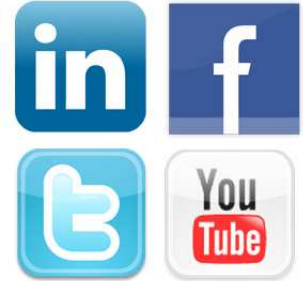


How to Add Friends & Influence to Your Online Identity

~a primer for social networking newbies and renegades~

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Have you ever wondered why so many people spend so much time on the world wide web? What is it that they could possibly be searching for? Are you someone who is new to the internet and has questions about social networking, [Facebook](#), [Twitter](#), [Linkedin](#), or [YouTube](#)?



Perhaps you are an established internet persona who wants more social reach and reputation in cyberspace. After all, it's open 24/7 and evolves faster than the speed of thought.

In either case I created this short report for you so that you could get a better feel for some of the emerging trends and tools that are available to you in your quest for the amplification of who YOU are. Marketing professionals call it brand dominance, Hollywood talent scouts and agents call it reputation management.

Let's do a quick case study, a real world example of what's possible for you, whoa... wait a minute, you thought I was going to talk about me or some famous t.v. or political personality? What for, this is all about you; have you ever wondered if there are any other people out there with your same name? Where they live, what they do for a living etc.

Maybe there's a friend, old acquaintance, or lost love that you have wondered about and would like to know how they are doing or where they live now?

C'mon, let's conduct this quick experiment:

Fire up your computer if it's not already on and readily available. Go to your favorite search engine, [Google](#) is the most popular right now; type in your name and do a search for "You"

Well, what did you find? Were there results for someone else? The world is full of interesting people, especially the ones with the same names as ours!

Hello, my name is [Mark Edward Brown](#). I don't know if we've been properly introduced or not so allow me to take the time and space to say, "I'm glad to meet You!"

If we aren't friends online yet I hope we will be by the time you finish reading this riveting report. My best recommendation is to add me at your favorite social networking site by typing in my name "[Mark Edward Brown](#)".

Were are my manners? As I mentioned above, this treasure trove of timely data is about YOU and not me, so where were we...

Ah - yes, that's right, who are You and where do you stand in cyberspace? Let's get right to it, shall we?



Open up a new window in your browser and type in this web address: <http://www.Klout.com>

Klout measures your overall online influence. Klout scores range from 1-100 with higher scores representing a wider and stronger sphere of influence. Did you know that there was such a thing as online influence? Better yet did you know that Klout measures your offline influence online?

"The Klout Score is a factor of over 35 variables broken into three categories; True Reach, Amplification Score and Network Score.

True Reach is the size of your engaged audience and is based on the followers and friends who actively listen and react to your messages.

Amplification Score is the likelihood that your messages will generate actions (retweets, @messages, likes and comments) and is on a scale of 1 to 100.

Network score indicates how influential your engaged audience is, also on a scale of 1 to 100.

The Klout score is highly correlated to clicks, comments and retweets."

Here's what Klout is all about - "Klout isn't about figuring out who is on the "A-list." We believe that every person who creates content has influence. Our mission is to help every individual understand and leverage their influence."



Let's take a moment to slow this down a bit and get clear on where we stand with your reputation both online and off. Now that you know that your reputation in the offline world can be measured or have reach online how does that make you think about what you do and the time you spend online?

Did you catch what was said above - "every person who creates content has influence."

What does that mean exactly, to "create content"? In the instance of this report and your brand (You) content is anything related to or linked to your name.

Do you have a blog? Have you published any online articles? Do you have social media accounts and have you commented on other people's posts? Have you heard of Youtube, the place where you put your own videos on the internet and share them with the world?

Let's touch on the unsavory side of reputation management, did you know that if you have a not so stellar reputation that it can be fixed, or improved? Yes, there are even company's that can remove biased or negative content, one such company that I highly recommend was introduced to me by an expert in online reputation management. His name is Ross Goldberg who recommends: Knowem.com



The image shows the homepage of KnowEm.com. At the top left is the KnowEm logo. To the right are input fields for 'username' and a password, with 'SIGN IN' and 'SIGN UP' buttons. Below the logo is a navigation menu with 'Check Username', 'Create Profile', 'Community', 'Networks', and 'About'. A yellow banner on the right says 'RESERVE YOUR NAME ON HUNDREDS OF SITES' with a 'CLICK HERE' button. Below the navigation, there's a search section with the text 'Search over 550 popular social networks and over 40 domain names to instantly secure your brand across the social web.' It includes an input field 'enter name here' and a 'Check It' button. To the right of this is a 'What is this?' section explaining the service and a 'Learn more' link. Below the search section is a grid of social media and domain icons including Twitter, Facebook, reddit, StumbleUpon, eventful, foursquare, REVERA, Blogger, dailybooth, meemi, YAHOO!, Technorati, faves.com, mixx, RYZE, and thisnext. At the bottom right, there's a 'KnowEm for the Enterprise' section with a 'KnowEm Enterprise Dashboard' button and a 'CLICK HERE' link. Below that, it says 'KnowEm now offers an Enterprise Dashboard for'.

Are you beginning to see how important it is to be active in your own reputation management both in the off and online world?

A good way to start adding your voice to the world wide web is to start adding content about You and who you are. If you want to start at a manageable level then I recommend you open a Facebook or Twitter account or both.

When you are ready to scale up your efforts and content creation then I recommend that you start blogging. The 2 blog services that I recommend are wordpress and Blogger.

For best results I have found that a Wordpress blog when operated with an independently hosted hosting service is the best way to run a blog and churn out great content plus build your reputation at the same time.

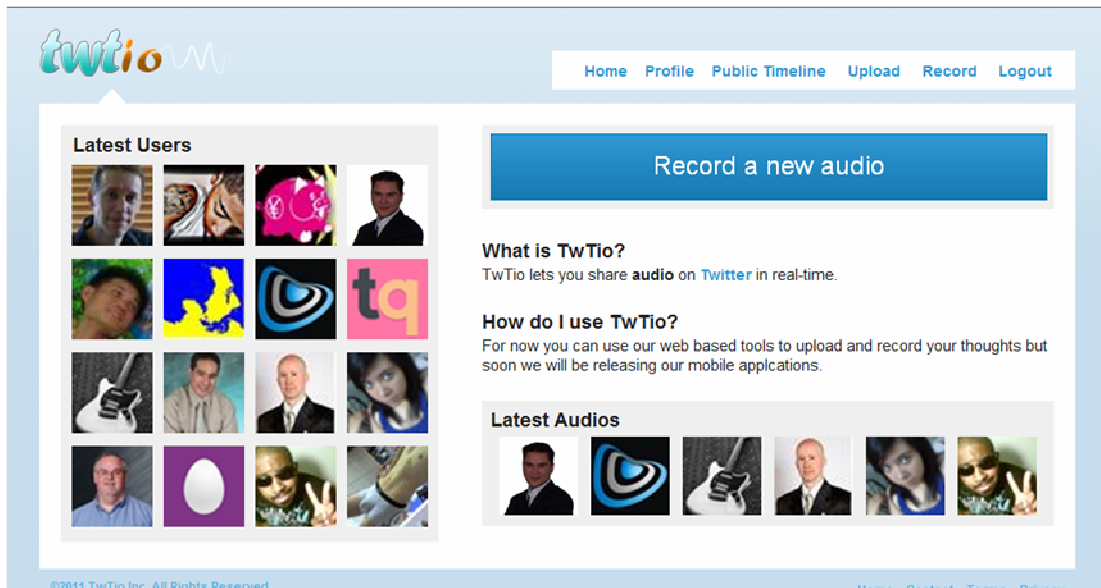
If you are intimidated by blogging then consider Twitter as a "micro-blogging" platform. Once you are comfortable with Twitter you may want to move up to Blogger which is owned by Google and gets really good search engine attention which is key in getting noticed online.

Want a great way to manage your social networking and content building activities? 2 services that I recommend are [Seesmic](#) or [Hootsuite](#). Both of these services allow you to monitor your social networking sites in real time as well as your Klout score.

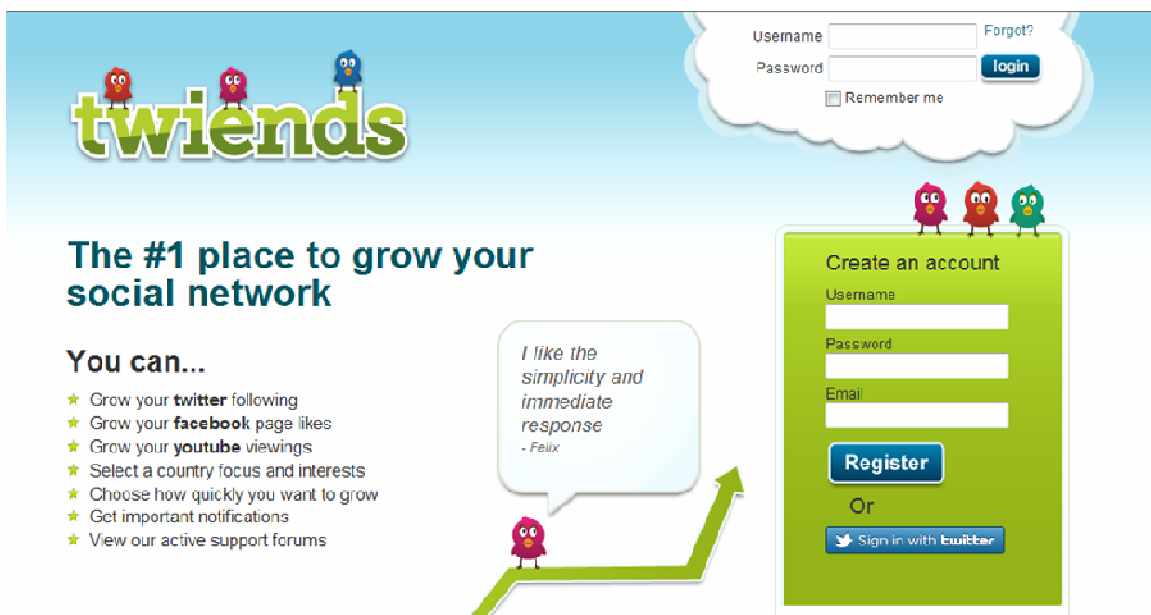
Currently I am using Seesmic's web service and it's management integration is top shelf. It's much easier to keep my eye's on one application that monitors all of my social networking platforms and allows me to respond or comment in real time. A true time saver which is worth it's weight in gold in these days and times.

Now you are up and running, you are online and creating conversations plus adding content on the world wide web. Here are 5 ways to really turn up the attention building efforts incrementally:

- 1) Add your voice to Twitter with [Twtio](#), this service allows you to add music, the spoken word etc to your Twitter stream, hear my example here: <http://twtio.com/cLi>



2) Add your Twitter friends, Facebook friends (Likes) as well as YouTube subscribers by using the [Twiends](#) service. Twiends helps you to find like minded people who are interested in the same things you are:



3) Create a [Youtube](#) account, you dont even have to create your own videos. You can simply view, comment and share videos that were created by other people. [Youtube](#) is owned by Google so a way to really boost your brand is to create a Blogger blog and add [Youtube](#) videos to it mixed with your own articles or posts about subjects that you find interesting.

You get ranked or placed in the search engines really fast which in turn increases your Klout score :-)

4) [Linkedin](#) is social media's professional version of a social network and a prime place to display your professional prowess. If you have alot of accomplishments or are striving to achieve notoriety you should create a Linkedin account. You can manage your account via Seesmic or Hootsuite as well.

Here is what my Linkedin profile looks like:

http://www.linkedin.com/profile/view?id=16417340&trk=tab_pro

5) [Social media list builder](#) will allow you to put a form on any website so you can capture potential friends and clients while you are creating content, social networking and building your reputation.

For example someone goes to your Facebook page and as they start to browse your profile or wall a picture or video of you opens up on that page with a message that causes them to give you their contact information so that you can stay in touch with them and build a powerful contact list, wouldn't that be a great piece of brand building power to have?

If I did not demonstrate this technology for you yet you will want to visit: <http://www.NetBizWorldwide.com>

6) I have saved the best for last. A popular and no cost way that I have added friends as well as influence to my brand is by using website traffic that does not cost a penny.

There are no gimmicks here and this resource with over 8,000 viewers are eager to see your page, profile, blog or service.

It's called [Traffic Dynamite](http://www.TrafficDynamite.com) and it is a sure way to get an explosion of free traffic to the page of your choice - just visit: <http://www.TrafficDynamite.com>

Happy Networking!

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mark@markedwardbrown.com