

# 7 Steps to Rock Your Personal Brand Online

Be First Hired and First Promoted

# Dean DeLisle

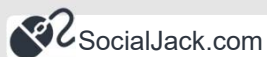
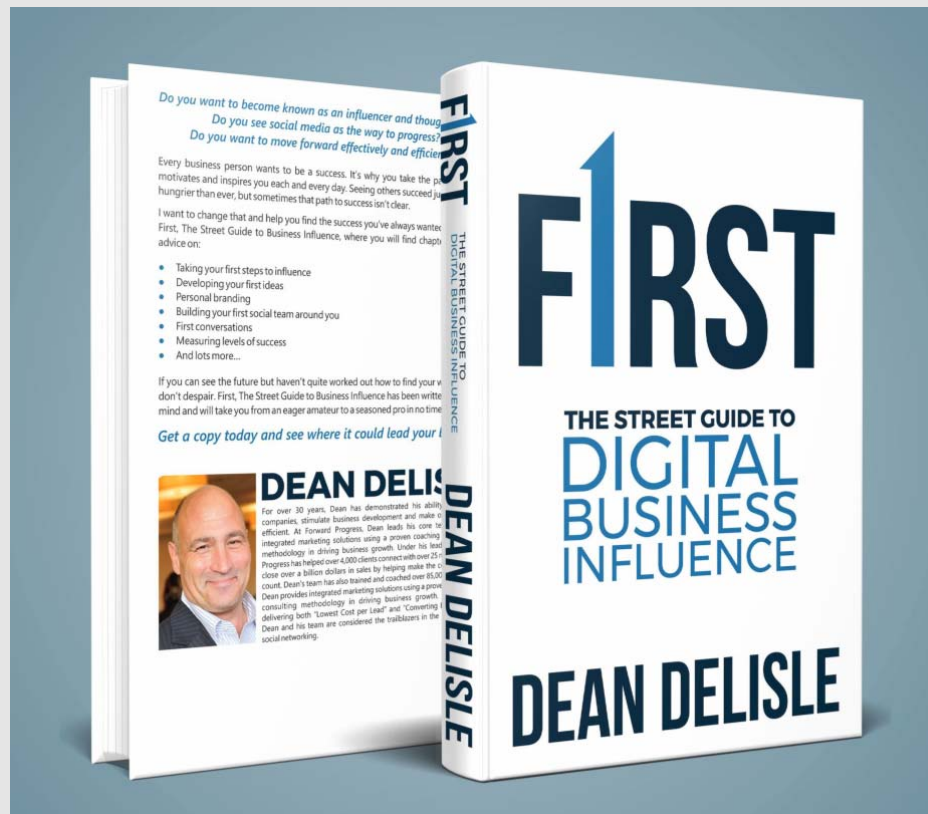


- Founder and CEO of Forward Progress, Inc.
- Creator of Social Jack<sup>TM</sup> - Influencer Development System
- Started at Merrill Lynch 1982, Brand Auditor for 5 years, Systems Implementation, CRM, Digital Marketing, Employee Advocacy, Influencer Development & Marketing - 30 years+ experience.
- Trained and Coached over 120,000 in Influencer Development
- Host of Webcast/Podcast "Influence Factory"
- Author of **FIRST** – *The Street Guide to Digital Business Influence*
- Third Degree Black Belt
- Family, Friends, Community Theater, Music, Entertaining..

Influencer Development  
Are You a Business Influencer?



# Based on New Book!



# Industry Stats

- Of all recruiters, 95% believe that the job market will remain or become more competitive. If you don't stand out online, your competition will.
- 75% of HR departments are required to search job applicants online.
- 85% of U.S. recruiters and HR professionals say that an employee's online reputation influences their hiring decisions. Nearly half say that a strong online reputation influences their decisions to a great extent.
- 75% of U.S. recruiters and HR professionals have rejected candidates based on information they found online.
- Of all executive recruiters, 90% say they conduct online research of potential candidates.

Source: LinkedIn and Forbes



# What is a Thought Leader?

***A thought leader is an individual or firm that prospects, clients, referral sources, intermediaries and even competitors recognize as one of the foremost authorities in selected areas of specialization, resulting in its being the go-to individual or organization for said expertise. - Forbes***

## Traits of a Thought Leader?

- **Provide unique value**
- **Leverage additional perspectives**
- **Build trust**
- **Sharing, inspiring and moving others**

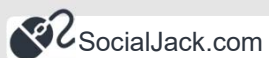
- Forbes and Dean

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# Social Networks

Where Do You Stand Now?






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# Social Media – What?



 SocialJack.com

 info@SocialJack.com

 facebook.com/SocialJack

 @GetSocialJack



# Are You a Business Influencer?

Influencing is a necessary skill for anyone in business, whether a person is a manager or a salesperson. The ability to bring others to your way of thinking without force or coercion is important in business. Influencing others is a transferable skill business persons take with them from job to job in the business world.

Managers want to convince employees to work hard, and salesmen need to convince clients their product is the best purchase choice.


Source: CRON NEWS

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Are You a Business Influencer?

# Our Proven Influencer Development System



**Social Jack**™  
IT'S ALL ABOUT WHO YOU KNOW!

 SocialJack.com

 @GetSocialJack

## What are your Goals?

- Thought Leader
- Executive Presence
- Humanize Your Brand
- Attract Speaking Opportunities
- Increase Referrals
- Generate New Business




Know the Numbers!

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## Our Proven Influencer Development System

WE MEASURE WHERE  
YOU START AND WHERE  
YOU GO FROM HERE



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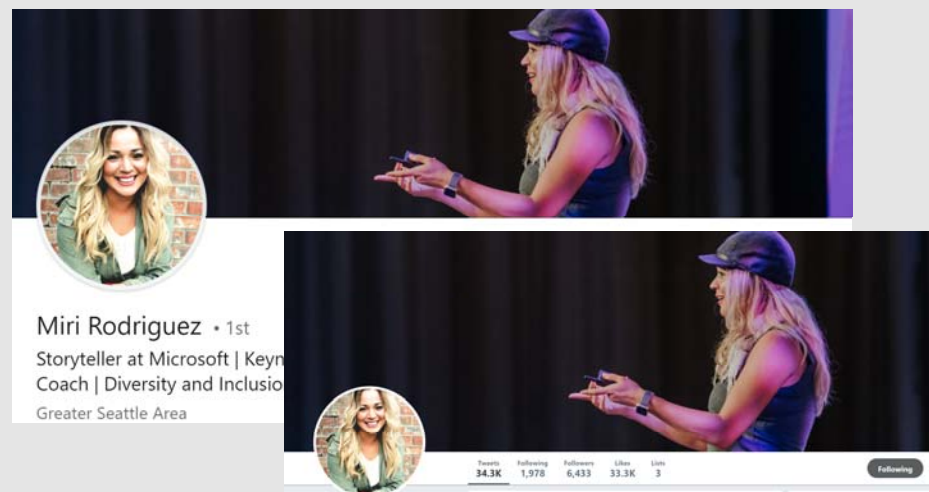


**Social Jack**™  
IT'S ALL ABOUT WHO YOU KNOW!

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## What is Your Story?

- Tap into your emotions
- The art of the start
- List the turning points
- Mind dump, write it out
- Find your theme
- Tell your story

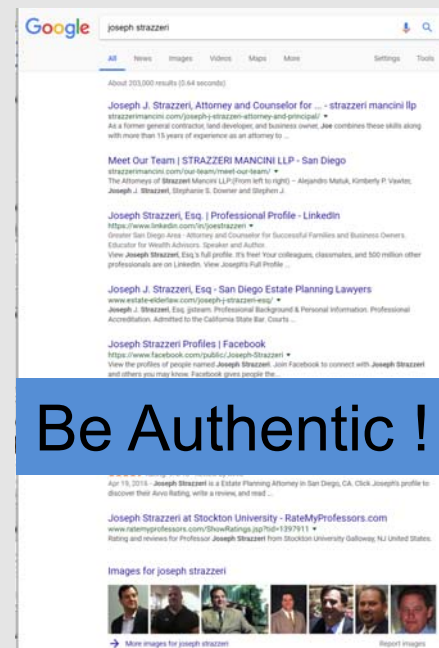
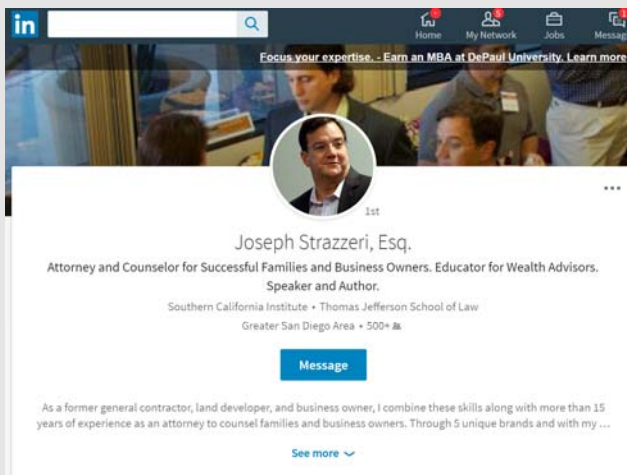


**Be Authentic !**

Source: <http://positivewriter.com/write-your-story/>

## Know Your Digital Impression

- Google Yourself – Go Three Pages Deep!
- Find all profiles – fix or remove
- Make sure your story is consistent

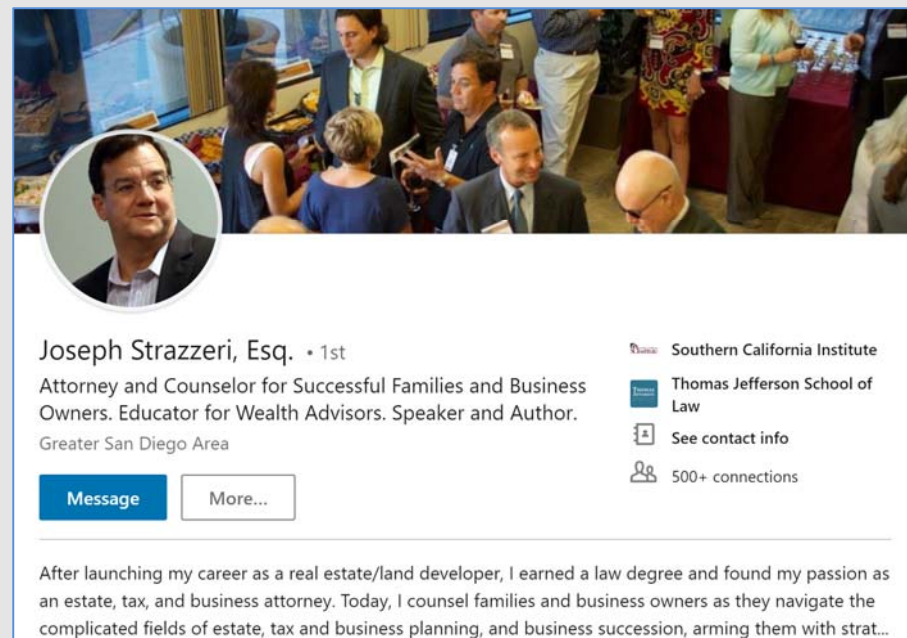


Positive (+) vs. Negative (-)



## Your Profile (s) = Your Professional Brand

- Complete profile
- Your first conversation
- Be clear
  - What will you do for others?
  - Why & how?
  - What do you want/need?
  - ASK!



**Be Authentic !**

**Positive (+) vs. Negative (-)**

# Your Profile = Your Professional Brand

The image shows a LinkedIn profile for Dean DeLisle, a Social Jack Creator. The profile includes a header with a network graphic, a profile picture, and a banner. The main section lists his roles: Influencer Marketing - Social Selling | Trainer | Coach | Author | Speaker | CEO Forward Progress | Social Jack Creator. Below this is a bio and a list of accomplishments. A 'Social Jack' overlay is positioned over the profile, showing a list of sections to add: Accomplishments, Publications, Certifications, Courses, and Projects. The overlay also shows a 'Skills & Endorsements' section with 'Social Selling' and 'Influencer Marketing' skills.

**Dean DeLisle**  
Influencer Marketing - Social Selling | Trainer | Coach | Author  
| Speaker | CEO Forward Progress | Social Jack Creator  
Chicago, Illinois

**Add profile section** **More...**

**My passion is to connect people and brands using the power of Social Teaming so they can achieve their goals. I created this unique system when Social Networks were just made of people and their connections, before technology. I have now taken lessons learned about digital and social media and applied them to the modern world.**

**Accomplishments**

- Publications  
List your published work and be found 7x more.
- Certifications  
Members with a certification get 5x more profile views.
- Courses  
List coursework from your prior or continuing education.
- Projects  
Add compelling projects to demonstrate your experience.

**Skills & Endorsements**

- Social Selling** - 53  
Endorsed by 3 of Dean's colleagues at Social Jack
- Influencer Marketing** - 19  
Endorsed by 3 of Dean's colleagues at Social Jack
- Social Networking** - 99+  
Andrew Ortiz and 99+ connections have given endorsements for this skill

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Are You a Business Influencer?



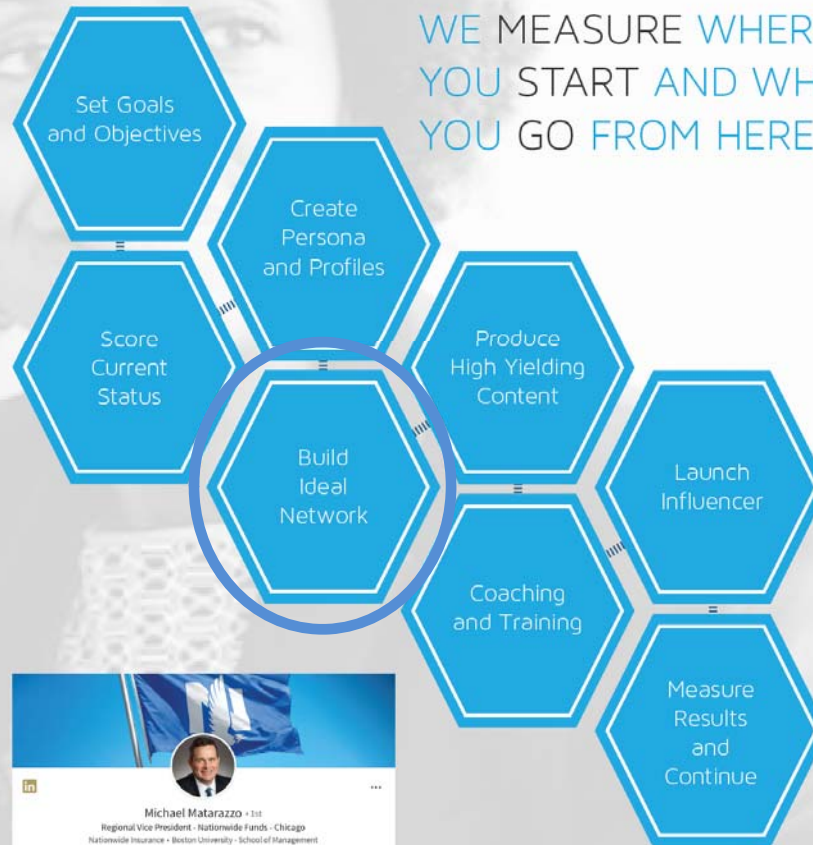
# Your Profile = Your Professional Brand


The image shows a screenshot of a LinkedIn profile for Dean DeLisle. The profile header includes the name 'Dean DeLisle' and a tagline 'Social Selling - Relationship Marketing - Social Teaming | Trainer and Forward Progress'. Below this, there's a section for 'Who's viewed your profile' showing 407 views in the past 90 days, with a note that this is a 47% increase since last week. To the right, there's a 'Who your viewers are' section listing several individuals and companies, including Mario M. Martinez Jr., Jill Rowley, Jamie Shanks, and various consulting firms like Mission Critical Consulting, LLC and eGrabber. The bottom of the image features a blue box with the text '10-20 RULE'.

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## Our Proven Influencer Development System

WE MEASURE WHERE  
YOU START AND WHERE  
YOU GO FROM HERE



 SocialJack.com

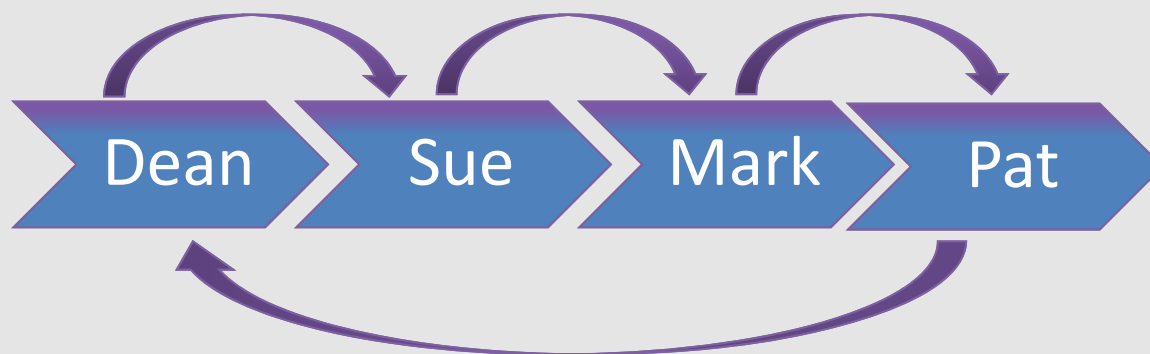
**Social Jack**™  
IT'S ALL ABOUT WHO YOU KNOW!

 @GetSocialJack

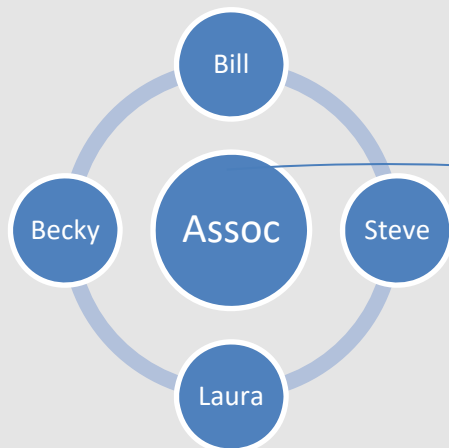
## The Power of Your Connections

- That know YOU?
- That trust YOU?
- That have done business with YOU?
- That would recommend YOU?

**NO MORE  
ONE TO ONE  
SELLING!**



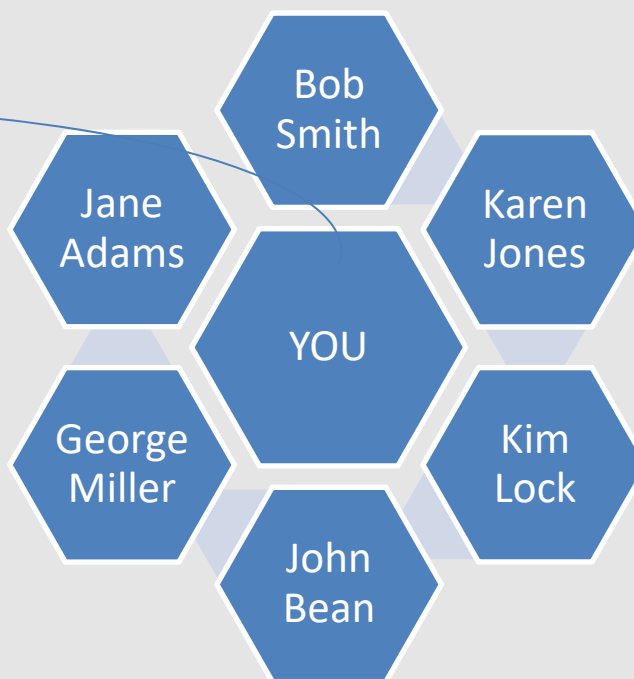
# Social Teaming – 3 Degrees



## Your LinkedIn Network

**387** Connections link you to  
6,435,795+ professionals

**47,138** New people in your Network  
since May 2

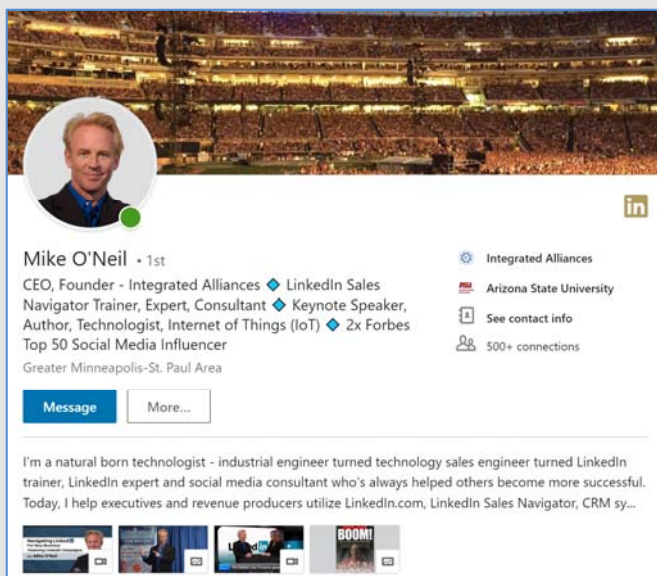




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# Power Move – Add Other Influencers!



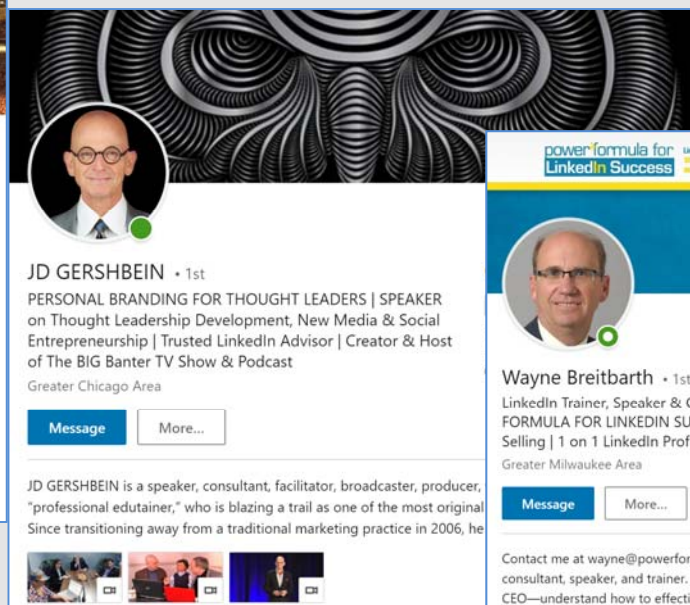
**Mike O'Neil** • 1st

CEO, Founder - Integrated Alliances ♦ LinkedIn Sales Navigator Trainer, Expert, Consultant ♦ Keynote Speaker, Author, Technologist, Internet of Things (IoT) ♦ 2x Forbes Top 50 Social Media Influencer

Greater Minneapolis-St. Paul Area

Integrated Alliances  
Arizona State University  
See contact info  
500+ connections

I'm a natural born technologist - industrial engineer turned technology sales engineer turned LinkedIn trainer, LinkedIn expert and social media consultant who's always helped others become more successful. Today, I help executives and revenue producers utilize LinkedIn.com, LinkedIn Sales Navigator, CRM sy...

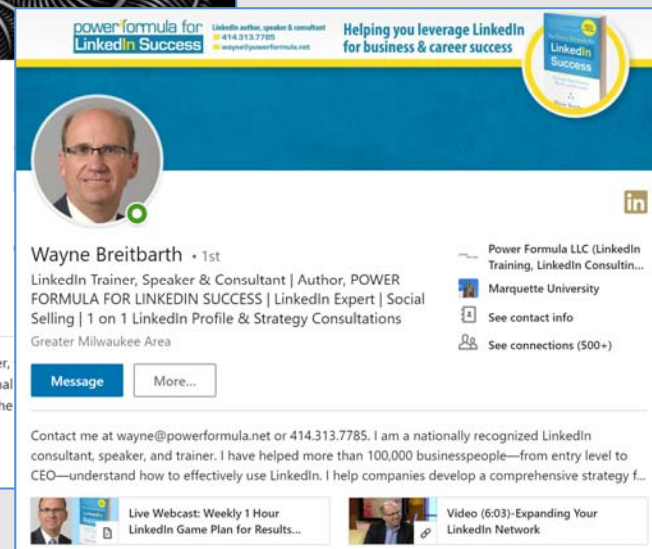


**JD GERSHBEIN** • 1st

PERSONAL BRANDING FOR THOUGHT LEADERS | SPEAKER on Thought Leadership Development, New Media & Social Entrepreneurship | Trusted LinkedIn Advisor | Creator & Host of The BIG Banter TV Show & Podcast

Greater Chicago Area

JD GERSHBEIN is a speaker, consultant, facilitator, broadcaster, producer, "professional edutainer," who is blazing a trail as one of the most original. Since transitioning away from a traditional marketing practice in 2006, he



**Wayne Breitbarth** • 1st

LinkedIn Trainer, Speaker & Consultant | Author, POWER FORMULA FOR LINKEDIN SUCCESS | LinkedIn Expert | Social Selling | 1 on 1 LinkedIn Profile & Strategy Consultations

Greater Milwaukee Area

Power Formula LLC (LinkedIn Training, LinkedIn Consultin...  
Marquette University  
See contact info  
See connections (500+)

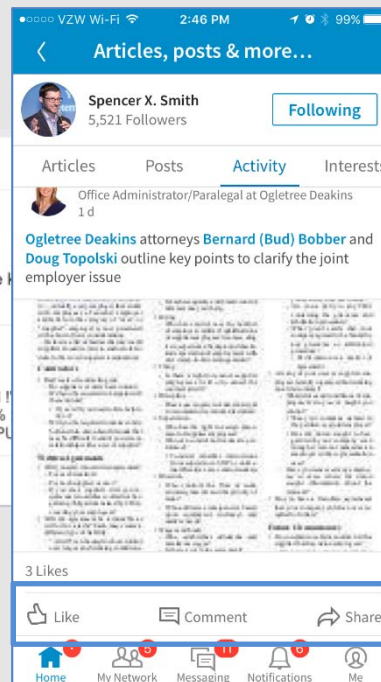
Contact me at wayne@powerformula.net or 414.313.7785. I am a nationally recognized LinkedIn consultant, speaker, and trainer. I have helped more than 100,000 businesspeople—from entry level to CEO—understand how to effectively use LinkedIn. I help companies develop a comprehensive strategy f...

Live Webcast: Weekly 1 Hour LinkedIn Game Plan for Results...  
Video (6:03)-Expanding Your LinkedIn Network

Connect UP!



# Power Move – Conversation



Power of 8,000 to 1  
“Likes” and “Comments”

Power of million to 1  
“Shares”

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## Our Proven Influencer Development System




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# Measure Results (Goals)!

**PREMIUM**



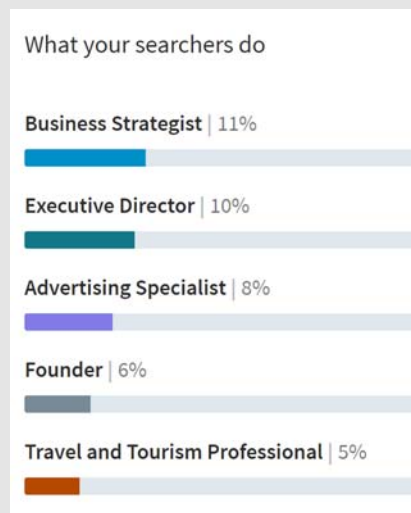
**Dean DeLisle**  
Influencer Marketing - Social Selling | Trainer | Coach | Author | Speaker | CEO Forward Progress | Social Jack Creator

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**435**  
Who's viewed your profile

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**57**  
Views of your post



**PREMIUM**





Who your viewers are

435 profile viewers in the past 90 days  
-24% since last week

**ORACLE** 2 work at Oracle

Follow fresh perspectives 7,856 Following **7,635 Followers**

People who most recently followed you

 <b>Craig Haskins</b> Marketing Automation Specialist <small>Followed by Jon Paul and 30K others</small> <a href="#">+ Follow</a>	 <b>Tracy Seyfert</b> Chief Operating Officer at Grimm Book Bindery, Inc. w... <small>362 followers</small> <a href="#">+ Follow</a>
 <b>Paul Gordon</b> K-12 Account Manager at Complete Book and Media S... <small>Followed by James Muir and 17.3K others</small> <a href="#">+ Follow</a>	 <b>Mindaugas Reinikis</b> Business consulting / networking / leadership <small>7.6K followers</small> <a href="#">+ Follow</a>

Your Dashboard  
*Private to you* ☆ All Star

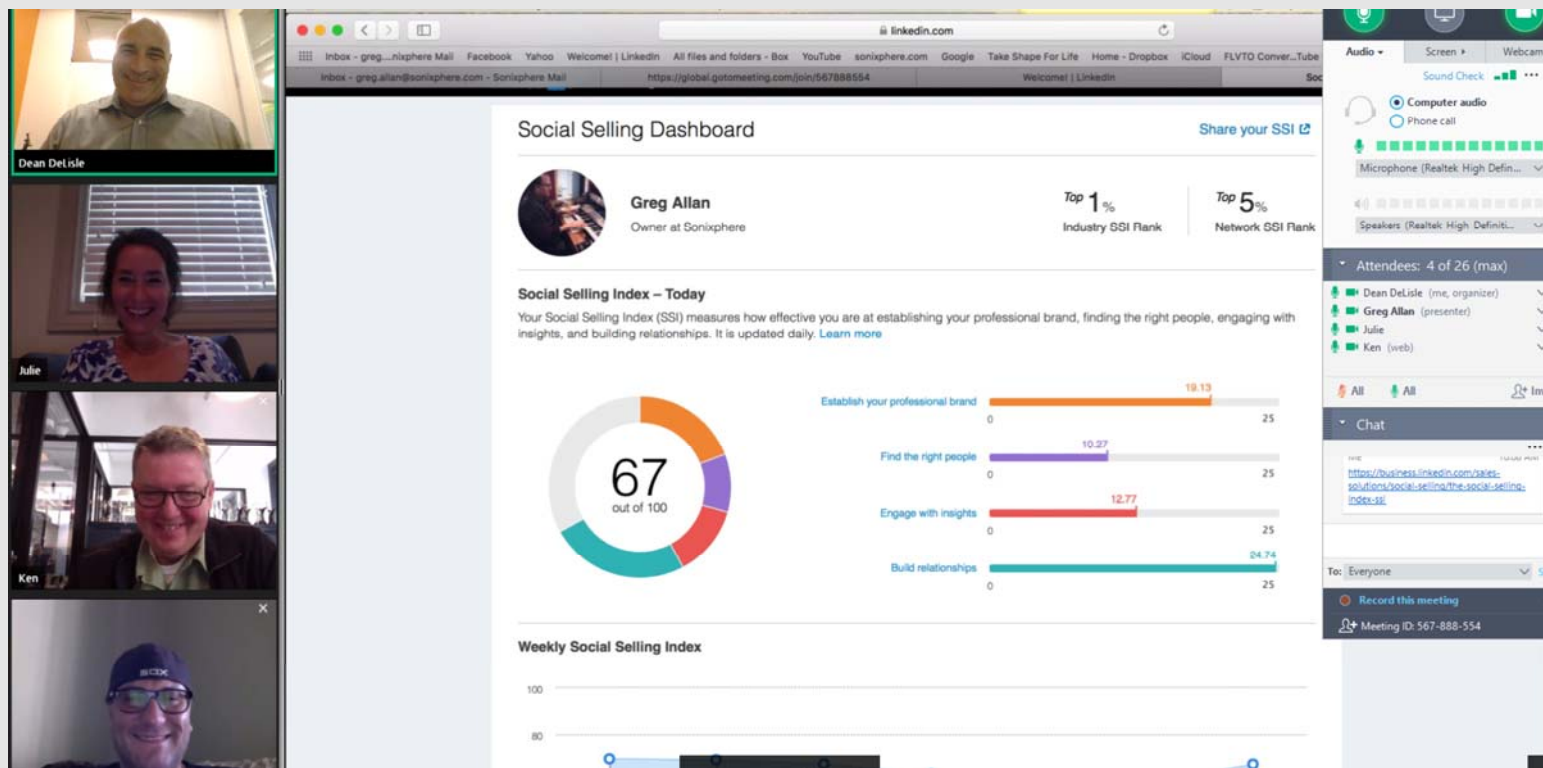
<b>435</b> Who viewed your profile	<b>59</b> Post views	<b>380</b> Search appearances
---------------------------------------	-------------------------	----------------------------------

Don't forget Appointments!

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# Social Selling Index



SocialJack.com

info@SocialJack.com

facebook.com/SocialJack

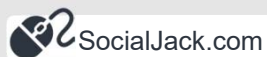
@GetSocialJack



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# Are You Ready to Be an Influencer?





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# Next Steps



Business Influencer Alliance



Dean

Home

Create



## Business Influencer Alliance

Closed group



Interacting as  
yourself

About

Discussion

Chats

Members

Events

Videos

Photos

Group Insights



Joined ▼

✓ Notifications

➦ Share

⋮ More



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facebook.com/SocialJack



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# Next Steps



Call Us: +1 877 581 COACH | Email: info@socialjack.com



Home

What's Social Jack?

Membership

Packages

Events

Contact Us

Member Log In



## CONVERT YOUR SOCIAL NETWORK INTO A WINNING TEAM

INFLUENCER DEVELOPMENT FOR ORGANIZATIONS, PROFESSIONALS AND EVENTS

BRAND ADVOCACY | BUILD COMMUNITY | ATTRACT BUSINESS | FILL EVENTS | CAREER ADVANCEMENT

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Welcome to the Social Jack™ Academy



Courses

Events

Quick Start Videos



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Influence Factory – Episode 55:  
Laura Stees – “Coaching with  
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3.19.2019 – Centrust Hour of Power  
– Activity Tracking for Sales Success  
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Influence Factory – Episode 54:  
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Found FIRST Program (Session 1 of  
2)

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Influence Factory – Episode 53: Cait  
Hassett & Jackson DeLisle – “Building  
the Ultimate Team”

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3.19.2019 – Flash Class: 5 Critical  
LinkedIn Changes That Cause Your  
Profile to Be Found (or Not)

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Influence Factory – Episode 52: Greg  
DeKalb & Tony Paoletta – “The  
Ultimate Networking Event”

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Melissa G. Wilson – “Writing Your  
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personal brand mistakes

Dean DeLisle  
Sign Out  
dean@forwardprogress.net

- Home
- Courses
- Engage
- Groups
- Members
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- Help Videos
- Cart

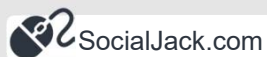
Welcome to the Social Jack™ Academy



Courses

Events

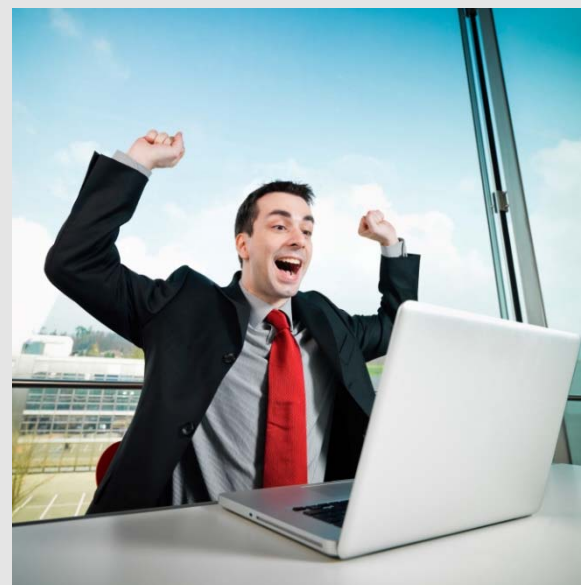
Quick Start Videos





# Assignment

- Become an INFLUENCER!
  - Be Complete – Be Relevant
  - What Will You Do for Others?
  - What Do You Want or Need?
  - Add More.... As You GROW!
- It's Time for You to Go!
  - Know your Goal/Outcome
  - Setup Your Profile
  - Take Your Course
  - Practice your POWER MOVES!





# Questions?

# Thank You!

## Connect WITH us!



Dean@forwardprogress.net