

Personal Platform



- Do you have a blog, and regularly contribute to it?
- Are you actively involved in Social Media?
- Do you have a website as a platform for content?
- Do you have a strategy for personal branding?
- Do you leverage social media tools?
- Is your life connected online and offline?
- Do you productively avoid time traps online?
- Do you have a strategy to keep learning?

Social Media has changed the rules. What do you do when the world is flat?

In the rapidly changing field of Social Media and Online Marketing, you cannot afford to fall behind by failing to create a digital platform and presence. At the same time, there is no one pattern which fits all. Thomas Friedman, author of *The World is Flat*, argues that technology has leveled the playing field in many areas of life. We now have unprecedented opportunities to succeed under the new rules, or fail under the old ones.

William Reed is certified as a Master Trainer in Guerrilla Marketing, an author of a book on Guerrilla Marketing, is author of two syndicated online columns, *Creative Career Path* and *Flexible Focus*. Through his mentor Mitch Meyerson, author of the bestselling *Mastering Online Marketing* and *Success Secrets of the Social Media Superstars*, he has access to some of the top performers in Social Media.

- As a columnist, author, and Keynote Speaker, William Reed explores the implications of Social Media for individuals on a Creative Career Path, and for companies seeking new opportunities to leverage their brands through Social Media and Guerrilla Marketing.
- As a consultant and trainer, he provides resources and assists individuals in building their personal brand, and companies in training their teams to take advantage of new opportunities in building brands online with low-cost and high-leverage.
- In collaboration with Mitch Meyerson and other people at the forefront of Social Media and Online Marketing, he is working on ways to help companies in Japan learn about how to leverage the tools and platforms of Social Media to gain mindshare and competitive advantage in marketing.

Jumpstart Your Social Media Marketing It is not easy for a company or an individual to get started and be effective in Social Media. Unanswered questions, unclear agendas, lack of time, issues of privacy and compliance all conspire to make it easier to put it off until later. Procrastination is not a solution. Rather than putting it off, it is worth clarifying your goals, resources, and opportunities.

- 1) Learn how Social Media is changing the rules and creating new opportunities in your field
- 2) Assess your online identity, and the methods available for improving it
- 3) Develop a system for generating ideas and a strategy for staying actively engaged
- 4) Learn what to outsource, and what is better to do yourself
- 5) Group or individual coaching in how to build a personal platform and leverage your brand

<http://www.williamreed.jp/personal-platform>