

# 5 SIMPLE STRATEGIES TO HELP YOU STAND OUT, BUILD YOUR NETWORK AND GET NEW CLIENTS

Credit for concepts to Kate Paine



## STAY IN YOUR CHANNEL

When marketing through various social and networking channels, it's important to use each one as intended.

**“Look at Facebook or Twitter or LinkedIn’s mission... each one has a different type of audience and a different type of goal,”** Kate says. “If you pay attention to how you use each of those channels, then you can really make that whole network work for you.”

## WATCH THE NEWS

Regardless of the platform you’re using, keep an eye on national trends and industry news, and find ways to localize it and make it relevant to your brand.

Add your point of view, or think about how the event or trend affects you and your business. Then, pitch the story to PR contacts or local news outlets.



## REMEMBER: IT'S NOT ALL ABOUT YOU

Sure, your personal brand is your brand, but it's important you create value for your network, too.

“When you're offering value, you're teaching people how to do something,” Kate says. “But a lot of people are going to come back to you and hopefully hire you to do it for them because they know you're the expert.”

## IDENTIFY YOUR 'SLICE OF LIFE NUGGET'

LinkedIn, of course, is a powerful way to build your brand. But Kate finds a lot of people don't use it correctly.

“A lot of people think their LinkedIn profile should be, in essence, a cut-and-paste version of their resume,” Kate says. “Talk in the first person, and figure out a nugget of your slice of life story that sets you apart.”



## LEARN HOW TO SLOW DANCE

You have to remember building a powerful personal brand doesn't happen overnight. Kate suggests doing a little bit at a time.

“I call it a slow dance,” she says. “It's a slow dance to make this happen. It takes a lot of commitment.”

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