

# Building your professional profile

Stand out,  
through publishing your ideas



# My perspective

- Journalism – how to build a story
- B2B Sales – how to focus a story
- Applying these skills to content marketing for professional firms
- Worked with Golder, UMA, Hatch



# Content marketing

- Advertising is intrusive, doesn't work
- Search: looking online for expertise
- Social: advice from friends and colleagues
- Have informative content available
- You become a trusted source of information
- Better jobs, better projects, higher rate💰



# Job-hunting beyond monster.com

- Most jobs are not advertised
- Get noticed as a subject-matter expert
- Show yourself to be a source of solutions
- The go-to person in your field
- Publications give employers reason to hire you



# Getting published in magazines

- Present idea to the editor first, by email
  - Here's the proposed topic
  - Reasons why your readers will be interested
  - Points to cover in the article
  - Your qualifications as a writer
- Find a publication going to your market
  - Google, [www.cardonline.ca](http://www.cardonline.ca), reference library



# Online media

- Develop your own blog
- Guest write for blogs
- Association websites
- LinkedIn groups



# Two ways to motivate anyone

1. Convince them they have a problem they need to solve, and soon



# Two ways to motivate anyone

1. Convince them they have a problem they need to solve, and soon
2. Convince them they are missing out on a potential benefit





In other words ...

Fear

or

Greed





# “Fear” content must be scary

- Demonstrate that this is a real problem
- Deal with “no problem” or “not me”
- Discuss options and relative merits
- Your recommendations





# “Greed” content must motivate

- Describe the opportunity
- Deal with “Been there, done that, didn’t work”
- Be clear about problems involved
- Demonstrate benefits
- Recommendations



# The trend





# The trend

- Clients want customized solutions
- So, show you understand their world
- They depend on you to watch out for their interests





# The trend

- Summarize the trend and historic causes
- Current situation
- Thoughts on how it will develop; give reasons
- Recommendations on how to avoid harm or gain a benefit



# The how-to





# The how-to

- Must be relevant to the audience
- An outcome they want to and can achieve
- NOT what you do for a living! Tangents only
  
- A process, with steps OR
- A list of success factors



# The how-to

- Describe the intended outcome
- List the supplies and equipment needed
- List steps to follow in sequence, OR in order of importance
- Avoiding pitfalls and problems



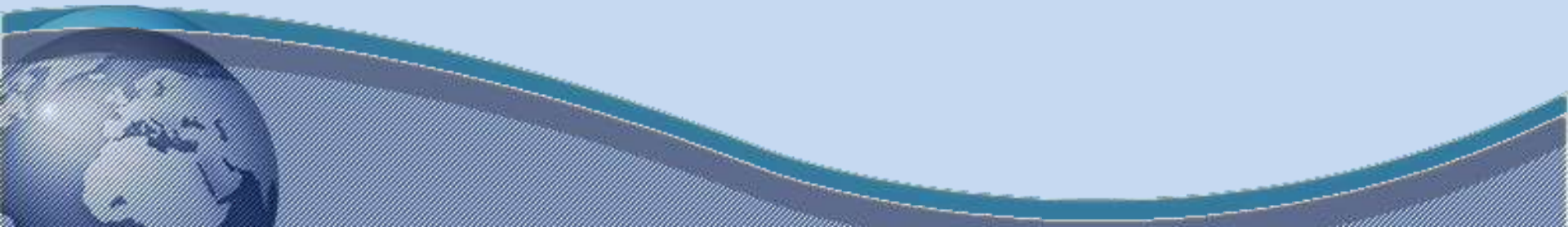
# The how-to- work-with





# The how-to-work-with

- Helps differentiate a commodity or “me-too” product or service
- Shows that you care about providing good outcomes
- Include information on how to save money
- Cannot be self-serving





# The how-to-work-with

- Think of a project that was wildly successful
- Consider the factors that made it so great
- List these, and other factors that allow you to achieve best outcomes for your clients
  
- Do it in the spirit of advising your best friend



# The case study





# The case study

- Shows not just leading-edge thought, but sound implementation
- Many case studies not relevant to audience
- Must add learning points THEY can use
- Tell it WITH the client for better credibility
- Must be a story



# The case study

- The initial situation
- Steps taken to solve the issues
- Problems encountered, and their solutions
- Lessons learned, applicable by the audience



# The survey





# The survey

- Must be on a topic your audience cares about
- Be unique – not information found elsewhere
- Analyze data, provide your perspective
- Become more useful when there's a trend
- Easy to do using tools like SurveyMonkey





# The survey

- Content distributed appropriately
- Match level of detail to the medium
- Consider limited distribution



# The opinion





# Opinion

- Audience wants informed opinion
- Demonstrates thought leadership
- Shows that you care enough to provide guidance at no charge



# Long-form opinion

- Like an opinion article in a newspaper
- Describe the situation
- Give your views on its good and bad aspects
- Recommendations for avoiding a problem or gaining a benefit



# Opinion: the review

- Like a literary or movie review
- Find a new product/service relevant to your audience
- What's different from the current situation?
- Discuss its good or bad points



# The comment

- Like a letter to the editor of a newspaper
- 'Comments' section below many news articles
- Keep comments thoughtful; part of your brand



# Ways to make it happen

- Build the skills yourself (life-long learning)
- Marketing support
- PR and marketing students
- Freelancer





# Putting wings on your work

- Your LinkedIn profile
  - Updates, at the top of your profile
  - Publications, with a link
  - This is seen by your connections
- Present copies in interviews and meetings
- E-mail and mail copies to contacts



# Questions? Comments?

Criticism?

See “Resources” tab at [showyourexpertise.com](http://showyourexpertise.com)

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