

# Table of contents

<b>I. Introduction</b> .....	7
1. Why do we need to take control of our professional profile? .....	7
2. How will this Special Report help me? .....	9
<b>II. Your personal brand</b> .....	11
1. Getting started .....	11
2. What does this mean for us? .....	13
<b>III. How do people choose their professionals?</b> .....	15
1. The power of digital developments .....	15
2. You cannot afford not to engage online .....	16
<b>IV. You are the business</b> .....	17
1. Seeing yourself as a brand .....	17
2. Promoting your profile .....	17
3. Consolidating your thoughts .....	18

<b>V. What do you want to achieve?</b>	21
1. Identify your objectives	21
2. Case studies: Alice and Matt	21
<b>VI. Who do you want to reach?</b>	23
1. Identify your audience	23
2. Think about your area of focus	24
<b>VII. Who are you?</b>	27
1. Your USP	27
2. Tone	29
3. Key messages	30
<b>VIII. Your approach</b>	33
1. How do you interact with others?	33
2. Friends first, business second	33
3. Tapping into the emotional decision-making process	34
<b>IX. On the couch: some useful psychology</b>	35
1. Association	35
2. Reciprocity	36
<b>X. Where to be seen</b>	37
1. Choosing your channels	37
2. Getting the most impact from your channels	38
<b>XI. Tactics</b>	39
1. Social media	39
2. Your own profile	42
3. Titles	45
4. Testimonials	47
5. Awards	48
6. Building up followers	49
7. Putting a post together	50
8. Social media policy	54

<b>XII. Seize the day</b> .....	55
1. If you don't ask, you don't get .....	55
2. Make the most of your personal and professional networks .....	56
<b>XIII. Ensuring that you are at the forefront</b> .....	59
1. Think like a leader .....	59
2. Tactics for developing your ideas .....	60
3. How can you ensure that your ideas stand out? .....	60
<b>XIV. Pick up your pen</b> .....	63
1. The power of the written word .....	63
2. Avoiding common pitfalls .....	64
<b>XV. Time to speak up</b> .....	69
1. Face your fears .....	69
2. Maximising opportunities .....	70
<b>XVI. Productise yourself</b> .....	73
1. Turning your ideas into products .....	73
2. Your internal profile .....	74
3. Be committed .....	75
<b>XVII. Put together your plan</b> .....	77
1. Choose your layout .....	77
2. How to make it work for you .....	79
3. Establish a routine .....	81
<b>XVIII. And finally...</b> .....	83
1. So, what have we discovered? .....	83
2. Get going! .....	84
<b>Notes</b> .....	85
<b>About the author</b> .....	86
<b>About Globe Law and Business</b> .....	88