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TO **HERO!**

PERSONAL BRANDING SCORECARD



YOU CAN'T GET WHERE YOU'RE GOING UNLESS YOU START WHERE YOU ARE

Creating a personal brand isn't about how many people follow you on Twitter or how many friends you have on Facebook. It is, however, about building an ARMY of stark raving fans who KNOW, LIKE & TRUST YOU before they've ever even met you and MORE is definitely BETTER!

You can't manage what you don't measure so here are the 7 most important metrics to determine how your personal brand is performing TODAY and for you to track and see how it improves TOMORROW

GPS: GOOGLE PENETRATION SCORE

Perception is reality. Back in the olden days, before Al Gore invented the internet, your public perception was determined by the clothes you wore and the company you kept. Today, public perception can easily be defined as the 1st page of a Google Search for your name. You Are Who Google Says You Are!

We Google everything from blind dates, to potential employees, employers, customers and YES, most importantly, salespeople we're thinking of buying stuff from. So Google yourself. What PERCENTAGE of first page results points to you?

Date:

%

Score

KLOUT SCORE

Klout (Klout.com) is a measure of your online influence. Ranging from 1 to 100, the higher your score, the higher your influence. For better or worse, Justin Bieber (92) and Barack Obama (99) yield great online influence. Klout is more than a measure of how many followers you have or how active you are. It tracks 400 signals from 8 different social networks to measure your followers' engagement with your posts and your influence, the ability to DRIVE ACTION among your followers.

The average social media user will have a score around 40. Influencers will start to see scores in the 50's. And folks with scores in the 60's and 70's are the rock stars of the personal branding world, ranking in the top 5% of all social media users.

Date:

Score

LINKEDIN SOCIAL SELLING INDEX

LinkedIn is the epicenter of the social selling revolution. It's purpose in life is to connect the world's professionals to each other and to opportunities making them more productive and successful. It has transformed the way companies hire, market, and sell.

LinkedIn's SSI ([Linkedin.com/sales/ssi](https://www.linkedin.com/sales/ssi)) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships.

Date:

The number you want to look at is right at the top of the page - your INDUSTRY SSI RANK .

%

Rank

FACEBOOK FRIENDS

With over a BILLION AND A HALF ACTIVE USERS, Facebook is the 800 pound gorilla, the elephant in the room and the monster under the bed of social media. For many people, Facebook their main source for news & information, the first thing they look at every morning and the last thing they check before calling it a night.

Facebook allows individual users to have a max of 5,000 friends, but that's not a problem for the vast majority of users

The typical user has 200ish Facebook friends with younger users skewing higher.

39% of adult users have fewer than 100 friends
23% have 101-250 friends
20% have 251-500 friends
15% have more than 500

How many do you have?

Date:

Friends

TWITTER FOLLOWERS

With over 300 million active users, Twitter is a distant second place to Facebook (and Facebook's Instagram), but Twitter's real time stream allows for instant engagement.

More importantly, Twitter highlights your number of followers at the top of your profile page for everyone to see. And people notice. I've gotten multiple opportunities, in part, because people have noticed I have a large Twitter following and they're eager to capitalize on that. People will listen to what you have to say, if you look like you know what you're talking about. Having a substantial following on Twitter will help give you that kind of street cred.

Date:

The average Twitter user has about 200 followers.

How many do you have?
How about your competition?

Followers

LINKEDIN CONNECTIONS

With 400 million registered users, LinkedIn is actually larger than Twitter, but only about a quarter of LinkedIn's users log on in an average month making it much less dynamic than other social platforms. They're working to change that, but LinkedIn is much more about polishing your image, posting the perfect resume and looking like the star you are.

Your number of connections is less important, imagewise, than on Twitter because while Linked will allow you up to 30,000 connections, the number shown on your profile is capped at 500+.

You either have 500+ or you don't.

Do you?

Date:

Once you have 500+ connections, the thing to work on is collecting RECOMMENDATIONS (ie reviews and testimonials).

Connections

DEALER'S CHOICE

Much like the perfect CRM and the perfect sales training, the perfect social platform is the one that you're actually going to put into use EVERY. DAMN. DAY.

There are dozens of other worthwhile social platforms to help you build deeper customer relationships, sell more stuff and make more money.

If you love recording video walk arounds and customer testimonials, concentrate some energy on building your YOUTUBE followers. If you can't walk past a muscle car or luxury home without stopping to snap a pic, spend some time on INSTAGRAM. If you've love posting staging and decorating tips for home owners, there's PINTEREST. SNAPCHAT is growing like crazy!

What's your OTHER FAVORITE platform and how many connections do you have there?

Date:

Platform

Score

WHO ARE YOU?

So how do your numbers stack up? Is your digital footprint telling the story you want to tell? The story you NEED to tell?

Thanks for registering for my FREE upcoming training session. Be sure to show up early, ready to take notes, and I'll teach you the #1 strategy for improving each of these scores, especially the most important one - your GPS.

You'll learn the biggest mistake most salespeople make when trying to build their personal brand and the sure fire way to avoid it right out of the gate.

And you'll learn the dirty little secret that no one is telling you about social media and personal branding.

Mark it down in your calendar. One lousy hour and we'll change the way the world looks at you. Heck, we'll change the way you look at yourself.

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