



Establish Your
Cadence

EASY BD
ON DEMAND

**CLIENT
EXPERIENCE**
INSTITUTE

BUILDING YOUR PERSONAL DIGITAL PRESENCE

A Checklist for Digital Success

Your personal digital presence has become the new standard for making a first impression and keeping you and your organization in the forefront of contacts, colleagues, and clients. Here's a checklist to help your digital persona and brand get the most out of a growing virtual marketplace.

1 A Picture is Worth a 1000 words – Your Digital First Impression

Choosing a headshot to use on networking sites is very important. Sites like LinkedIn have become a first point of contact with potential clients or employers. You'll want your profile photo and photos of your products and services to look professional. The same headshot can also be used in your email header. Photo guidelines:

- Use a high-quality or high-resolution image.
- Choose a current photo and update periodically.
- 60% of the photo should be your face, featuring a natural smile in natural light.
- Wear appropriate business attire.
- Have someone take the photo for you. Selfies should never be used.

2 Tell Your Story – Be Authentic and Be Sincere

Every storytelling exercise should begin by asking: Who is my audience and what is the message I want to share with them? These answers will guide the development of your story.

- Start by introducing yourself and give a brief description of your career highlights or specialties that could benefit a potential client.
- Keep your LinkedIn profile current and feature only your most relevant achievements and experiences. LinkedIn is a widely used source to verify credentials.
- Be mindful that you are properly attributing success and accomplishments to yourself, your team, and your organization.

3 Showcase Your Work

Clients want the validation that comes from seeing real examples of how you have helped others. It begins the building of confidence and trust in your capabilities.

- Explain a client problem or opportunity that you solved, how you did it, and the benefits to the client that resulted.
- Only share examples that you have permission to share. Never share proprietary information or intel in your digital space.
- Be mindful that you are properly attributing success and accomplishments to yourself, your team, and your organization.



Establish Your Cadence

EASY BD ON DEMAND



4 Follow Thought Leaders and Become One

Follow and actively spread the word of those who have influenced your clients and network. Create an on-going conversation or follow those thought leaders and influencers to give you fresh ideas and information you can share with your audience on a regular basis.

- Engage with thought leaders and influencers who are relevant to your industry, clients, and your practice areas.
- Tag any thought leader, influencer or company mentioned in your social media posts.
- Follow your clients on social media and Google Alerts. Position them as thought leaders by commenting and sharing their relevant and appropriate articles or posts.
- Identify your strength or niche and develop content and a cadence to be seen as a thought leader in that area.

5 Broaden Your Network to Broaden Your Horizon and Results

Leveraging the power of digital platforms will broaden your networks and enable you to discover, build, support and manage those relationships which create opportunities at a greater scale. The results will lead to more learning, more growth, more success.

- Define your goals for building a larger, more effective network.
- Identify the types of people you desire to include in your growing network.
- Research where and how to find them, i.e. social and digital spaces where they play.
- Initiate creative ways to interact with them virtually, and in-person. Learn their background, interests, and connections to drive rapport at a personal level.
- Leverage blogs, articles, and news to engage your audience at a regular cadence.

Finally, the digital world is a public forum. Grace, eloquence, and good conversation will always get the best results. Your digital brand should always be a good conversation starter.

So be thoughtful and considerate of your audience with every digital entry you make. Good Luck!

Thought Leadership GRID (Growing Relevance Influence Distinction)

Public Speaking 	Host Webinars 	Conduct Seminars 	Publish Articles
Create and Broadcast Video 	Lead Industry Associations 	Blog 	Write Columns in Trade Magazines
Start Conversations in LinkedIn Groups 	Share Content on Social Platforms 	SlideShare Your Presentations 	Launch Targeted Email Campaigns
Update Collaterals 	Search Engine Optimization 	Advertising and Sponsorships 	Direct Marketing