

40+ Tips To Brand Yourself Online

Participate in communities which will help you

Show your expertise as much as possible

Publicise your brand related successes and achievements

Make yourself easy to contact via email Twitter Face Book etc

Help other people in your industry

Give people a reason to talk about you in a positive way

Follow other people in your industry

Consider your logo

Establish the values of your brand

Choose a friendly photo

Join brand related LinkedIn groups

Share links and resources

Create a personal blog

Exchange links

List your blog in relevant directories

Put your branded signature in your emails

Put your signature in your forum posts

Register your own name as a domain name

Use software based personal profiles like Skype

Mention your brand in blog comments

Start a newsletter

Conduct webinars

Produce your own audio and video

Use video channels like Youtube

Mention your website link in blog comments

Launch an online initiative related to your profession

Participate in a variety of online initiatives

Put out press releases

Put your presentations on your blog

Write an ebook

Complete your social media profiles properly with your branding message

Use Twitter and other micro blogs

Promote products with honest recommendations

Create an affiliate network for your products

Release free reports about events in your industry

Guest post on blogs

Leave insightful comments on blogs and forums

Tie all your social sites together with something like Friendfeed

Launch a Face Book page about your industry

Create social bookmarking accounts for your industry related articles