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 Dr. Pam Perry, Publisher

Top 10 Things that Will Ruin Your Brand Online by Dr. Pam Perry The benefits of being a strong brand are tremendous. As a strong brand, you command higher pay or fees; you thrive during economic downturns; you get to choose the clients, assignments or positions you want; and you can transition your business or career with ease. In addition to being able to boast these enviable benefits, strong brands have something else in common. They all exhibit the “three C’s” of branding: **Clarity; Consistency; and Constancy.** Does your brand pass the ‘Three C Test?’

Here are top 10 Things I Know Will Kill Your Brand Credibility:

#1 Email. Don’t use a Hotmail, aol or gmail as your professional email. Get one branded to your domain name. See

<https://www.godaddy.com/email/professional-email>

#2 BAD pictures. Have a professional photo shoot and the very least get a CURRENT head shot. Create a shot list for your shoot. Go outdoors. Shoot on location at work. Show pictures of you speaking or interacting with client. Show some personality! Show the photographer the type of photos you like. Get a “glam” team. Hire a stylist. Stop cropping photos from that day you were out and you thought you looked “cute.” That is not good look.

#3 Bad website. Get a URL that is easy to remember, easy to say and spell. Mine: PamPerryPR.com (Note, when you are doing radio or TV interviews, you don’t have to say “www” when they ask for your website) And make sure your website is professional – and not a website that says “get your free WIX site too.” Bad business look if you’re asking for business. Have your website done on Wordpress and have it verified by Google as the author. See <https://serps.com/library/set-google-authorship/> and always have an “about me” and blog on your website. See the [What Every Website Must have Checklist.](#)

#4 Inconsistent branding. Different colors. Different logos. Different “identity” shots. Once you have a brand package whether it’s your logo, photo and other graphics – use only that. Stop the temptation to add NEW stuff to your brand. Keep it the same. Brand so your target audience has a solid understanding of who you are and that you know what their interests and goals too. Quit the brand confusion!

#5 MIA Social Media Postings. Don’t start a blog and don’t post for 3 months. Don’t start a twitter account and let two years lapse! Put yourself on a schedule; create creative content continually. Or at least curate good content and share! That’s what going to make you stand out from your competition. Be there! Show up and give value in your social media posts or at least be entertaining and relevant. People buy from those who they trust; by being MIA on social media may mean you’re “sloppy” and don’t care about something as small as a blog post or twitter. It infers you’re not paying attention to details. So, why should they trust your brand? Get help or delete the channel until you’re ready to be consistent.

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#6 Not Creating Vanity URLs. When you sign up with a social media account they give you an automatic name – you can change it to fit YOUR brand. Mine:

Facebook: www.facebook.com/pamperrypr and www.facebook.com/pamperryprpage

Linkedin: www.linkedin.com/in/pamperryprcoach Twitter: www.twitter.com/pamperry

[TikTok is my name](#) and Youtube: pamperryTV - so you see it's not just random letters and numbers! Be deliberate about your name and brand. If your name is taken – try to find the closest thing to your brand.

#7 Incomplete information. If you've developed a brand purpose – a statement that highlights what I provide the market, how my business is different, and what makes my business distinct – post that everywhere! Why hold back. Don't be lazy. Fill out all the info that social media channel asks for. Leave nothing blank! Bad branding!

#8 Boring (or bad) Bio. You want to create a strong connection with people which results in a stronger brand. How do you do that? It starts with them getting to know and them getting to know YOU. Explain who you are with a creative and NON boring bio. Don't make it sound like a eulogy – make it exciting and have it appeal to who you're trying to target.

#9 Voicing Political or Racial Opinions. Don't Go there. Opinions are your own and shouldn't be openly displayed on social media as a rule. Now, if that's part of your brand to be controversial – go ahead. But if you want to get business from people, don't offend anyone. Be a peacemaker. Watch how you word stuff. You'd be surprise how much people will read into a comment or a post. Don't let your "cute" comments get you into trouble or send the wrong message.

#10 Posting info that doesn't connect with your brand. Don't be random! Who cares what you ate for lunch? Post valuable information that helps your audience. Make sure your social media profile banners are relevant to your brand. Create branded Youtube, Facebook, Twitter and Linkedin banners. Quit posting banners of dogs, the moon or flowers. This space is the best real estate, it's like a free advertising. Billboard advertising. **Don't be "all over" the place! Stay on message!**

Your brand is who you are, what you represent, and what makes you and your business unique and different from your competition. Spend time creating your business brand and working through this checklist to ensure a comprehensive and clear brand. www.PamPerryPR.com

