.

Go to LinkedIn.com and browse through some professional resumes in your industry. See what stands out and try to complete a full LinkedIn profile.

### ***Motto/ Tag Line***

A lot of social media websites also allow you to create a motto or tag line. You can create a tag line of your own that represents your values or at the very least you should choose several quotes that you identify closely with.

Quotes are very powerful. They convey a lot of meaning in a mere sentence or two. Also, the person behind the quote carries with it all the accomplishments and reputation built by the person being quoted.

Therefore, when you choose a quote and identify with it, you effectively get to “borrow” all the qualities and values associated with the quote.



### ***Testimonials and References***

Aside from recommendations on LinkedIn, you could ask your happiest clients, customers or employers to give you an audio or video testimonial.

This is a way of becoming “remarkable”. If your clients and customers are willing to go to the effort of making an audio or video recording for you, this really shows that you have added value to them.

The other reason why audio and video is preferred is the fact that you can make use of the many podcast directories and video sharing directories to further extend your reach and get backlinks back to your blog.

### ***Keywords and Area of Expertise***

Once you have written your purpose statement, it should be clear which areas you want to focus your content on. In general, try to select 3 to 5 main keywords or areas of expertise and focus on those areas until you become recognized for it.

Choosing too many keywords when you first begin to promote your personal brand dilutes your effort. A good strategy is to choose 3 to 5 very specific (long tail) keywords and once you rank highly for those keywords, to then go broader.

Let me give you an example. If you were a web designer, you could begin by targeting content around “web design for personal branded websites”. Or “logo designs for musicians” as an example. Once your name ranks highly for these very detailed areas, you can start creating more content or choosing keywords that are broader like “web design”.

### ***Blog Posts, Articles, White Papers and Other Content***

Once you have chosen your keywords, you can begin writing or planning your blog posts, articles and other content.

I normally start by creating the titles of my blog posts or content first with a few bullet points. Whenever I have free time, I would flesh them out into full blog posts or articles to be submitted to online article directories.

Also, whenever you give a keynote address or any public presentation, you could keep a copy of the slides and share it on places like [www.Slideshare.net](http://www.Slideshare.net) and generate backlinks to your site.

Finally, you may also wish to create a downloadable report of some kind. PDF reports and whitepapers are also a great way to establish yourself as an expert in a particular field.

### ***Industry News & Google Alerts***

The next thing you should do is to subscribe to industry news around your keywords. You want to know what other people in your industry is saying and you want to analyze what's popular and try to emulate that.

Set up [Google Alerts](#)<sup>10</sup> for your name and also for your keywords.

If you are not big on writing original articles for your industry, or if you don't have enough time, it will be sufficient for you to summarize or just notify your readers whenever important industry news happens.

Remember, you can be a news creator or a news reporter. Either role adds value to your subscribers.

### ***Chapter 4: What To Remember...***

1. Before beginning your personal branding campaign, create a written plan of your objectives and purpose. This will help you to create a consistent and purposeful message.
2. Go through the checklist in this chapter so that you have the content prepared when you begin your online branding campaign.

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<sup>10</sup> Google Alerts is a free service that will send you an email message whenever a web page with your specified keyword is indexed by Google.

## Chapter 5: 5 Step Personal Branding 2.0 Blueprint

*"Your brand is a gateway to your true work. You know you are here to do something - to create something or help others in some way. The question is, how can you set up your life and work so that you can do it? The answer lies in your brand. When you create a compelling brand you attract people who want the promise of your brand - which you deliver."*

- Dave Buck, CEO of CoachVille

Enough of the theory, it's now time to begin your Personal Branding journey. Here is the blueprint I used to get my blog and websites ranked on the first page of Google.

### **Step 1: Your Wordpress Blog as the Center of Your Online Universe**



The first and most important step in your personal branding campaign is to setup a self-hosted Wordpress blog on your own domain name. Wordpress is the trusted blogging platform with over 18 million blogs created on this platform.<sup>11</sup> It is a great content management system and once you've set it up on your domain, it is very easy to manage.

The most important reason for creating a self-hosted Wordpress blog is the fact that you own it. With a self-hosted Wordpress blog, the code and the content reside on your servers.

There are many great blogging tools out there like [Blogger.com](http://Blogger.com), TypePad.com and Tumblr.com. These platforms even allow you to have custom domains. But the code for these blogging platforms reside on their respective companies servers.

When it comes to personal branding - you are building brand equity. A valuable asset. As such, it is preferred that you own the content and have the code reside on your own server.

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<sup>11</sup> <http://en.wordpress.com/stats/>

Secondly, it's very easy to integrate all your social media profiles with your Wordpress blog. Almost every social media service allow you to link to your blog and because Wordpress is such a popular platform, there are many social media websites that create special tools to link their services with Wordpress blogs.

Thirdly, there are many ways to syndicate your blog posts to the rest of the web using RSS. Your RSS feed can be picked up by RSS readers like [Google Reader](#) and you can submit your feed to the hundreds of blog directories and RSS directories.

Thirdly, the social media landscape is constantly changing. Having an open platform like Wordpress allows you to change with this landscape. There are constant improvements, upgrades and new Wordpress plugins that you can access for free to keep up to date with changes.

Make sure you visit our website at [www.PersonalBrandingTheme.com](http://www.PersonalBrandingTheme.com) see how we can help you create a professional Wordpress blog to begin your personal branding campaign.

### ***Step 2: First Tier Core Social Media Websites***

The next step after creating your Wordpress blog is to establish your social media presence. There are thousands of social media websites and this number is growing. It will not be possible to manage all of these sites all the time.

The good news is that you only need to manage a few of the core sites and there are many tools available to automate the process of updating each service.

Here are the core sites that you should have an intimate knowledge of:

#### **Twitter**



While blogging is already familiar to many of us, micro-blogging rapidly growing in popularity. Twitter is the undisputed king of micro-blogging and the term micro-blogging was probably invented because of [Twitter](#).

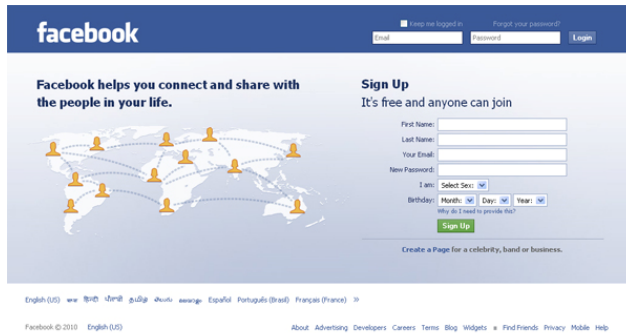
Although Twitter only allows 140 characters for your message, this message is instantly delivered to all the people connected to you. You can send multimedia messages using brief text updates with links websites, photos, videos or audio clips.

Having a Twitter account with large numbers of followers is a good way to increase your personal brand value.

You can customize the background of your Twitter page to match your blog and personal theme.

You can get customized Twitter backgrounds and learn more about how to modify your Twitter page at [www.personalbrandingtheme.com](http://www.personalbrandingtheme.com).

### Facebook Fan Pages



[Facebook](https://www.facebook.com) is a global social networking website that allows the adding of friends and the sending of messages. As of writing, there are more than 300 millions Facebook users.

Updating your “status” in your personal profile notifies all your friends about your activities.

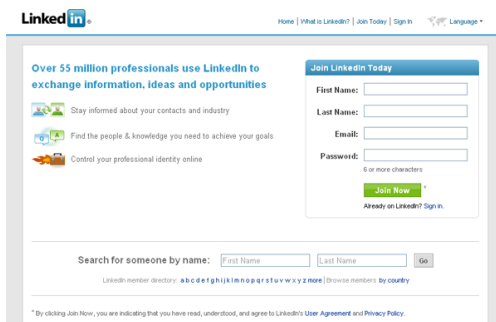
I recommend creating a public profile page on Facebook. This is also known as Facebook Fan Pages.

Facebook fan pages allow you to have an unlimited number of “fans” and the larger your fan base, the higher the perceived value of your personal brand.

Having a Facebook fan page also allows you to keep separate your personal friends with your public connections. You can create a customized Facebook “vanity” URL if your page has more than 20 followers and you can also customize the landing page of fan page using the FBML application.

Again, you can get custom Facebook Fan Page designs and learn more about how to modify your Facebook landing page at [www.personalbrandingtheme.com](http://www.personalbrandingtheme.com).

### LinkedIn



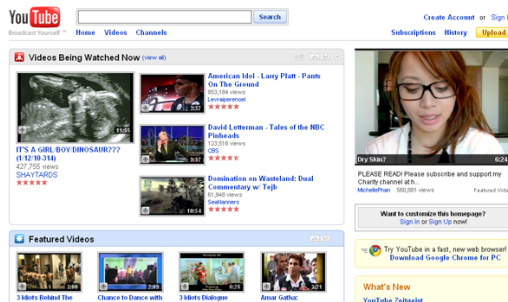
As we explained earlier, we strongly recommend using [LinkedIn](https://www.linkedin.com) to create a strong online resume.

LinkedIn is a social network that is mainly used for professional networking. As of October 2009, LinkedIn had more than 50 million registered users, spanning more

than 200 countries and territories worldwide.

Just imagine the endless possibilities of getting valuable links to professionals all over the world!

### YouTube



Online video is a trend that cannot be ignored. If you ever searched the Internet, it is highly possible you've run into [YouTube](https://www.youtube.com) at least once. YouTube is a video sharing website on which users can upload and share videos.

Creating videos for online distribution is extremely easy. At a minimum, all you need is a web cam and microphone. If you don't have one, you could just create video recordings of computer screen using free software.

YouTube allows you to customize your user channel with your own design so that you can differentiate your personal brand from others.

You can get custom YouTube channel designs and learn more about how to modify your YouTube Channel at [www.personalbrandingtheme.com](http://www.personalbrandingtheme.com).

### Step 3: Second Tier Outposts Websites

As mentioned earlier, there are literally thousands of websites that allow you to create a free account and interact with others. We call these "Second Tier Outpost Websites".

While it is not recommended that you actively participate in all of these sites, we do recommend that you try to register your preferred username and create a standard and consistent profile in as many of these sites as possible.

Your main objective here is to take pre-emptive action to reserve your username so that someone else with your name won't be able to do it.

This process can be time consuming but it is well worth the effort. This is where your preparation comes in handy. If you have compiled your short bio, photo and tag lines as we recommended – then this process is mostly a one-time cut-and -paste job.

Almost all of these sites allow you to specify your websites, blog or Twitter or Facebook account. Make sure you create a backlink to your blog and Tier 1 Social Media Websites.

Below is a broad description of the various types of Tier 2 Social Media Websites. We've also provided a large list of such sites in the appendix of this report.

Our paid member's can get a much larger list of websites that we constantly monitor and update in our member's area. We help you maintain and track which sites you have already registered on. For more information on this, visit [www.personalbrandingtheme.com](http://www.personalbrandingtheme.com)

### **Type 1: Other Social Networking Sites**

Social networking sites allows you to create a user profile and then link with friends and contacts. There are many social networking sites created around specific niches.

For example, there are social network websites for small businesses, business professionals and real estate agents. There are also social website build around music, movies, entertainment, food and travel.

Again, whenever you have the opportunity, you should always try to secure your preferred username on these social networking sites and link back to you own blog and Tier 1 Social Media websites.

### **Type 2: People and Business Directories**

A web directory lists links to other web sites by category and subcategory (it is not a search engine and does not display lists of web pages based on keywords). Usually the categorization is based on the whole web site rather than one page or a set of keywords, and sites are often limited to inclusion in only a few categories. Web directories often allow site owners to directly submit their site for inclusion and have editors review submissions for fitness.

Examples of well known, general, web directories are Yahoo! Directory and the Open Directory Project (ODP). There area also many people directories like [peoplepond.com](http://peoplepond.com) and [xing.com](http://xing.com).



Make sure that you are listed in these directories, create a professional profile and that you link back to your blog and Tier-1 Social Media Websites.

### **Type 3: Other Web 2.0 Services**

Web applications that facilitate interactive information sharing, interoperability, user-centered design and collaboration online are called "Web 2.0" applications or services.

This includes web-based communities, hosted services, web applications, social-networking sites, video-sharing sites, wikis, blogs, mashups and folksonomies. In contrast to non-interactive websites, a Web 2.0 site doesn't limit its users to the passive viewing of provided information, but allows them to interact with other users and to change website content.

Examples of web 2.0 services you can register for include Squidoo, HubPages, SlideShare and Scribd.

[Squidoo](#) is one of the top 500 most visited sites in the world and it is one of the top 300 most viewed in the United States. Squidoo is a community website that allows users to create pages (called lenses) for very specific subjects of interest.

[HubPages](#) is a similar service designed around sharing advertising revenue for high-quality, user-generated content. The interface allows members to create individual pages on specific topics. HubPages uses the Google AdSense API to manage the revenue split with writers.

It may be worth your while to create a Squidoo or Hubpage around a specific topic that is relevant to your industry and create backlinks to your blog and social media sites.

[Slideshare](#) is one of the most popular presentation slide hosting services. The website allows users to upload, view, comment, and share slideshows created with presentation programs.

[Scribd](#) is a document-sharing website which allows users to post documents of various formats, and embed them into a web page using its iPaper format. More than 50 million monthly users come to Scribd and more than 50,000 documents are uploaded daily.

You can upload presentation slides, documents and reports that are relevant to your industry and link back to your blog and social media websites.

Again, with these services, you should aim to register your preferred username, create a professional profile and link back to your blog and Tier-1 Social Media Websites.



## **Step 4: Blog Content Syndication**



The next area of focus in your Personal Branding 2.0 Blueprint is to automatically syndicate your “preferred” content to as many sources as possible.

Earlier, I recommended that your Wordpress blog as the center of your personal branding strategy. This is because your content can be easily distributed using any of the following channels.

Most of these strategies require a one-time setup and thereafter you can pretty much let it work on its own.

### **RSS Directories**

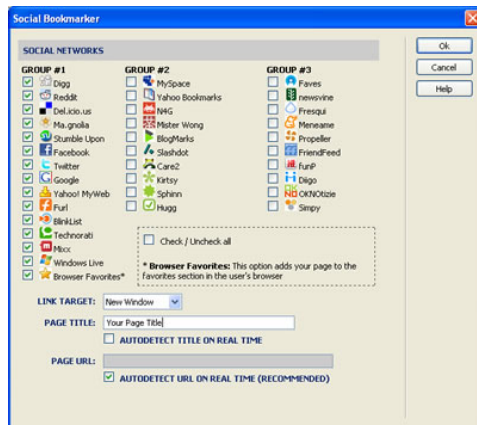
RSS ("Really Simple Syndication") is a family of web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format. RSS formats are specified using XML, a generic specification for the creation of data formats.

Web feeds benefit publishers by letting them syndicate content automatically. They benefit readers who want to subscribe to timely updates from favored websites or to aggregate feeds from many sites into one place.

You will want to display an RSS feed link on the front page of your blog so that visitors can choose to subscribe.

You should also submit your feed to as many RSS directories as possible so that it automatically creates summaries of your blog with backlinks back to your site.

## Social Bookmarks



Internet users share, organize, search, and manage bookmarks of web resources with the help of social bookmarking. In a social bookmarking system, users save links to web pages that they want to remember and/or share. These bookmarks are usually public, and can be saved privately, shared only with specified people or groups, shared only inside certain networks, or another combination of public

and private domains. The allowed people can usually view these bookmarks chronologically, by category or tags, or via a search engine.

There are many Wordpress plugins that allow you to add links to popular social bookmarking sites for each of your posts and there are also specialized plugins that can automatically create bookmarks on social bookmarking sites to create instant backlinks to your posts.

A full list of social bookmarking sites is included in the Appendix of this report.

## Blog Directories



A blog directory is a directory on the World Wide Web specialized in gathering links to blogs and categorizing those links by various criteria. Besides the basic SEO steps of adding compelling and keyword friendly titles, URL structure and descriptions, basic link building for blogs begins with listing them in blog directories.

Popular blog directories include [MyBlogLog](#), [Technorati](#) and [BlogCatalog](#).

Registering your blog in these directories is normally a two-step process. The first is to create an account and the second step is to claim or prove that you are the author of the blog by including a unique code to be added to our blog.

There are also many other blog directories that do not require you to register. Wordpress has a built-in notify that will notify (or “ping”) these directories every time your blog is updated. For a full list of “ping” directories and how to use them, visit this short tutorial: [List of Ping Directories](#)

### **Social Networks**

Aside from registering your username, profile and getting backlinks to your blog, you can also utilize a common feature in social networking sites to syndicate your blog posts.

This common feature is the “status update”. Sites like Facebook, [MySpace](#) and [Bebo](#) has a special area called the “status update” that allows you to tell your friends and contacts what you are up to.

This is an excellent and appropriate space to make and announcement and link to your blog every time you create a new post. This means you will get a new backlink from each of these sites every time you create a new post.

### ***Ping FM***

Normally, updating each and every one of your social network websites each time you create a new blog post will be very time consuming. Fortunately, there are great tools that will allow you to update all of your social networking sites at once.

One such service is [Ping.fm](#). This site enables users to post to multiple social networks simultaneously. Once you have linked all your social network accounts to Ping.fm, you can even set it to automatically updates all the sites by submitting your blog feed directly to Ping.fm

If you would like to set this up for your blog, you can review this tutorial on how to use Ping.FM : [How to Use Ping.FM](#)

### ***Step 5: Specific Strategies To Get Backlinks, Traffic and to Build Your Brand Equity***

The next part of the personal branding 2.0 blueprint is to systematically and consistently generate high quality backlinks back to your website. This is essential in order to get your blog and websites ranked higher in Google.

Here are a few ways you can get backlinks.

## **Article Marketing**

There are a great deal of high page rank article directories that provide an excellent source of backlinks to your website. The deal with these article directories is simple – you create great original content on their website in exchange, you can create a short author bio with backlinks back to your website.

A well-written, author bio is an important part of online branding. It showcases your expertise, increases visibility and even impresses potential employers or business partners. The information you can include in your brief author bio includes professional experience, background, achievements, goals and also work skills.

## **Forum & Blog Comments**

Participate in forum discussions that are relevant to your industry. It is customary and acceptable for you to leave a signature line below your name when you sign off on a forum post. You can create a hyperlink back to your blog or Twitter account.

You can find forums related to your industry at [www.ForumFind.com](http://www.ForumFind.com) or just by doing a Google search for "<your industry or keyword> forums".

A note of caution, do not ever spam or create comments that do not add value. Some of these include "Great point!" or "Wonderful idea" and leave a link back to your site. Such a practice is not welcomed and can get you banned or blacklisted from these forums.

When in doubt, always try to create value. Read the discussions that are ongoing and try to contribute something of value.

## **Video & Podcast Marketing**

Online video and podcast marketing can be a very effective means to generate quality backlinks to your websites. One of the main reasons is fewer competitors take the time to create videos and podcasts so there is less competition in this form of backlink generation.

Creating high quality video is not difficult and it is only getting easier for the non-professional. Taking the effort to create video content like commercials, customer testimonials, success stories, training and tutorials, case studies, product reviews, interviews and VLOGs (or visual CVs) can help build your online credibility.

There are also great free services like [TubeMogul](http://TubeMogul) that will allow you to upload your video to multiple video sharing sites and even track the traffic statistics to your videos.

## **Teleseminar & Webinars**

Teleseminars are conference calls that are used to provide information or training, to promote or sell products to group of people interested in a particular topic. There is typically a fixed period of time devoted to the presentation of information followed by another fixed period of time for questions and answers.

Services like [InstantTeleseminar](#) makes the process of creating and hosting such events easier. Your listeners don't even need to call in by phone any more. They can listen to live streaming of your teleseminar event via the web.

It is an emerging way to communicate and to conduct business without the cost of travel.

A webinar describes a specific type of web conference, used to conduct live meetings, training, or presentations via the Internet. Each participant is connected to other participants via the Internet. A webinar can be collaborative and include polling and question & answer sessions to allow full participation between the audience and the presenter. Free webinar services like [DimDim](#) make webinars a real source of traffic and credibility.

There are many ways you can use teleseminars and webinars to get your blog and websites extra link love. The first idea is to interview successful people with a large following or a very popular blog or website. Get your interviewee to link back to your interview from their site or broadcast it to their list.

Teleseminars and webinars have a high perceived value. If you conduct one, you can create a registration page on your blog and get others to link to it.

Additionally, you could get additional mileage from the recording of the event and get visitors who found value from it to link back to you.

## **Free Reports & Whitepapers**

A whitepaper is a document that states a problem and offers a solution. It is generally free of marketing material. A free report fulfils a similar purpose but it is acceptable to have some marketing language in a free report.

The idea of using free reports and whitepaper is to create a viral marketing effect where the readers of your report who find value in it will spread your document and website to others.

These reports and documents do not have to be lengthy. As long as you are creating value to your reader, you will increase your brand equity by being an author of a report or whitepaper.

The main purpose of offering such reports for marketing purposes is to build an email list. Typically, such reports will be downloadable after a reader subscribes to the author's mailing list.

Of course, such documents can also be posted on Scribd for additional backlinks and exposure.

### **Paid advertising**

So far, most of the strategies outlined are either free or close to being free. When you have included monetization avenues on your blog, you will be able to then consider paid options to promote your blog and brand.

The most common form of paid advertising is Pay per click (PPC), or search engine marketing. With search engines, advertisers typically bid on keyword phrases relevant to their target market. They are only charged when a person performing a search on these search engines clicks on their ads to the advertisers site.

A growing trend in online paid advertising is social media ads. Companies like Facebook offer ad space on their websites. PPC advertising relies on primarily on keywords as the ad trigger whereas Facebook ads allow advertisers more precise control over the specific demographics to show their ads to.

Another area that you may want to consider to boost your Page Rank is text link advertising. Companies like [TextLinkAds.com](http://TextLinkAds.com) have an inventory of high PageRank websites that allow you to place text links on their sites.

If your blog is brand new, one of the fastest ways to get your blog indexed on Google and other major search engine is to place a text link ad on any blog that has a PR of 4 or higher.

### ***Chapter 5: What To Remember...***

The 5 Steps to building your personal brand online are:

1. Using a Wordpress blog as the center piece to your personal branding strategy.
2. Integrate your blog with core social media sites like Facebook, Twitter, LinkedIn and YouTube.
3. Register your username and create backlinks to your blog from as many “second tier” social media sites as possible.
4. Create relevant content and syndicate this content via your blog and core social media sites.
5. Implement specific backlink strategies to continually establish your blog as the authority site for your name.

## Chapter 6: Monetizing Your Personal Brand

“Developing your personal brand is key to monetizing your passion online”

– Edward Viator, Marketing Specialist

Your personal brand is an asset. When your name is ranked at the top of Google it is valuable. The only question is how you will unlock this value to monetize it.

Don't over-complicate things. The secret to creating as much money as you want is simple - *offer more value than the price you ask for in return*. If you do this, customers will flock to you.

Start by identifying the areas where you can offer the maximum value to others. If you want to get a job or a promotion, make sure you perform a function or deliver a result to your employer that is greater than your pay.

If you sell a product or service, make sure that the value the customer receives is far greater than the price they pay.

### **Ways to Monetize Your Personal Brand**

Here are a few ways for you benefit financially from building a strong personal brand.

#### **Getting A Job or a Promotion**

As we demonstrated in the story about our fictitious “John”, in the future, being highly visible online will benefit your chances of getting a job or promotion as compared to a similar candidate with little or no presence online.

The fact is, many employers take into account professional websites and social networks when considering recruitment of new candidates.

You may benefit from the use of professional people directories like LinkedIn, Xing, and Ecademy.

#### **Getting Freelance or Contract Work**

For a freelancer, the stakes are even higher when it comes to having a good online presence. It is basically his/her chance to get noticed and hired by people all over the world and this is why he/she must do it right.



Freelance networks (Elance, Getafreelancer and others) are now growing fast and that means a lot of competition. Attracting potential customers, having efficient communication with them and eventually getting projects and payment, are the results of being able to stand out from the rest.

### Build Your Email List



It is estimated that a responsive email list is worth about \$1 per subscriber per month. That means that if you have a mailing list of 10,000 subscribers, you can expect to earn about \$10,000 per month from promotions to your list.

As mentioned previously, you should offer free reports, webinars, teleseminar interviews and webinars to build your email list. Sign up for a good email autoresponder like [Aweber](#) and create follow up messages to continue to grow your relationship with your list.

When you find valuable affiliate offers or if you create a product of your own, offer it to your list in a friendly way with a view to create value.

If you have built your list right, you will find that each commercial broadcast will yield a 3% (I've experienced up to 33% conversions) or higher conversion into dollars in your pocket. What's more, the people in your list will thank you for finding these great offers for them.

Aside from an email list, having a large Twitter follower list and a large Facebook fan base are also lucrative assets to own because you can contact your fans in a similar way to direct email marketing.

### Advertising /Sponsorship

In the previous chapter, I explained that you could purchase text link ads on other blogs. The converse is true. When you build up a big readership for your blog, you can offer sponsorship and sell ad space on your site.

There are many options here. Firstly, you could place Google AdSense ads on your site. You will get paid whenever your site visitors click on any of the ads.

Alternatively, you could sell ads directly by duration. You could create an advertising page that lists the availability and price for various ad spaces on your blog.

Thirdly, you could register with an ad network and offer your space as their inventory.

### **Sell Your Own Product or Service**

If you can create a free report for your niche, you can also create a paid report. Information is a very real product. I strongly recommend you create as many information products as you can to monetize your brand.

Think about written ebooks, audio recordings, video tutorials and software applications. Do you have specialized knowledge and experience to add value to others in a particular area? Are you passionate about a subject? Is there a way you can share that passion and add value to other people?

Gary Vaynerchuck turned his passion for wines and turned into a multi-million dollar asset – [winelibrary.tv](http://winelibrary.tv). It's not that Gary is a top wine connoisseur, he's just a guy that talks about wine the way two friends would talk about wine. He succeeds because he stands out from the crowd and he's passionate about the subject.

### **Affiliate marketing**

If you don't have the time or capacity to create your own product, no problem. Just sell other people's information products for a commission! This is called "affiliate marketing".

Affiliate marketing is a common practice in which a business rewards individual affiliates who promote their products and successfully refer sales.

You can find a product for almost every niche you can think of by joining large affiliate networks like Clickbank and Commission Junction. In the case of Clickbank, because they only accept digital products, the commission is normally 50% and above. This is great for affiliates because you could be promoting 5 to 10 great products in the time it takes you to create a product of your own.

Just search for keywords in your niche and review the product quality. If the products are something you would buy yourself, then why not recommend it to your readers and followers and profit from it?

Our Wordpress blog themes at [www.PersonalBrandingTheme.com](http://www.PersonalBrandingTheme.com) gives you the flexibility to monetize your blog in all the above mentioned ways.

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Our theme has built in sponsorship and ad space. You can instantly add AdSense ads by placing your AdSense code into the custom fields provided. We provide page templates for sales letters if you wish to sell your own product. You can also create custom squeeze pages if you just want to build your email list and integrate your blog with AWeber.

Finally, we provide a lucrative affiliate program and provide professional ready-made promotional tools and training for our affiliates and members.

To learn more about our personal branding themes, visit [www.PersonalBrandingTheme.com](http://www.PersonalBrandingTheme.com).

### **Chapter 6: What To Remember...**

Monetize your personal brand through:

1. Indirect benefits such as building your profile and trust so that you can close that sale, get that job or promotion etc.
2. Building an email list
3. Sponsorship and Ads
4. Promoting and selling your own product
5. Affiliate Marketing

## **Conclusion: What's Next**

When we first conceived the idea for PersonalBrandingTheme.com and when we created this report, we had a very clear vision in mind.

Because we are at the forefront on the industry, we know for a fact that if you begin building your web presence professionally today, you will reap incredible benefits from this asset now and in the future.

To this end, we are committed to creating the best tools, resources and services to help you grow your personal brand online.

It is our greatest hope that this report becomes a catalyst for you to get you started on your personal branding campaign and the conduit for you to monetize your personal brand.

I hope you look back a year or two from now when your online presence helps you to land that promotion or that dream job. Or when you close your first major business deal or when your dream life partner said he or she decided to go on that first date with you because they "checked out" your online profile. Or if it made you a significant affiliate commission while you slept.

I hope you drop us a note and tell us how it has benefited you at [info@personalbrandingtheme.com](mailto:info@personalbrandingtheme.com)

**Yours sincerely,**



*Brian Wong*

[www.brianwong.com](http://www.brianwong.com)



*Venkata Ramana*

[www.venkataramanas.com](http://www.venkataramanas.com)

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## Appendix and Resources

### **1. What We Offer at PersonalBrandingTheme.com**

PersonalBrandingTheme.com is your ONE-STOP Personal Branding 2.0 service. Here's a list of what we offer:

**Highly Flexible Wordpress Blog Theme.** These themes can be customized to create an online presence that is unique YOU. Page templates allow you the flexibility to create any type of page from about me page to autoresponder pages to sales letters.

**Matching Twitter, Facebook and YouTube Themes.** We provide matching social media theme to your blog so that when someone visits your blog, Twitter page, Facebook page or YouTube channel – they will feel its just ONE site.

**Step-by-Step Setup Tutorials.** Not sure what to do? Just watch and follow one step at a time. Setup a blog that is optimized for your name and integrate it with all your social media sites!

**Backlinks on Auto-pilot.** We have developed a system for our staff to create high quality backlinks to your website every month on autopilot. To our knowledge, nobody else offers this kind of backlink creation service that is fully automated. Meaning we can do this job for you with or without your input. Just focus on your content and watch your PR and rankings grow.

**Monetization.** Our blog themes come with many options for monetization from ad banner space, sales letters to sell your own products, Adsense integration and affiliate marketing. Make money while growing your own personal brand. We even provide step-by-step training for you to turn your personal brand into an income source!

**Monthly Value Added Resources!** As a Platinum member, each month, you will get access to new themes, plugins, PSD design elements, social media newsletter, additional monetization tips and strategies and much much more!

**Custom Design and Outsourcing Services for Personal Branding.** If you have any requirements to build your online brand, we can fulfill it. From Wordpress setup, custom logo designs to customized SEO submission services, we can do the job for you. With over 8 years of experience providing outsourcing solutions to top Internet marketers, you can be sure we can deliver results for your personal branding campaign.

Visit [www.PersonalBrandingTheme.com](http://www.PersonalBrandingTheme.com) to learn more.

## 2. Social Bookmarking Sites

<b><u>Social Bookmarking Sites</u></b>	<b><u>Google PR</u></b>	<b><u>Alexa</u></b>
<a href="http://bookmarks.yahoo.com">http://bookmarks.yahoo.com</a>	7	1
<a href="http://myweb.yahoo.com">http://myweb.yahoo.com</a>	8	1
<a href="http://www.google.com/notebook">http://www.google.com/notebook</a>	7	3
<a href="http://favorites.live.com">http://favorites.live.com</a>	6	5
<a href="http://www.digg.com">http://www.digg.com</a>	8	104
<a href="http://mystuff.ask.com">http://mystuff.ask.com</a>	8	194
<a href="http://www.technorati.com">http://www.technorati.com</a>	8	238
<a href="http://del.icio.us">http://del.icio.us</a>	8	260
<a href="http://www.stumbleupon.com">http://www.stumbleupon.com</a>	8	288
<a href="http://www.netscape.com">http://www.netscape.com</a>	9	525
<a href="http://www.reddit.com">http://www.reddit.com</a>	7	861
<a href="http://www.meneame.net">http://www.meneame.net</a>	7	1,762
<a href="http://www.fark.com">http://www.fark.com</a>	7	2,049
<a href="http://www.ilike.com">http://www.ilike.com</a>	6	2,945
<a href="http://www.mog.com">http://www.mog.com</a>	6	3,284
<a href="http://www.newsvine.com">http://www.newsvine.com</a>	7	4,173
<a href="http://www.furl.net">http://www.furl.net</a>	8	4,179
<a href="http://www.blinklist.com">http://www.blinklist.com</a>	6	4,852
<a href="http://www.dzone.com">http://www.dzone.com</a>	6	5,071
<a href="http://www.clipmarks.com">http://www.clipmarks.com</a>	6	6,834
<a href="http://www.pligg.com">http://www.pligg.com</a>	6	6,875
<a href="http://www.kaboodle.com">http://www.kaboodle.com</a>	6	7,066
<a href="http://www.bumpzee.com">http://www.bumpzee.com</a>	4	7,214
<a href="http://ma.gnolia.com">http://ma.gnolia.com</a>	7	7,416

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<a href="http://www.rollyo.com">http://www.rollyo.com</a>	7	8,153
<a href="http://www.jaiku.com">http://www.jaiku.com</a>	6	8,506
<a href="http://www.9rules.com">http://www.9rules.com</a>	8	8,691
<a href="http://www.startaid.com">http://www.startaid.com</a>	4	9,069
<a href="http://www.shoutwire.com">http://www.shoutwire.com</a>	5	10,216
<a href="http://www.bluedot.us">http://www.bluedot.us</a>	6	10,224
<a href="http://www.gather.com">http://www.gather.com</a>	6	10,446
<a href="http://www.simpyp.com">http://www.simpyp.com</a>	7	11,018
<a href="http://www.nowpublic.com">http://www.nowpublic.com</a>	7	13,077
<a href="http://www.plugin.com">http://www.plugin.com</a>	5	13,733
<a href="http://www.stylehive.com">http://www.stylehive.com</a>	5	14,062
<a href="http://www.spurl.net">http://www.spurl.net</a>	6	14,448
<a href="http://www.blinkbits.com">http://www.blinkbits.com</a>	6	14,621
<a href="http://www.librarything.com">http://www.librarything.com</a>	7	14,929
<a href="http://www.blogmarks.net">http://www.blogmarks.net</a>	6	15,334
<a href="http://www.netvouz.com">http://www.netvouz.com</a>	6	15,486
<a href="http://www.diigo.com">http://www.diigo.com</a>	6	16,328
<a href="http://www.wink.com">http://www.wink.com</a>	6	17,483
<a href="http://www.corank.com">http://www.corank.com</a>	5	18,063
<a href="http://www.popurls.com">http://www.popurls.com</a>	6	18,542
<a href="http://www.mister-wong.com">http://www.mister-wong.com</a>	6	19,913
<a href="http://www.backflip.com">http://www.backflip.com</a>	6	20,036
<a href="http://www.rojo.com">http://www.rojo.com</a>	8	24,035
<a href="http://www.shadows.com">http://www.shadows.com</a>	6	26,359
<a href="http://www.bloghop.com">http://www.bloghop.com</a>	6	28,551
<a href="http://www.rawsugar.com">http://www.rawsugar.com</a>	6	28,679
<a href="http://www.listible.com">http://www.listible.com</a>	6	28,854

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<a href="http://www.thoof.com">http://www.thoof.com</a>	4	29,996
<a href="http://www.tailrank.com">http://www.tailrank.com</a>	7	31,764
<a href="http://www.wists.com">http://www.wists.com</a>	5	32,096
<a href="http://www.bibsonomy.org">http://www.bibsonomy.org</a>	6	32,143
<a href="http://www.plime.com">http://www.plime.com</a>	6	32,608
<a href="http://my.xilinus.com">http://my.xilinus.com</a>	5	33,992
<a href="http://www.yoono.com">http://www.yoono.com</a>	7	37,043
<a href="http://www.searchles.com">http://www.searchles.com</a>	6	38,080
<a href="http://www.hugg.com">http://www.hugg.com</a>	6	40,325
<a href="http://www.citeulike.org">http://www.citeulike.org</a>	7	42,690
<a href="http://www.kuro5hin.org">http://www.kuro5hin.org</a>	7	43,416
<a href="http://de.lirio.us">http://de.lirio.us</a>	7	44,008
<a href="http://www.spotback.com">http://www.spotback.com</a>	5	44,542
<a href="http://www.spotplex.com">http://www.spotplex.com</a>	6	45,914
<a href="http://www.fazed.org">http://www.fazed.org</a>	5	46,862
<a href="http://www.kinja.com">http://www.kinja.com</a>	7	48,083
<a href="http://www.connotea.org">http://www.connotea.org</a>	7	50,838
<a href="http://www.markaboo.com">http://www.markaboo.com</a>	5	51,636
<a href="http://www.stylefeeder.com">http://www.stylefeeder.com</a>	6	52,124
<a href="http://www.i89.us">http://www.i89.us</a>	4	52,467
<a href="http://www.linkagogo.com">http://www.linkagogo.com</a>	6	53,642
<a href="http://www.lifellogger.com">http://www.lifellogger.com</a>	5	57,816
<a href="http://www.feedmelinks.com">http://www.feedmelinks.com</a>	6	58,515
<a href="http://www.tagtooga.com">http://www.tagtooga.com</a>	5	58,629
<a href="http://www.buddymarks.com">http://www.buddymarks.com</a>	5	59,264
<a href="http://www.claimid.com">http://www.claimid.com</a>	7	59,735
<a href="http://www.clipfire.com">http://www.clipfire.com</a>	7	59,735



<a href="http://www.linkroll.com">http://www.linkroll.com</a>	5	60,704
<a href="http://www.bmaccess.net">http://www.bmaccess.net</a>	4	67,799
<a href="http://www.aboogy.com">http://www.aboogy.com</a>	4	68,810
<a href="http://www.oyax.com">http://www.oyax.com</a>	4	70,420
<a href="http://www.gravee.com">http://www.gravee.com</a>	5	71,022
<a href="http://www.butterflyproject.nl">http://www.butterflyproject.nl</a>	5	82,517
<a href="http://www.myhq.com">http://www.myhq.com</a>	5	84,174
<a href="http://www.wirefan.com">http://www.wirefan.com</a>	3	86,989
<a href="http://ww2.ikeepbookmarks.com">http://ww2.ikeepbookmarks.com</a>	3	99,132
<a href="http://www.a1-webmarks.com">http://www.a1-webmarks.com</a>	4	102,467
<a href="http://www.connectedy.com">http://www.connectedy.com</a>	4	102,786
<a href="http://www.sitejot.com">http://www.sitejot.com</a>	4	104,531
<a href="http://www.linkatopia.com">http://www.linkatopia.com</a>	5	104,757
<a href="http://www.myvmarks.com">http://www.myvmarks.com</a>	5	107,019
<a href="http://www.getboo.com">http://www.getboo.com</a>	4	107,787
<a href="http://www.mylinkvault.com">http://www.mylinkvault.com</a>	5	107,919
<a href="http://www.urlex.info">http://www.urlex.info</a>	4	111,942
<a href="http://www.lilisto.com">http://www.lilisto.com</a>	5	117,882
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<a href="http://www.syncone.net">http://www.syncone.net</a>	4	120,241
<a href="http://www.syncone.net">http://www.syncone.net</a>	4	120,241
<a href="http://www.30daytags.com">http://www.30daytags.com</a>	4	121,240
<a href="http://www.shoppersbase.com">http://www.shoppersbase.com</a>	4	121,787
<a href="http://www.linkfilter.net">http://www.linkfilter.net</a>	6	126,289
<a href="http://www.voo2do.com">http://www.voo2do.com</a>	6	130,419
<a href="http://www.jeteye.com">http://www.jeteye.com</a>	7	139,913
<a href="http://www.hanzoweb.com">http://www.hanzoweb.com</a>	5	147,791

<a href="http://www.myprogs.net">http://www.myprogs.net</a>	5	153,994
<a href="http://www.reader2.com">http://www.reader2.com</a>	5	154,589
<a href="http://www.fungow.com">http://www.fungow.com</a>	4	161,631
<a href="http://www.feedmarker.com">http://www.feedmarker.com</a>	6	183,175
<a href="http://www.zlitt.com">http://www.zlitt.com</a>	3	186,557
<a href="http://www.hyperlinkomatic.com">http://www.hyperlinkomatic.com</a>	5	188,099
<a href="http://www.tektag.com">http://www.tektag.com</a>	4	195,310
<a href="http://dev.upian.com/hotlinks/">http://dev.upian.com/hotlinks/</a>	6	197,988
<a href="http://www.givealink.org">http://www.givealink.org</a>	5	206,332
<a href="http://www.unalog.com">http://www.unalog.com</a>	5	209,357
<a href="http://www.plum.com">http://www.plum.com</a>	5	212,421
<a href="http://www.ifaves.com">http://www.ifaves.com</a>	4	243,925
<a href="http://www.taggly.com">http://www.taggly.com</a>	5	244,560
<a href="http://www.rrove.com">http://www.rrove.com</a>	5	270,344
<a href="http://www.maple.nu">http://www.maple.nu</a>	0	273,975
<a href="http://www.links2go.com">http://www.links2go.com</a>	6	292,911
<a href="http://www.sync2it.com">http://www.sync2it.com</a>	5	294,608
<a href="http://www.saveyourlinks.com">http://www.saveyourlinks.com</a>	5	298,538
<a href="http://www.web-feeds.com">http://www.web-feeds.com</a>	5	302,599
<a href="http://www.ez4u.net">http://www.ez4u.net</a>	4	304,278
<a href="http://www.allmyfavorites.net">http://www.allmyfavorites.net</a>	4	324,449
<a href="http://www.6-clicks.com">http://www.6-clicks.com</a>	4	342,096
<a href="http://www.ambedo.com">http://www.ambedo.com</a>	5	370,925
<a href="http://www.cloudytags.com">http://www.cloudytags.com</a>	4	375,411
<a href="http://www.dohat.com">http://www.dohat.com</a>	4	378,369
<a href="http://www.chipmark.com">http://www.chipmark.com</a>	2	391,193
<a href="http://www.bookkit.com">http://www.bookkit.com</a>	4	404,019

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<a href="http://www.wobblog.com">http://www.wobblog.com</a>	4	412,265
<a href="http://www.meme-stream.com">http://www.meme-stream.com</a>	3	419,904
<a href="http://www.thinkpocket.com">http://www.thinkpocket.com</a>	4	428,727
<a href="http://www.yattle.com">http://www.yattle.com</a>	3	452,735
<a href="http://www.tutorialism.com">http://www.tutorialism.com</a>	4	454,097
<a href="http://www.carnatic.com/www/">http://www.carnatic.com/www/</a>	5	455,733
<a href="http://www.2centsnews.com">http://www.2centsnews.com</a>	3	497,794
<a href="http://www.gibeo.net">http://www.gibeo.net</a>	6	516,754
<a href="http://www.portachi.com">http://www.portachi.com</a>	4	523,206
<a href="http://www.aworldofhelp.com">http://www.aworldofhelp.com</a>	3	540,229
<a href="http://www.tabmarks.com">http://www.tabmarks.com</a>	3	602,582
<a href="http://supr.c.ilio.us">http://supr.c.ilio.us</a>	5	671,434
<a href="http://www.sitetagger.com">http://www.sitetagger.com</a>	0	675,383
<a href="http://www.trexy.com">http://www.trexy.com</a>	6	789,323
<a href="http://www.openserving.com">http://www.openserving.com</a>	6	818,185
<a href="http://www.allyourwords.com">http://www.allyourwords.com</a>	5	877,650
<a href="http://thumblicio.us">http://thumblicio.us</a>	6	930,264
<a href="http://www.newsweight.com">http://www.newsweight.com</a>	2	940,884
<a href="http://www.nextaris.com">http://www.nextaris.com</a>	6	964,600
<a href="http://www.pixelmo.com">http://www.pixelmo.com</a>	4	1,028,271
<a href="http://www.listmixer.com">http://www.listmixer.com</a>	5	1,425,518
<a href="http://www.wurldbook.com">http://www.wurldbook.com</a>	6	1,470,607
<a href="http://www.memfrag.com">http://www.memfrag.com</a>	4	1,490,036
<a href="http://www.feedalley.com">http://www.feedalley.com</a>	5	1,659,422
<a href="http://www.smelis.com">http://www.smelis.com</a>	4	2,141,471
<a href="http://www.recipe-buzz.com">http://www.recipe-buzz.com</a>	0	4,011,082

### ***Social Networking Sites***

<b><u>Social Networking Sites</u></b>	<b><u>Google PR</u></b>	<b><u>Alexa</u></b>
<a href="http://360.yahoo.com">http://360.yahoo.com</a>	8	1
<a href="http://spaces.live.com">http://spaces.live.com</a>	8	5
<a href="http://www.MySpace.com">http://www.MySpace.com</a>	8	6
<a href="http://www.orkut.com">http://www.orkut.com</a>	8	7
<a href="http://www.facebook.com">http://www.facebook.com</a>	8	10
<a href="http://www.hi5.com">http://www.hi5.com</a>	6	11
<a href="http://www.friendster.com">http://www.friendster.com</a>	7	17
<a href="http://www.fotolog.com">http://www.fotolog.com</a>	7	20
<a href="http://www.livejournal.com">http://www.livejournal.com</a>	8	59
<a href="http://www.bebo.com">http://www.bebo.com</a>	7	89
<a href="http://www.xanga.com">http://www.xanga.com</a>	7	92
<a href="http://www.multiply.com">http://www.multiply.com</a>	6	111
<a href="http://www.linkedin.com">http://www.linkedin.com</a>	7	139
<a href="http://www.piczo.com">http://www.piczo.com</a>	6	263
<a href="http://www.last.fm">http://www.last.fm</a>	7	284
<a href="http://www.stumbleupon.com">http://www.stumbleupon.com</a>	8	288
<a href="http://www.broadcaster.com">http://www.broadcaster.com</a>	5	342
<a href="http://www.gaiaonline.com">http://www.gaiaonline.com</a>	6	424
<a href="http://www.mybloglog.com">http://www.mybloglog.com</a>	7	454
<a href="http://www.squidoo.com">http://www.squidoo.com</a>	6	487
<a href="http://my.opera.com/community/">http://my.opera.com/community /</a>	8	492
<a href="http://www.buzznet.com">http://www.buzznet.com</a>	6	564
<a href="http://www.imvu.com">http://www.imvu.com</a>	6	615
<a href="http://www.twitter.com">http://www.twitter.com</a>	8	620
<a href="http://www.slashdot.org">http://www.slashdot.org</a>	9	632

<a href="http://www.wayn.com">http://www.wayn.com</a>	5	1,067
<a href="http://www.classmates.com">http://www.classmates.com</a>	7	1,080
<a href="http://www.meetup.com">http://www.meetup.com</a>	8	1,264
<a href="http://www.vox.com">http://www.vox.com</a>	8	1,357
<a href="http://www.blackplanet.com">http://www.blackplanet.com</a>	6	1,400
<a href="http://www.faceparty.com">http://www.faceparty.com</a>	6	1,511
<a href="http://www.yelp.com">http://www.yelp.com</a>	7	1,793
<a href="http://www.ning.com">http://www.ning.com</a>	7	1,911
<a href="http://www.secondlife.com">http://www.secondlife.com</a>	7	1,975
<a href="http://www.myyearbook.com">http://www.myyearbook.com</a>	6	2,323
<a href="http://www.hubpages.com">http://www.hubpages.com</a>	6	2,773
<a href="http://www.43things.com">http://www.43things.com</a>	7	2,885
<a href="http://www.mog.com">http://www.mog.com</a>	6	3,284
<a href="http://www.reunion.com">http://www.reunion.com</a>	6	3,884
<a href="http://www.xuqa.com">http://www.xuqa.com</a>	5	4,006
<a href="http://www.ecademy.com">http://www.ecademy.com</a>	7	4,178
<a href="http://uk.tribe.net">http://uk.tribe.net</a>	3	4,211
<a href="http://www.tribe.net">http://www.tribe.net</a>	6	4,211
<a href="http://community.adlandpro.com">http://community.adlandpro.com</a>	4	4,429
<a href="http://www.greatestjournal.com">http://www.greatestjournal.com</a>	0	4,665
<a href="http://www.nexopia.com">http://www.nexopia.com</a>	5	4,776
<a href="http://www.care2.com">http://www.care2.com</a>	6	5,435
<a href="http://www.mobango.com">http://www.mobango.com</a>	5	5,636
<a href="http://www.couchsurfing.com">http://www.couchsurfing.com</a>	6	6,093
<a href="http://www.fanpop.com">http://www.fanpop.com</a>	5	7,527
<a href="http://www.gazzag.com">http://www.gazzag.com</a>	4	8,571
<a href="http://www.ryze.com">http://www.ryze.com</a>	6	9,276

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<a href="http://www.unyk.com">http://www.unyk.com</a>	3	9,358
<a href="http://www.migente.com">http://www.migente.com</a>	6	9,379
<a href="http://www.downelink.com">http://www.downelink.com</a>	3	9,782
<a href="http://www.bluedot.us">http://www.bluedot.us</a>	6	10,224
<a href="http://www.gather.com">http://www.gather.com</a>	6	10,446
<a href="http://www.directmatches.com">http://www.directmatches.com</a>	3	12,752
<a href="http://www.zaadz.com">http://www.zaadz.com</a>	6	13,243
<a href="http://www.librarything.com">http://www.librarything.com</a>	7	14,929
<a href="http://start.aimpages.com">http://start.aimpages.com</a>	6	15,322
<a href="http://www.yuwie.com">http://www.yuwie.com</a>	0	16,248
<a href="http://www.dogster.com">http://www.dogster.com</a>	6	18,835
<a href="http://www.tagworld.com">http://www.tagworld.com</a>	6	19,035
<a href="http://www.eons.com">http://www.eons.com</a>	6	21,925
<a href="http://www.travbuddy.com">http://www.travbuddy.com</a>	5	23,114
<a href="http://www.student.com">http://www.student.com</a>	6	25,996
<a href="http://www.profileheaven.com">http://www.profileheaven.com</a>	5	27,346
<a href="http://www.passado.com">http://www.passado.com</a>	5	30,017
<a href="http://www.ruckus.com">http://www.ruckus.com</a>	6	31,343
<a href="http://www.graduates.com">http://www.graduates.com</a>	5	46,510
<a href="http://www.bizpreneur.com">http://www.bizpreneur.com</a>	3	51,302
<a href="http://www.meetin.org">http://www.meetin.org</a>	5	56,148
<a href="http://www.blurty.com">http://www.blurty.com</a>	5	57,077
<a href="http://www.takingitglobal.org">http://www.takingitglobal.org</a>	7	65,893
<a href="http://www.consumating.com">http://www.consumating.com</a>	7	75,910
<a href="http://www.wallop.com">http://www.wallop.com</a>	0	87,146
<a href="http://www.trade-pals.com">http://www.trade-pals.com</a>	5	90,363
<a href="http://www.deadjournal.com">http://www.deadjournal.com</a>	6	90,743

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<a href="http://www.musicforte.com">http://www.musicforte.com</a>	6	117,921
<a href="http://www.mugshot.org">http://www.mugshot.org</a>	6	123,116
<a href="http://www.dodgeball.com">http://www.dodgeball.com</a>	7	124,452
<a href="http://www.mygamma.com">http://www.mygamma.com</a>	5	133,295
<a href="http://www.decayenne.com">http://www.decayenne.com</a>	3	161,472
<a href="http://www.dandelife.com">http://www.dandelife.com</a>	6	180,141
<a href="http://www.tripconnect.com">http://www.tripconnect.com</a>	5	298,657
<a href="http://www.bizfriendz.com">http://www.bizfriendz.com</a>	3	328,262
<a href="http://www.itsjustcoffee.com">http://www.itsjustcoffee.com</a>	5	371,872
<a href="http://www.mynetspot.org">http://www.mynetspot.org</a>	4	374,830
<a href="http://www.babbello.com">http://www.babbello.com</a>	4	477,153
<a href="http://www.sitespaces.net">http://www.sitespaces.net</a>	4	556,072
<a href="http://www.mylocalspot.com">http://www.mylocalspot.com</a>	0	694,251
<a href="http://www.intellectconnect.com">http://www.intellectconnect.com</a>	3	769,852
<a href="http://www.udugu.com">http://www.udugu.com</a>	3	772,127
<a href="http://www.daylo.com">http://www.daylo.com</a>	5	774,862
<a href="http://www.refer-online.com">http://www.refer-online.com</a>	3	894,990
<a href="http://www.flingr.com">http://www.flingr.com</a>	4	1,214,411
<a href="http://www.lunarstorm.co.uk">http://www.lunarstorm.co.uk</a>	4	1,347,222
<a href="http://www.yapperz.com">http://www.yapperz.com</a>	3	1,427,170
<a href="http://www.listography.com">http://www.listography.com</a>	4	1,524,242
<a href="http://www.linknrank.com">http://www.linknrank.com</a>	3	2,028,088
<a href="http://www.communityx.net">http://www.communityx.net</a>	3	2,189,003
<a href="http://www.refernet.net">http://www.refernet.net</a>	4	3,095,115
<a href="http://www.vshake.com">http://www.vshake.com</a>	4	3,349,294
<a href="http://www.akintu.com">http://www.akintu.com</a>	2	4,589,635
<a href="http://www.100millionspiders.com">http://www.100millionspiders.com</a>	4	4,941,761

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<a href="http://www.canyouconnect.com">http://www.canyouconnect.com</a>	4	5,110,187
<a href="http://www.christianspace360.com">http://www.christianspace360.com</a>	2	5,734,849
<a href="http://www.uuswap.com">http://www.uuswap.com</a>	3	5,747,854
<a href="http://www.mixednutz.net">http://www.mixednutz.net</a>	4	no ranking



***Video Sharing Sites***

<b><u>Video Sharing Sites</u></b>	<b><u>Google PR</u></b>	<b><u>Alexa</u></b>
<a href="http://video.yahoo.com">http://video.yahoo.com</a>	8	1
<a href="http://soapbox.msn.com">http://soapbox.msn.com</a>	6	2
<a href="http://video.msn.com">http://video.msn.com</a>	7	2
<a href="http://video.google.com">http://video.google.com</a>	9	3
<a href="http://www.youtube.com">http://www.youtube.com</a>	8	4
<a href="http://vids.myspace.com">http://vids.myspace.com</a>	6	6
<a href="http://www.dailymotion.com">http://www.dailymotion.com</a>	7	50
<a href="http://uncutvideo.aol.com">http://uncutvideo.aol.com</a>	7	54
<a href="http://video.aol.com">http://video.aol.com</a>	8	54
<a href="http://www.veoh.com">http://www.veoh.com</a>	6	97
<a href="http://video-upload.download.com">http://video-upload.download.com</a>	2	109
<a href="http://www.4shared.com">http://www.4shared.com</a>	6	110
<a href="http://www.multiply.com">http://www.multiply.com</a>	6	111
<a href="http://www.metacafe.com">http://www.metacafe.com</a>	7	140
<a href="http://stage6.divx.com">http://stage6.divx.com</a>	7	178
<a href="http://www.yourfilehost.com">http://www.yourfilehost.com</a>	5	181
<a href="http://www.flurl.com">http://www.flurl.com</a>	6	254
<a href="http://www.webshots.com">http://www.webshots.com</a>	8	271
<a href="http://www.break.com">http://www.break.com</a>	6	283
<a href="http://www.tinypic.com">http://www.tinypic.com</a>	6	315
<a href="http://www.broadcaster.com">http://www.broadcaster.com</a>	5	356
<a href="http://www.esnips.com">http://www.esnips.com</a>	7	400
<a href="http://www.buzznet.com">http://www.buzznet.com</a>	5	564
<a href="http://www.livevideo.com">http://www.livevideo.com</a>	6	713
<a href="http://www.mojoflix.com">http://www.mojoflix.com</a>	5	743

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<a href="http://www.liveleak.com">http://www.liveleak.com</a>	6	757
<a href="http://www.collegehumor.com">http://www.collegehumor.com</a>	8	1,072
<a href="http://mix.lycos.com">http://mix.lycos.com</a>	6	1,144
<a href="http://www.ebaumsworld.com">http://www.ebaumsworld.com</a>	6	1,197
<a href="http://www.ifilm.com">http://www.ifilm.com</a>	7	1,332
<a href="http://www.heavy.com">http://www.heavy.com</a>	6	1,384
<a href="http://www.putfile.com">http://www.putfile.com</a>	6	1,612
<a href="http://www.ning.com">http://www.ning.com</a>	7	1,911
<a href="http://www.fark.com/video/">http://www.fark.com/video/</a>	6	2,046
<a href="http://www.sevenload.com">http://www.sevenload.com</a>	6	2,252
<a href="http://www.brightcove.com">http://www.brightcove.com</a>	8	2,459
<a href="http://www.guba.com">http://www.guba.com</a>	6	2,532
<a href="http://www.vidmax.com">http://www.vidmax.com</a>	5	2,757
<a href="http://www.megavideo.com">http://www.megavideo.com</a>	0	3,413
<a href="http://www.revver.com">http://www.revver.com</a>	7	3,533
<a href="http://www.addictingclips.com">http://www.addictingclips.com</a>	7	3,663
<a href="http://www.atomfilms.com">http://www.atomfilms.com</a>	7	4,064
<a href="http://www.sumo.tv">http://www.sumo.tv</a>	5	4,258
<a href="http://www.grouper.com">http://www.grouper.com</a>	6	4,431
<a href="http://www.blinkx.com">http://www.blinkx.com</a>	6	4,491
<a href="http://www.gorillamask.net">http://www.gorillamask.net</a>	6	4,495
<a href="http://www.i-am-bored.com">http://www.i-am-bored.com</a>	5	4,575
<a href="http://www.jokeroo.com">http://www.jokeroo.com</a>	5	4,713
<a href="http://www.blip.tv">http://www.blip.tv</a>	8	4,943
<a href="http://www.funnyjunk.com">http://www.funnyjunk.com</a>	5	5,223
<a href="http://www.vimeo.com">http://www.vimeo.com</a>	7	6,441
<a href="http://www.vidilife.com">http://www.vidilife.com</a>	6	6,650

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<a href="http://www.dabble.com">http://www.dabble.com</a>	6	6,949
<a href="http://www.vidiac.com">http://www.vidiac.com</a>	5	7,033
<a href="http://www.dumpalink.com">http://www.dumpalink.com</a>	5	7,690
<a href="http://www.funnyordie.com">http://www.funnyordie.com</a>	0	7,785
<a href="http://www.zippyvideos.com">http://www.zippyvideos.com</a>	6	7,799
<a href="http://www.maniatv.com">http://www.maniatv.com</a>	5	8,531
<a href="http://www.yikers.com">http://www.yikers.com</a>	6	8,577
<a href="http://www.glumbert.com">http://www.glumbert.com</a>	6	8,881
<a href="http://www.jibjab.com">http://www.jibjab.com</a>	6	10,040
<a href="http://www.flixya.com">http://www.flixya.com</a>	6	10,380
<a href="http://www.jumpcut.com">http://www.jumpcut.com</a>	6	10,404
<a href="http://www.videojug.com">http://www.videojug.com</a>	6	10,848
<a href="http://www.stupidvideos.com">http://www.stupidvideos.com</a>	6	12,414
<a href="http://www.freeiq.com">http://www.freeiq.com</a>	1	12,440
<a href="http://www.expertvillage.com">http://www.expertvillage.com</a>	5	12,800
<a href="http://www.vsocial.com">http://www.vsocial.com</a>	6	13,180
<a href="http://www.thatvideosite.com">http://www.thatvideosite.com</a>	5	13,225
<a href="http://www.mefedia.com">http://www.mefedia.com</a>	6	13,423
<a href="http://www.videovat.com">http://www.videovat.com</a>	6	13,742
<a href="http://www.kaneva.com">http://www.kaneva.com</a>	5	13,863
<a href="http://www.funnyhub.com">http://www.funnyhub.com</a>	6	14,057
<a href="http://www.dropshots.com">http://www.dropshots.com</a>	6	14,117
<a href="http://www.yourdailymedia.com">http://www.yourdailymedia.com</a>	6	14,436
<a href="http://www.wewin.com">http://www.wewin.com</a>	3	14,545
<a href="http://www.ustream.tv">http://www.ustream.tv</a>	4	15,783
<a href="http://www.vidivodo.com">http://www.vidivodo.com</a>	4	15,976
<a href="http://www.vuze.com">http://www.vuze.com</a>	2	16,187

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<a href="http://www.5min.com">http://www.5min.com</a>	6	16,782
<a href="http://www.godtube.com">http://www.godtube.com</a>	5	18,198
<a href="http://www.tagworld.com">http://www.tagworld.com</a>	6	18,785
<a href="http://strmz.jot.com">http://strmz.jot.com</a>	0	20,157
<a href="http://www.sclipo.com">http://www.sclipo.com</a>	0	20,740
<a href="http://www.onetruemedia.com">http://www.onetruemedia.com</a>	5	21,834
<a href="http://www.shoutfile.com">http://www.shoutfile.com</a>	5	23,572
<a href="http://www.twango.com">http://www.twango.com</a>	5	23,708
<a href="http://www.sharkle.com">http://www.sharkle.com</a>	5	23,885
<a href="http://www.purevideo.com">http://www.purevideo.com</a>	0	23,912
<a href="http://www.viddler.com">http://www.viddler.com</a>	6	24,524
<a href="http://www.kwego.com">http://www.kwego.com</a>	4	24,554
<a href="http://www.spymac.com">http://www.spymac.com</a>	6	25,081
<a href="http://www.dailyhaha.com">http://www.dailyhaha.com</a>	6	26,561
<a href="http://www.blogtv.com">http://www.blogtv.com</a>	4	27,083
<a href="http://www.clipshack.com">http://www.clipshack.com</a>	5	27,443
<a href="http://www.guzer.com">http://www.guzer.com</a>	5	27,906
<a href="http://www.needforfun.com">http://www.needforfun.com</a>	5	29,807
<a href="http://www.castpost.com">http://www.castpost.com</a>	5	31,549
<a href="http://www.funmansion.com">http://www.funmansion.com</a>	6	33,069
<a href="http://www.bofunk.com">http://www.bofunk.com</a>	5	34,034
<a href="http://www.tubetorial.com">http://www.tubetorial.com</a>	7	36,018
<a href="http://www.current.tv">http://www.current.tv</a>	7	38,090
<a href="http://www.expotv.com">http://www.expotv.com</a>	6	38,387
<a href="http://www.vume.com">http://www.vume.com</a>	0	38,752
<a href="http://www.truveo.com">http://www.truveo.com</a>	6	41,165
<a href="http://www.vmix.com">http://www.vmix.com</a>	6	41,271

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<a href="http://www.holylemon.com">http://www.holylemon.com</a>	5	41,648
<a href="http://www.getmiro.com">http://www.getmiro.com</a>	5	46,609
<a href="http://www.motionbox.com">http://www.motionbox.com</a>	8	46,880
<a href="http://www.funnydump.com">http://www.funnydump.com</a>	5	46,987
<a href="http://www.funnyplace.org">http://www.funnyplace.org</a>	4	48,682
<a href="http://www.mediabum.com">http://www.mediabum.com</a>	5	51,716
<a href="http://www.ourmedia.org">http://www.ourmedia.org</a>	7	52,155
<a href="http://www.eyespot.com">http://www.eyespot.com</a>	6	54,917
<a href="http://www.danerd.com">http://www.danerd.com</a>	6	56,020
<a href="http://www.babelgum.com">http://www.babelgum.com</a>	5	56,270
<a href="http://www.dorks.com">http://www.dorks.com</a>	6	56,319
<a href="http://www.operator11.com">http://www.operator11.com</a>	0	56,842
<a href="http://www.caught-on-video.com">http://www.caught-on-video.com</a>	4	57,042
<a href="http://www.lifellogger.com">http://www.lifellogger.com</a>	5	57,816
<a href="http://www.tubearoo.com">http://www.tubearoo.com</a>	0	58,055
<a href="http://www.videowebtown.com">http://www.videowebtown.com</a>	5	58,600
<a href="http://tv.oneworld.net">http://tv.oneworld.net</a>	6	60,979
<a href="http://www.ziddio.com">http://www.ziddio.com</a>	5	62,529
<a href="http://www.lulu.tv">http://www.lulu.tv</a>	6	66,446
<a href="http://www.videobomb.com">http://www.videobomb.com</a>	6	70,123
<a href="http://www.myvideo.co.za">http://www.myvideo.co.za</a>	5	74,044
<a href="http://www.mogulus.com">http://www.mogulus.com</a>	5	75,781
<a href="http://www.dotcomedy.com">http://www.dotcomedy.com</a>	5	76,645
<a href="http://www.viddyou.com">http://www.viddyou.com</a>	6	78,871
<a href="http://www.zanyvideos.com">http://www.zanyvideos.com</a>	4	82,792
<a href="http://www.videodumper.com">http://www.videodumper.com</a>	6	84,119
<a href="http://www.evideoshare.com">http://www.evideoshare.com</a>	4	84,391

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<a href="http://www.showmedo.com">http://www.showmedo.com</a>	6	89,209
<a href="http://mojiti.com">http://mojiti.com</a>	5	98,211
<a href="http://www.pickle.com">http://www.pickle.com</a>	5	98,862
<a href="http://www.thedailyreel.com">http://www.thedailyreel.com</a>	7	100,485
<a href="http://www.dailycomedy.com">http://www.dailycomedy.com</a>	5	107,244
<a href="http://www.nelsok.com">http://www.nelsok.com</a>	5	109,629
<a href="http://www.flukiest.com">http://www.flukiest.com</a>	5	112,524
<a href="http://www.fliqz.com">http://www.fliqz.com</a>	5	128,926
<a href="http://www.clickcaster.com">http://www.clickcaster.com</a>	6	135,415
<a href="http://www.freevlog.org">http://www.freevlog.org</a>	7	149,402
<a href="http://www.teachertube.com">http://www.teachertube.com</a>	6	153,819
<a href="http://www.viewdo.com">http://www.viewdo.com</a>	5	158,214
<a href="http://www.sutree.com">http://www.sutree.com</a>	5	159,801
<a href="http://www.clipblast.com">http://www.clipblast.com</a>	4	159,844
<a href="http://www.zooppa.com">http://www.zooppa.com</a>	5	164,487
<a href="http://www.eyeka.com">http://www.eyeka.com</a>	5	182,749
<a href="http://www.bigcontact.com">http://www.bigcontact.com</a>	4	197,919
<a href="http://www.dave.tv">http://www.dave.tv</a>	5	213,428
<a href="http://www.youare.tv">http://www.youare.tv</a>	5	218,251
<a href="http://www.funnyreign.com">http://www.funnyreign.com</a>	5	223,867
<a href="http://www.pixparty.com">http://www.pixparty.com</a>	4	244,372
<a href="http://www.vidipedia.org">http://www.vidipedia.org</a>	3	269,750
<a href="http://www.cuts.com">http://www.cuts.com</a>	5	277,587
<a href="http://www.voomed.com">http://www.voomed.com</a>	5	286,045
<a href="http://www.treemo.com">http://www.treemo.com</a>	5	292,082
<a href="http://www.izimi.com">http://www.izimi.com</a>	4	301,545
<a href="http://www.mixpo.com">http://www.mixpo.com</a>	6	303,888

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<a href="http://www.hictu.com">http://www.hictu.com</a>	5	305,314
<a href="http://www.panjea.com">http://www.panjea.com</a>	5	327,573
<a href="http://www.zeec.net">http://www.zeec.net</a>	4	342,704
<a href="http://www.dovetail.tv">http://www.dovetail.tv</a>	5	348,885
<a href="http://www.scenemaker.net">http://www.scenemaker.net</a>	6	352,443
<a href="http://jaycut.com">http://jaycut.com</a>	2	353,906
<a href="http://www.hungryflix.com">http://www.hungryflix.com</a>	5	419,096
<a href="http://www.u2upfly.com">http://www.u2upfly.com</a>	2	443,601
<a href="http://www.qubetv.tv">http://www.qubetv.tv</a>	3	573,409
<a href="http://www.fireant.tv">http://www.fireant.tv</a>	7	629,887
<a href="http://www.helpfulvideo.com">http://www.helpfulvideo.com</a>	0	659,150
<a href="http://www.engagemedia.org">http://www.engagemedia.org</a>	6	680,339
<a href="http://www.vlogmap.org">http://www.vlogmap.org</a>	6	684,603
<a href="http://www.dumpthe.net">http://www.dumpthe.net</a>	5	719,941
<a href="http://www.coull.tv">http://www.coull.tv</a>	5	753,818
<a href="http://uvu.channel2.org">http://uvu.channel2.org</a>	5	793,051
<a href="http://www.video123.com">http://www.video123.com</a>	3	846,027
<a href="http://www.cozmo.tv">http://www.cozmo.tv</a>	5	881,566
<a href="http://www.blogcheese.com">http://www.blogcheese.com</a>	4	1,125,446
<a href="http://www.yourkindatv.com">http://www.yourkindatv.com</a>	5	1,440,335
<a href="http://www.filecow.com">http://www.filecow.com</a>	5	1,625,194
<a href="http://www.onfuego.com">http://www.onfuego.com</a>	3	1,970,323
<a href="http://www.skilltip.tv">http://www.skilltip.tv</a>	4	2,112,774
<a href="http://www.clesh.com">http://www.clesh.com</a>	5	2,146,609
<a href="http://www.yurth.com">http://www.yurth.com</a>	4	4,225,459
<a href="http://www.myextreme.ca">http://www.myextreme.ca</a>	3	4,598,369