

BRAND YOU 2.0

How to Build Your Personal Brand with Social Media



Ask Me Questions...



#FPACongress

@thewebceleb

Who is Kylie Bartlett?

















**Sales and Marketing People
Ruin Everything!**

Meet Your New Competition!

mixed green leaves, coriander, spring onions, goats cheese, spring onions, pomegranate, pistachios, sweet potato with a garlic honey dressing

#yblainthekitchen #livesclean #healthy #salad



Fabulous Food

Furry Friends

Funny Phrases

YOU ARE WHO

Google™

SAYS YOU ARE

Really angry at their captialisation of mistaken website identity

     1 out of 5, reviewed on Oct 24, 2015

I also accidentally lodged my tax with these people because I assumed etax was the government software. Only when I checked my email did I realise that it wasn't what I thought it was. I owe the ATO money so now I'm expected to pay ADDITIONAL fees to some company out to capitalise on people mistakenly opening their webpage? It's pathetic that they must resort to mistaken identity to try and get customers.

Take Care

 1 out of 5, reviewed on Oct 23, 2015

I used Etax last year by mistake but it all seemed to be OK so I tried to use it again this year. However I found that only part of pre fill had been downloaded and some of what had been downloaded was incorrect. I queried this but received a stupid reply which indicated they didn't really know what they doing. Have therefore done it from the ATO site without problem.

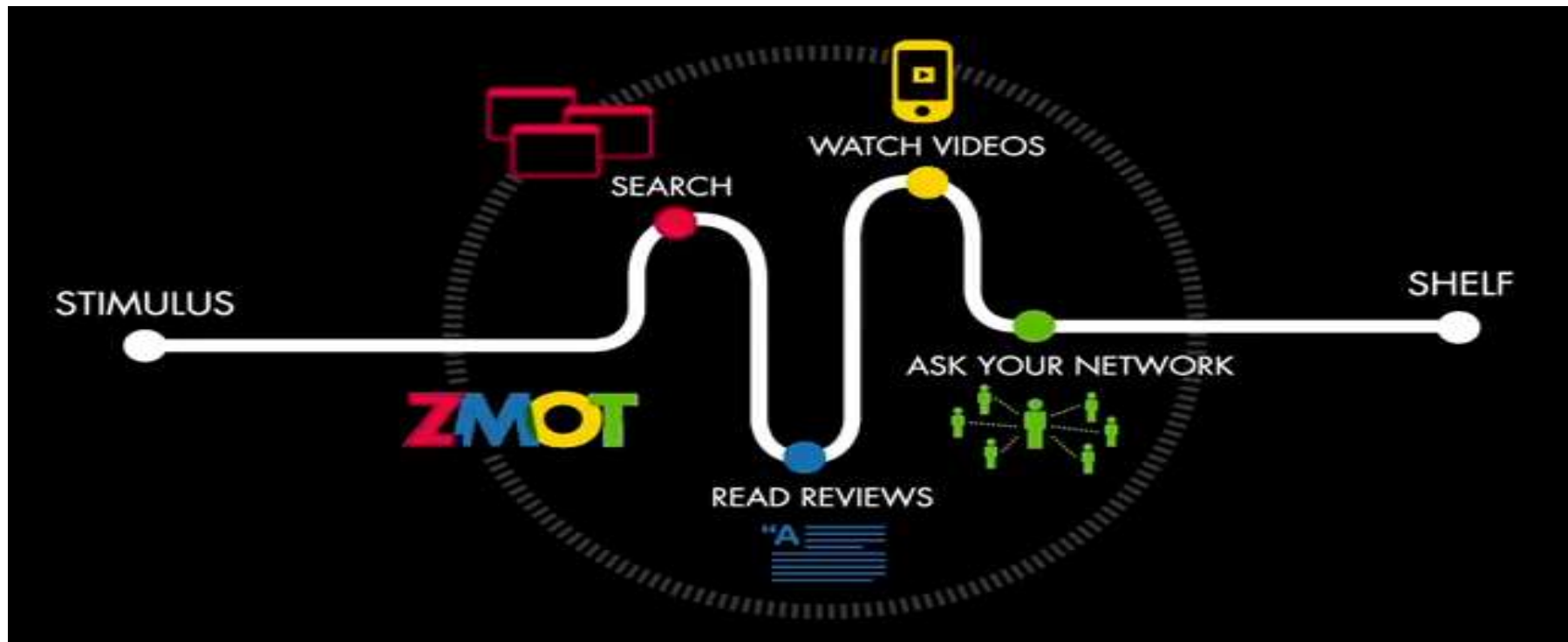
OOOPSS! STUPID Etax

★☆☆☆☆ 1 out of 5, reviewed on Oct 21, 2015

Just reading these reviews makes me angry!

I am one of the silly people went to the ATO site and saw we had to use E-tax so I just googled and clicked! I got through my entire form and submitted to them and only found out there was a fee when I got an email saying payment options! Boy was a surprised. Is it even legal to ask for money after the fact when it was NOT made clear at the start of the lodgement?? Better not cost much as I'm barely getting any tax back anyway. Could I email stating not to lodge my return and then not have to pay them?? What am I even paying them for? I did all of the bloody work. Paper tax return was the bomb. Really angry and they will definitely be seeing my name again (and not for super easy tax lodgement!).

Zero Moment Of Truth



**Customers
are Now
Your
Marketers
Empower
Them!**





**It's no longer B2B or B2C it's
C2C**



Kylie Bartlett

June 28 

HELP!!! I need to get some business card printed in a hurry but every website I go to online seems all too hard & ambiguous.

Can someone please tell me where I can go to place an online order, where I can be assured of getting great quality business cards in return.....



Amanda Foy · Friends with Merrill DeFiddes and 45 others

Do you have print ready artwork Kylie?

June 28 at 3:56pm · Like



Kylie Bartlett Yes artwork is ready Amanda!

June 28 at 3:57pm · Like



Debra Stratford I use cmykonline.com.au for Aussie stuff they are awesome

June 28 at 3:59pm · Like · 🔄 1



James Klobasa Call Tom, kpi attendee. Samedayprinting.com.au

June 28 at 4:00pm via mobile · Like · 🔄 1



Amanda Foy · Friends with Merrill DeFiddes and 45 others

I've PM'd you through this page if you need a hand and any of these other ideas don't pan out.

June 28 at 4:00pm · Like



Shane Carruthers Vistaprint

June 28 at 4:02pm via mobile · Like



Claudia Sepulveda Vistaprint is very cheap but awful quality!

June 28 at 4:07pm via mobile · Like · 🔄 1



Shane Carruthers Depends on what type of card you order.

June 28 at 4:08pm via mobile · Like



Jon Shawcross yes – but they are in Auckland??!!

June 28 at 4:11pm · Like



Allison Grant · 170 mutual friends

Kylie Huckstepp, our publishing company can do them – bloody cheap, quick and in OZ! Kara Colleen de Schot our creative director can help you! K – can you please give Kylie an idea of price and turn around?? Definitely assured of quality and speed – and a good price.

June 28 at 4:11pm · Like · 🔄 1



Glenn Twiddle Ben Wendel – Touch base with thsi amazing woman and save her mate !!

June 28 at 4:12pm · Like



Alison Bonjer We use Galaxy Design in Melbourne Kylie, and they are quick and reasonable. Usually a 2 day turn around with artwork. Cheers Alison.

June 28 at 4:18pm · Like



Antony Lo Can try Pius at print perfect. Not sure

June 28 at 4:19pm via mobile · Like



Kara Colleen de Schot · 10 mutual friends

Hi Kylie, further to Allison Grant's comment above, we print 1000 high quality (thick cards, matt or gloss cello both sides) a low price 100+gst. We love the quality so we use them ourselves too. Email design@profilemag.com.au if interested. Turnaround 3-5 business days. depending on what day of the week order is placed.

June 28 at 4:22pm · Like



Nicole Hammett I have used www.saltprint.com.au and they are good quality



Business Cards

www.saltprint.com.au

Print your business cards with Saltprint, 100% Aussie, Free Delivery Australia Wide!

June 28 at 4:30pm · Like · Remove Preview



Joanne Brookfield · Friends with Kim Hesse and 1 other

<https://www.facebook.com/SnapLaneCove>



Snap Lane Cove

Snap Lane Cove Artarmon is the one stop shop for all your marketing, design, print and web needs.

Page: 30 like this

June 28 at 4:32pm · Like · Remove Preview

5 KEY STEPS TO PERSONAL BRANDING SUCCESS

1

PLAN

2

PERSONA

3

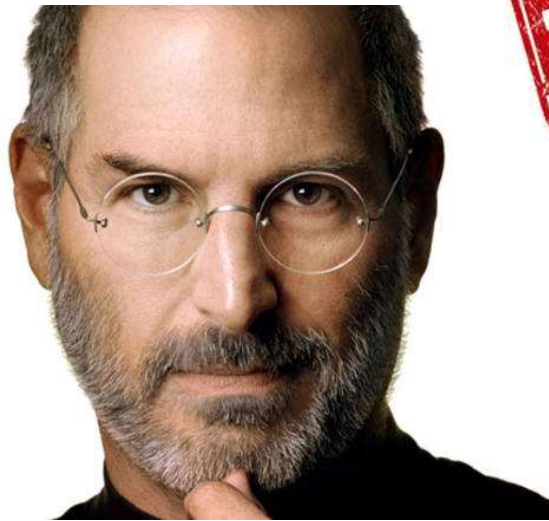
PROFILE

4

PUBLISH

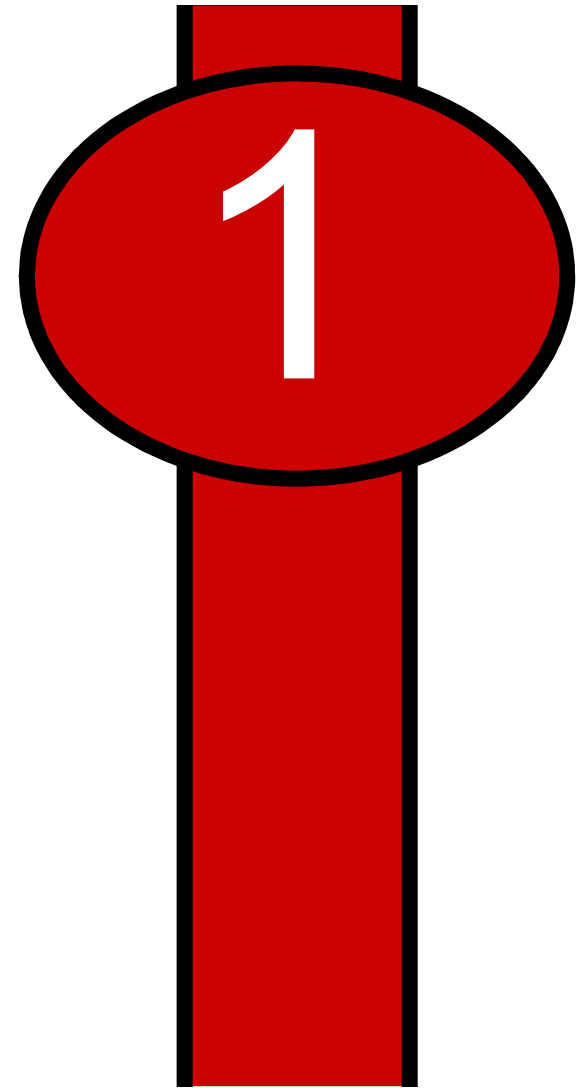
5

PLATFORM



PLAN

Start With the End in Mind





SOCIAL MEDIA VISION

GOALS and KPIs



Social Media Goals & KPIs

Using social media, in and of itself is not a goal....Attracting more leads, acquiring new customers, expanding your reach, building your brand are... These are goals!

Here's an example of attaching KPIs to your goals

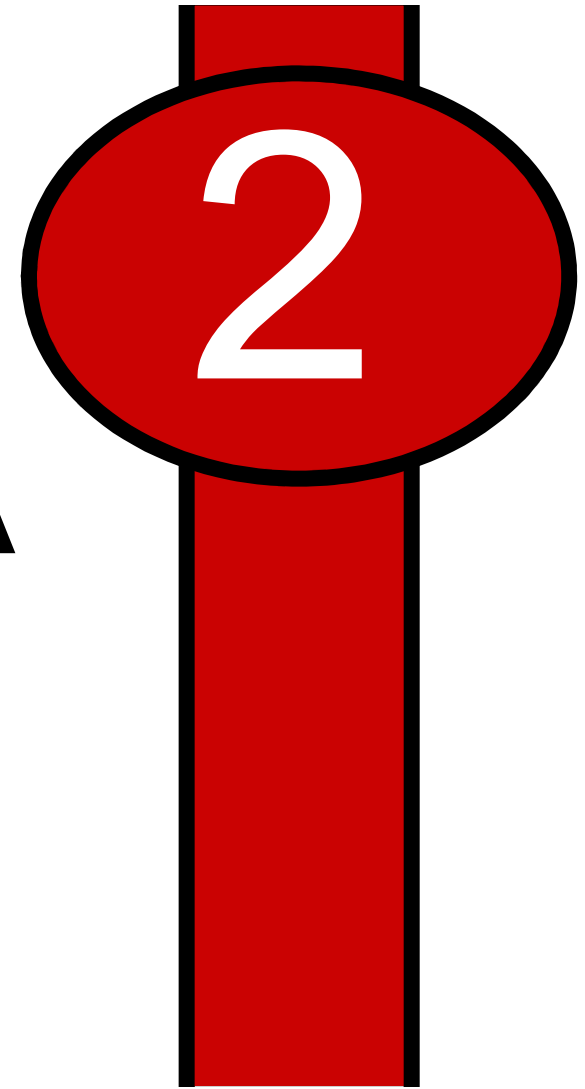
Goal: 1,000 likes in 12 months

KPI: 10% of likes have become customers



PERSONA

Who Are You?



**The lines between
personal & business
have blurred...**

**Customers now
expect brands to
reveal their human
side & personality...**





What is your Brand Story?



Irna Phillips was hired by a detergent manufacturer to create a serialized radio drama called “Painted Dreams”

The 15-minute drama was about the morning conversations between a mother, her daughter and a female border, before the 2 young women went off to work each day.

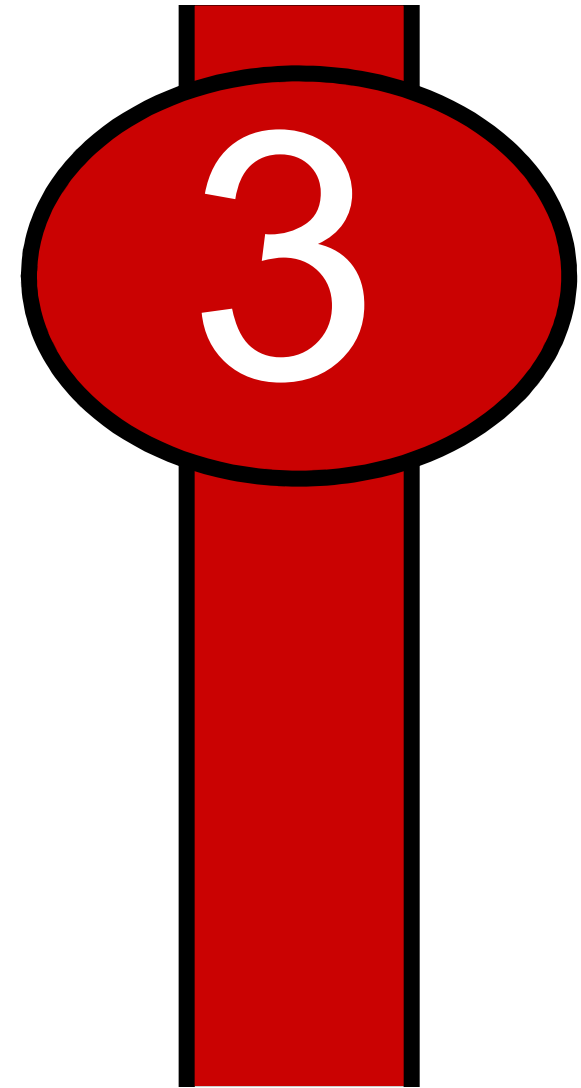
The goal of the show was to marry the needs of the detergent manufacturer to the listening interests of its target audience.

And this is where the name “Soap Opera” came from!



PROFILE

Who is Your Target Market



Who is Your Bob and Betty?



Keyword Research



Q financialplanning ✕ Cancel

- TOP PEOPLE **TAGS** PLACES
- # **#financialplanning**
14,533 posts
 - # **#islamicfinancialplanning**
593 posts
 - # **#financialplanningmalaysia**
295 posts
 - # **#financialplanningbusiness**
124 posts
 - # **#financialplanning101**
58 posts
 - # **#financialplanninglife**
23 posts

Q financial ✕ Cancel

- TOP PEOPLE **TAGS** PLACES
- # **#financial**
154,495 posts
 - # **#financialfreedom**
445,583 posts
 - # **#financialdistrict**
122,399 posts
 - # **#financialhelp**
52,343 posts
 - # **#financialdomination**
41,430 posts
 - # **#financialsupport**
22,969 posts

Q finance ✕ Cancel

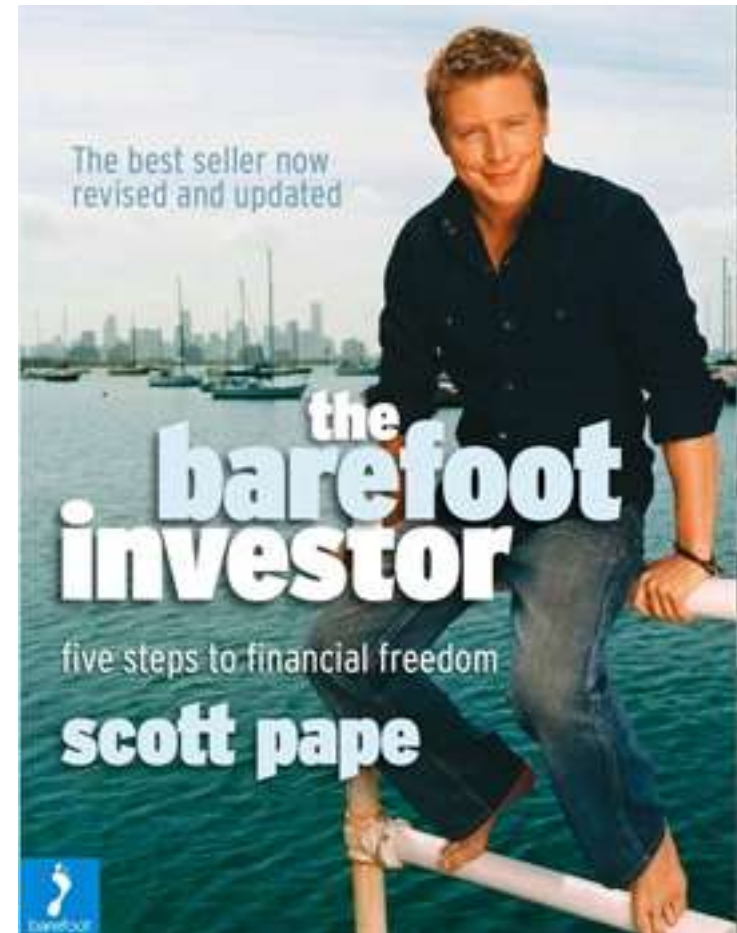
- TOP PEOPLE **TAGS** PLACES
- # **#finance**
410,227 posts
 - # **#finances**
51,892 posts
 - # **#personalfinance**
15,628 posts
 - # **#financeiro**
11,028 posts
 - # **#refinance**
9,454 posts
 - # **#wefinance**
7,728 posts



**WHO ARE YOUR
SOCIAL
INFLUENCERS**

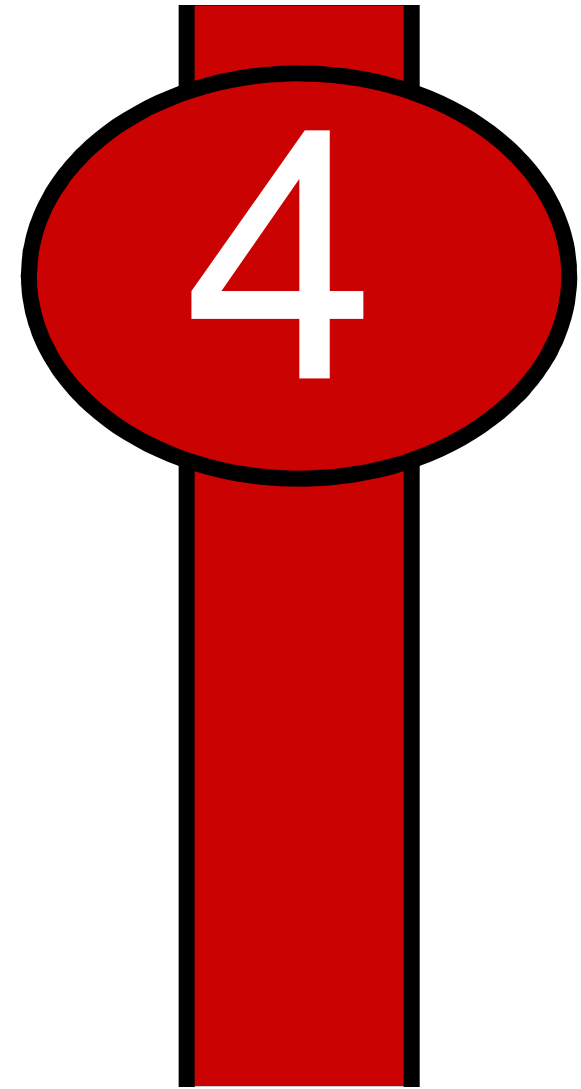


CLEVER THINKING FOR YOUR BUSINESS
smartc**company**



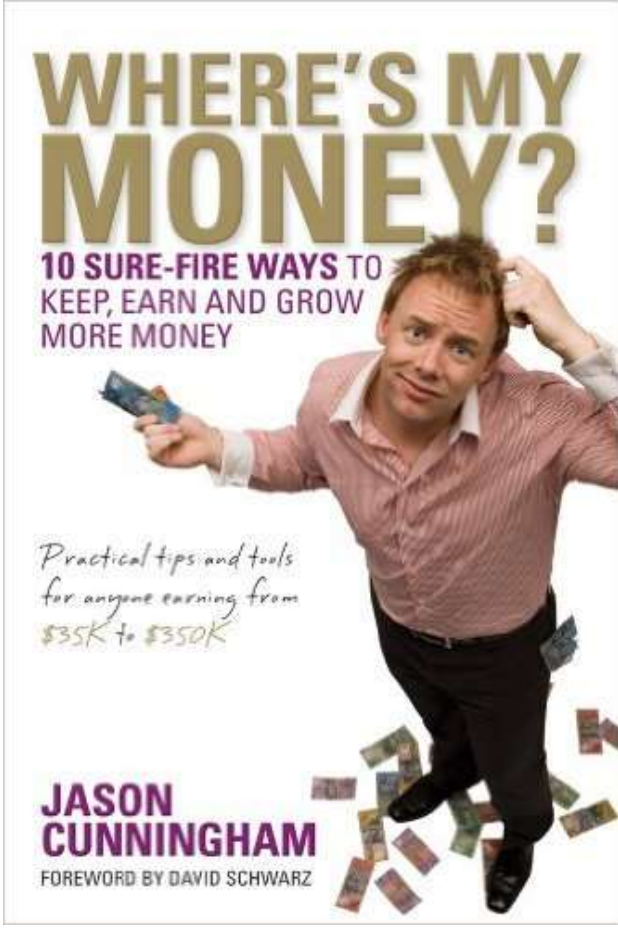
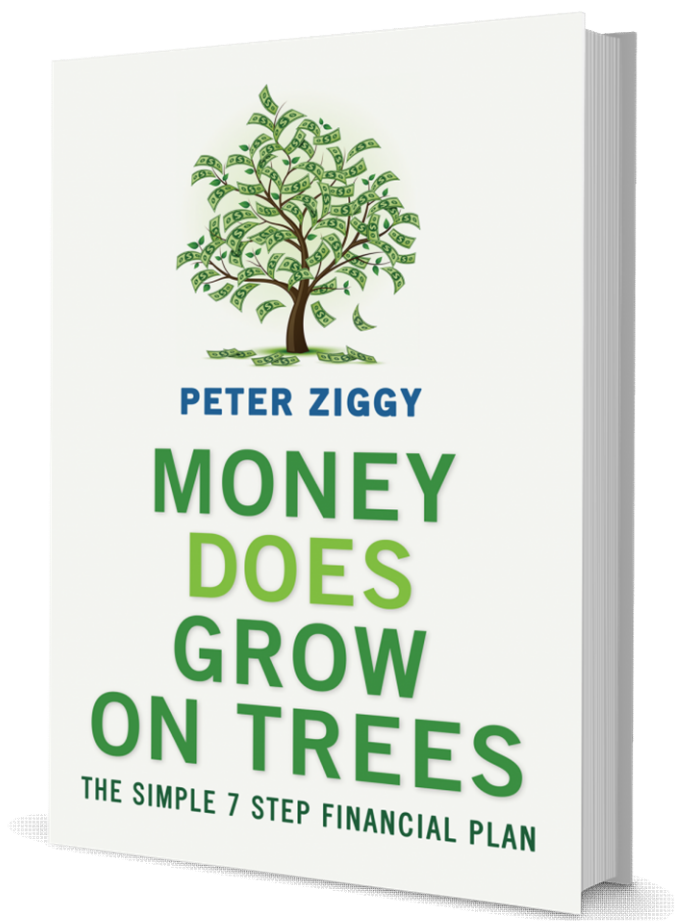
PUBLISH

Give & You Shall Receive



A 3D-rendered white gift box with a large, vibrant red ribbon tied in a bow on top. The box is wrapped in white paper with red ribbons running vertically down the sides. The lighting is soft, creating subtle shadows and highlights on the box's edges.

CONTENT + COMMUNITY = CURRENCY



@claireqfadvice



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SMSFs on borrowed time? (ABC TV)

By Claire Mackay | ABC TV, Claire in the media, Debt management, Financial planning, Self Managed Super Fund, Video | No Comments



Independent financial planner Claire Mackay and the Financial Services Inquiry Chair David Murray discusses Limited Recourse Borrowing Arrangements on ABC TV.

[Read More](#)

Claire Mackay and David Koch (News Corp)

By Claire Mackay | Claire in the media, Financial planning, Retirement planning, Self Managed Super Fund, Video | No Comments



Six months ago, David Koch and

independent financial planner Claire Mackay discussed confidence in the Australian economy.

[Read More](#)

Women and financial services (SBS TV)

By Claire Mackay | ABC TV, Claire in the media, Financial planning, Video, Women | No Comments



Independent financial planner Claire Mackay discusses women and finance on SBS TV program The Feed.

1 in 5 women yet to retire has no super. On average, women retire with half as much super as men. On average, women earn \$700,000 less than men over a lifetime.



**Save More
Spend Less
Avoid Ripoffs**

**Clark
H(\$)oward**

PODCAST

PODCASTONE

The image is a promotional graphic for the Clark Howard Podcast. It features a photograph of Clark Howard, a man with glasses and a dark polo shirt, smiling with his arms crossed. The background is a gradient of green and black. The text is arranged in a hierarchy: a top line of three phrases in white, the name 'Clark Howard' in a large, stylized teal font with a gold dollar sign in the 'H', the word 'PODCAST' in a gold sans-serif font, and the 'PODCASTONE' logo in the bottom right corner, which consists of a red arch over the word 'PODCASTONE' in white and red.

15
SECONDS
→ OF ←
SOCIAL



#Vidstitch

@consistentcoins

**BEWARE OF
LITTLE EXPENSES.**

**A SMALL LEAK
WILL EVENTUALLY SINK
A BIG SHIP**

BEN FRANKLIN

**YOU CAN'T
BUILD WEALTH WITH
CREDIT CARD REWARDS
AND AIRLINE MILES.**

OUCH!

CONSISTENTCOINS.COM

**LIVING
FINANCIALLY RIGHT
ISN'T COMPLICATED!**

**IT REQUIRES
HARD WORK
AND
DEDICATION.**

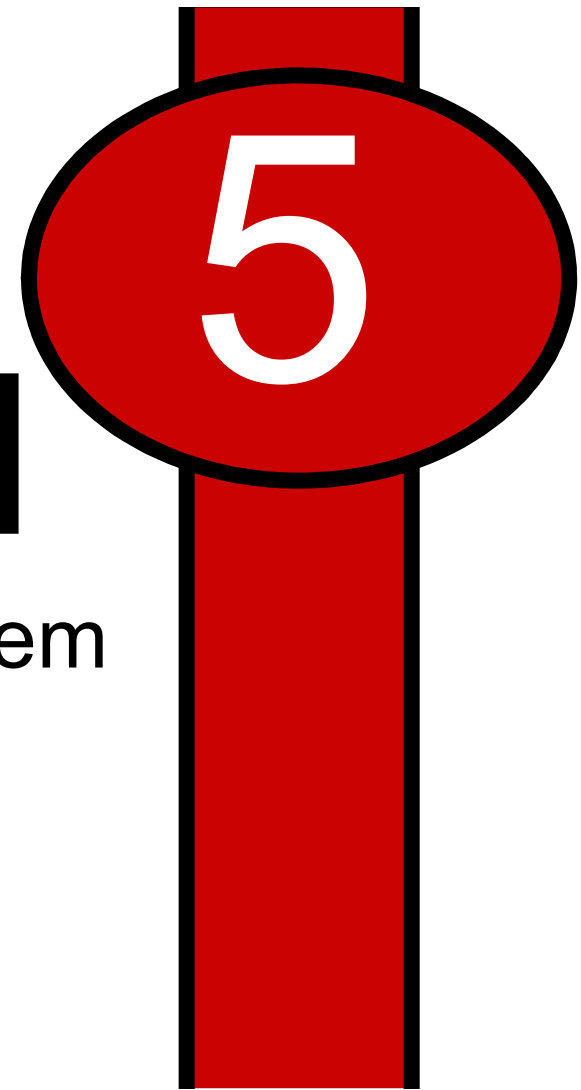
CONSISTENTCOINS.COM

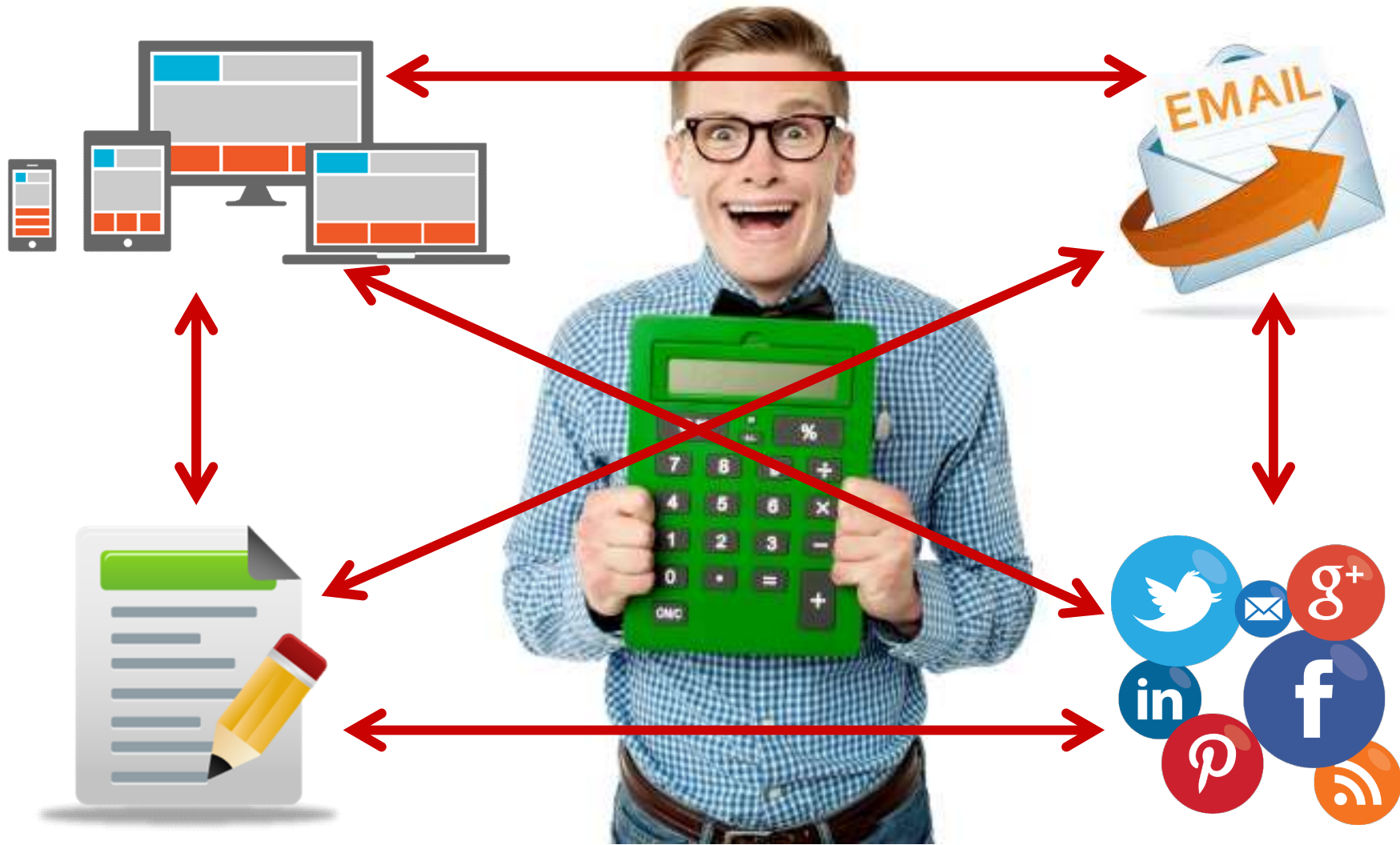
@Caroliner123



PLATFORM

Creating Your Brand You Ecosystem





Top 10 Takeaway Tips

1. **Accept that social media and brand YOU 2.0 is happening whether you like it or not**
2. Join social media personal branding with traditional marketing, not instead of
3. **Claim your online real estate NOW or face becoming a swagman (a jack-of-all- trades and a master of none)**
4. The 5 steps to personal branding success – plan, persona, profile, publish, platform
5. **Your customers want you, right here, right now – remember the Z.M.O.T.**
6. Openness and transparency
7. **Have a publisher mindset, not a marketing mindset**
8. Don't ask what (that's a tactic) ask why (business strategy)
9. **You are who Google says you are**
10. Content plus community creates your currency



Are you starting to feel like everyone else seems to be scoring deals except for your business? Have you been putting off learning how to use Facebook to grow your business because you just don't know where to start? Whether you've been flirting on Facebook for sometime now, but aren't converting or you're a complete Facebook virgin, this book is for you.

Sometimes a little cheeky, but always informative and straight to the point, *Friends with Benefits* teaches you, step-by-step, how to use Facebook to build your brand, propel your profits and connect you with more customers.

Friends with Benefits takes the guesswork out of how to successfully (re)launch and leverage Facebook in your business. No gimmicks, no fluff – just straight shooting strategies that get results.

"Kylie Bartlett is the absolute authority on growing businesses with Facebook. She manages to not only spill the secrets, but also give you a powerful strategy to follow, but also encourages you to take action and do it. Hats off to you, Kylie!"

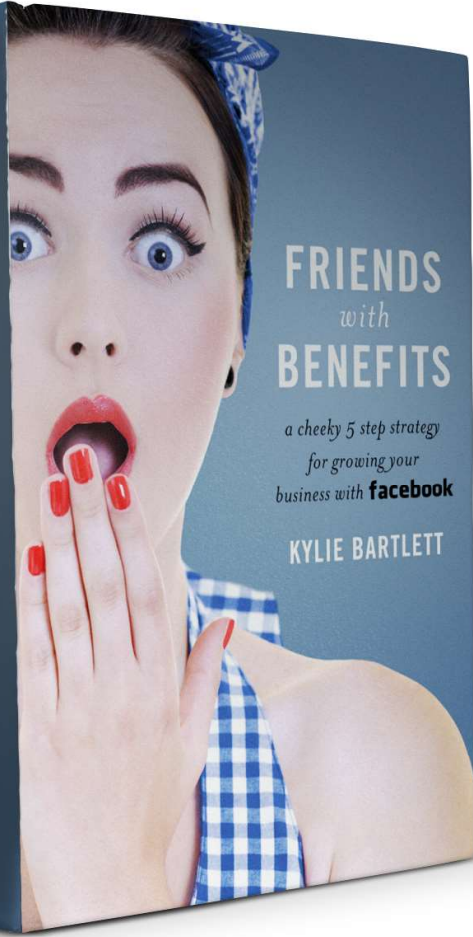
ANDREW GRIFFITHS, AUSTRALIA'S #1 SMALL BUSINESS AUTHORITY



ABOUT KYLIE BARTLETT
Businesses seeking to carve out their market share on social media have a powerful ally – Kylie Bartlett. A businesswoman, international public speaker and social media expert, she thrives on demystifying social media for online entrepreneurs. Better known as the "Web Celeb", Kylie helps start-ups and corporates how to become "web famous" in their industry. A veteran on the public speaking circuit, she has coached and inspired more than 1,000 businesses on how to leverage the power of the social web.

OPENBOOK CREATIVE
\$19.95 AUS/US/ CAN 9 7809

FRIENDS with BENEFITS
KYLIE BARTLETT



FRIENDS with BENEFITS

a cheeky 5 step strategy for growing your business with **facebook**

KYLIE BARTLETT

Which Outcome Do You Want?



Learning to Sing is the Key!



KylieBartlett
WEB INSPIRATION



TheWebCeleb



SMETVShow



TheWebCeleb



TheWebCeleb

