

Foundations—a Pedestal Group Publication

VOLUME 4, ISSUE 1

FOUNDATIONS

The Pedestal Group

Getting Something Out of Social Media

Special points of interest:

- *Free Website Content*
- *Legal Update*
- *Great Reference Sites*
- *What I'm Hearing*
- *AND MORE!*

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Ever watch someone work a room? They move from group to group, introducing people, setting up lunch dates, making people smile. When they leave the lights are just a little dimmer, aren't they? Ever wanted to be that person? One of the most exciting things about Web 2.0 and social media is you can be that person on line with about two hours of effort.

Social media is all about listening to people one-on-one. It is also about individuals, not companies. This is great news for small business owners who ARE the company. All this time you have tried to look bigger than you are, conveying messages of size without stretching the truth. Now, your on-line presence needs to be all about you—who you are, what you do and why you can help someone. THAT you can talk about!

In social media, there are the big "parties" like LinkedIn and Facebook, and then there are the smaller "events" that don't get as much traffic but are still worth checking out. Both serve their own purposes and can be useful. Just like a party, a smaller party

offers more opportunities to talk to people while a larger one offers more individuals with whom to talk.

In addition to all the benefits, it is very important to "own" the information on the web that is about you. If someone met you, remembered your name but not your company, phone or email address, what would they do? Most people would throw what they knew into Google and check out what came up. So what comes up about you? Shouldn't there be a whole page of results about a person as interesting and unique as you are?

So how to get started..... First, do just that—put your name and location into Google and see what comes up. How many results on the first page are about you? Next, make sure you have a LinkedIn profile. It should have some details about you—even if it is just former companies and titles. Your next step is to set up profiles on other sites. There are MANY to choose from so decide which ones you want to use and fill them out. The nice thing is once you've writ-



Google yourself—and own the first page of results

ten a short bio, you can use it over and over again. At a minimum it is recommended to be on Plaxo, Google Profiles (google.com/profiles/me) and Yahoo. It sounds like a lot but can be done in about two hours. You don't have to put up much information, but once this is done, when you Google yourself the next time you should own the whole first page of results. Be sure to check that out periodically.

Now, wherever a person is they can find you. You will appear connected, technologically savvy and well-connected. Who doesn't want to work with that person?

Personal Brand—It IS all about you!

Recently, Small Business Trends did a survey of their readership asking what we think is important in personal branding. Many of the answers were things we have all heard but a few were worth calling out.



A personal brand must have goals, direction and careful review.

Loaay Ahmed of Knight's Capital suggested, "A brand vision is to know where you want to be. A brand mission is to know what needs to be done to get you there." Do you know where you want to be? It is hard to develop a plan if you don't know where you need to end up!

Rob Ackerman said "Think of you and your image in the third person." It is an interesting way to look at yourself and your marketing information. Who are you, really?

Barkri of Clink and Inc. said, "It's like going to the hardware store thinking that you want a drill, when in fact you actually just need a hole." What is your GOAL rather than the methodology you want to use to get there?

At the end of the day, a personal brand must have goals, direction and careful review.

We will have more on personal branding in a series appearing on our blog over the next several weeks.

Google Local Business Listing and Profiles

GOOGLE PROFILES AND GOOGLE BUSINESS LISTINGS—MUST HAVE FOR ANY SMALL BUSINESS!

Google offers so many services it is hard to keep up with them all. One service is business listings which is used much like the yellow pages but on line.

Not sure if this is relevant? Ask people you know how many use the actual yellow-pages vs. Google to find busi-

nesses anymore.

Again, (there's a theme this month) you need to own the information on the web about you. This is a simple way to make sure everything is correct. It also makes sure you are on the Google maps system correctly. That may seem like no big deal, but if your business was entered incorrectly, people don't have a good idea of where you are. Also there have been some problems with the system lately and several business listings have been

combined. Add and manage your business profile on Google at www.google.com/local/add.

The Google Profiles are the same type of thing for individuals. You can put your information into www.google.com/profiles/me and have a definite presence on the web. The other good news is Google is putting these profiles into page one search results automatically.

So create these profiles and be sure the information is accurate!

Job Fox—Something to Watch

Job Fox, www.jobfox.com, is working on becoming the next generation of job boards. The process to upload your resume is much more comprehensive and tries to focus your background into a series of questions asked by the program. Then, they match you to employers and vice versa. While the questions didn't fit every industry by a long shot, and much of the true benefits of what the candidate offers does-

n't appear to be captured, this is something to watch because their next program is to develop a paypal-like application.

The goal is to sell employers software to run their career sites and allow candidates to apply through their resume account. The candidate accounts are managed through a central site at Job Fox and when the candidate makes a

change or update, those updates go out automatically.

Obviously the candidate has to know about the service, put their information into it and then maintain it so this program has a long way to go until it is a player. One way they are trying to bring in job seekers is to offer resume reviews.

(Con't on page 2)

Media Relations—Are you too small?

Public Relations is a big topic—including anything out there that gets you noticed. A subset of public relations is Media Relations. Media Relations is all about getting press whether through press releases, stories, or quotes. So how can a small business get some good PR?

Generating content on the web is a great way to get noticed. Good content is picked up by a whole host of outlets and can get you quoted.

If you have a big event, do something to celebrate it that would allow it to

become a story. Celebrating 50 years of business? Donate 50 trees (they are a dollar a piece through the Arbor Day Foundation) and donate them to a local park. Donate time to an organization and put it out in the world that you are doing so to celebrate your anniversary. Local papers will pick up stories like this or the organization will publicize these kinds of events and get picked up through a variety of outlets.

Press Releases are a great resource as well. A press release gets out to a whole host of locations and then

mentioned by others on Twitter, MySpace, Facebook, etc. Post to EPR Network Main PR Site (<http://express-press-release.net/>) for \$29. You never know where things will get picked up and what it could lead to so give it a try!



Donate time to an organization and get coverage.

Searching for People Using Wink.Com

There are many ways to find people out there, but the free ones are always my favorite. Recently, I tried <http://wink.com/> and at first thought it was just another search engine. But when I started to look at it in more depth, I realized that this site lets you find people by not only their name and location, but by their personal interests, groups they belong to, school they attended, and their career!

With all the social media sites out there, more and more data is available

on people and what they like to do, what they specialize in and where they are located. Wink searches those profiles and let's you pull them together all in one place. They claim to search over 200 million on line profiles.

Wink also has an option for a person to claim their profile and fill it in. It is recommended any small business owner create these profiles because you want to own the information out on line about you (see page 1 on Social Media).

Wink is getting smart by offering tools that plug into other applications like Google, browsers (Firefox and Internet Explorer 7 only at this point), and

ways to promote yourself. This one is definitely worth trying!

200 MILLION PROFILES TO SEARCH—AND ONE TOOL TO USE!

Job Fox (con't)

As a job seeker, I was also offered a free resume review. I submitted my resume and the next day received the critique. It was full of criticisms that my resume would never be found on job boards, was not written well and even the font (Times New Roman) was a terrible choice. Amazingly, they can fix it for 6 installments of \$69.95! No guarantees of course, but wouldn't you

like a set of knives with that?

The short term message here is to keep hitting the point that the real value of a recruiter is to find passive job seekers and really match on the important variables—not just keywords. Also, it is important to continue educating people on the fact that the unemployed numbers may not really reflect who your client needs.

The long term is to keep an eye on this one. If it does get a foothold, being in front of it will help you keep business. This is the kind of technology to use as something to market against.

This is the kind of technology we need to market against

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The Pedestal Group

Putting our clients where they belong.

The Pedestal Group was founded to answer a need we saw in small businesses to have a source for help. That could be how to find and integrate the right technology, how to better hire and manage people, how to set goals and create a strategic plan, or really attack and own your marketplace.

Our team has worked in a variety of industries including staffing, recruiting and executive search, retail, technology, healthcare software / IT, higher education and franchising and the consistent theme we have found it is very hard to see the forest for the trees. In small business, that is compounded by the number of resources available.

Our approach is unique in that we don't just say it is all about the customer, it really is. The Pedestal Group puts our customers on a pedestal – right where they belong. That isn't to say the customer is always right because that is an adversarial relationship – in our case, we always come to agreement. We are always in a partnership with our clients but also remember who's the most important – YOU.

The Pedestal Group - Putting our clients where they belong.

Telling Your Story

By now, everyone knows I am all about the story—stories are the way we are pre-programmed to convey messages and pass along information. The story-teller gains credibility quickly because we are very good at determining how good a story is. Jean Aw, co-founder of NOTCOT has brought up the story idea in marketing and I was struck again by how powerful this kind of marketing can be.



What story do your current clients tell about you? If they were at a party and some-

one asked, “what happened with that search you were doing?” what would your client say? Be honest and really walk through it.

Are there places you could improve? Are there ways you could manage the search better? Or, can the client not tell the story because they don't have information?

Now what story do you want them to tell? This is your most powerful tool. Once you know how the story should go with details, you can plug the characters in as needed.

Keep in mind a good story has a setup, a conflict and a resolution. So what was the conflict for your most

recent search? Relocation, compensation, title issues, etc. can all be conflicts in the story.

In your emails, send your story. Keep it short and to the point, but a real life example can make a big difference. Clients can relate to it. Can you get a quote from the client or candidate involved? Even better!

So tell your story—it is a way to present information in a different way that will get noticed and sets you apart. To get more story-telling ideas, contact The Pedestal Group.