

# Achieve The Visibility That You Need To Succeed!



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Additional Resources presented  
by Lori Martinek, Presentation Plus



## Build A Winning Brand For Your Company ...



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Branding Expert*

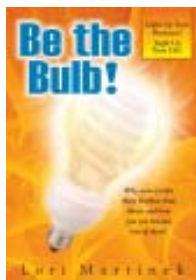
Strong brands are clear, confident and consistent — and they communicate clearly, confidently and consistently, online and off. They also grow stronger with time.

Identify your strengths and assets and know where opportunities lie. Understand who your targets are, what they want or need and how what you have to offer fulfills that need or that desire better than anyone else — or any other company. This is your competitive benefit. Make sure that it is relevant and important.

People buy benefits, not attributes. Always. A benefit is the promise that is realized by working or doing business with you and your company, or by otherwise embracing your brand. Make sure that your brand is viable and that the experience (reality) always delivers on the promise. Make your first impression count — always. More than ever, it's a lasting one!

## Read Lori's Book ... Be the Bulb!

Find out why some brands (and people!) shine brighter than others and how you and your brand can become a standout in any market. Available on [Amazon.com](http://Amazon.com)



## Online Resources & Tools ...

### Search, Rank and Share

[www.google.com](http://www.google.com)  
[www.yahoo.com](http://www.yahoo.com)  
<http://del.icio.us/>  
[www.digg.com](http://www.digg.com)  
[www.foursquare.com](http://www.foursquare.com)  
[www.mixx.com](http://www.mixx.com)  
[www.pipl.com](http://www.pipl.com)

### Search By Topic/Interest

[www.answers.com](http://www.answers.com)  
[www.ask.com](http://www.ask.com)  
[www.chacha.com](http://www.chacha.com)  
[www.squidoo.com](http://www.squidoo.com)



### Trend Monitors

[www.blogpulse.com](http://www.blogpulse.com)  
[www.google.com/trends](http://www.google.com/trends)

### Search the Blogosphere

[www.bloglines.com](http://www.bloglines.com)  
[www.blogpulse.com](http://www.blogpulse.com)  
[www.blogsearch.google.com](http://www.blogsearch.google.com)  
[www.icrocket.com](http://www.icrocket.com)  
[www.technorati.com](http://www.technorati.com)

### Start a Blog

[www.blogger.com](http://www.blogger.com)  
[www.wordpress.com](http://www.wordpress.com)  
[www.tumblr.com](http://www.tumblr.com)



### Monitor the Conversation

[www.twitter.com](http://www.twitter.com)

### Create Your Google Profile

[www.google.com/profiles](http://www.google.com/profiles)



### Social Networking Sites, Consolidate Profiles, Search

[www.facebook.com](http://www.facebook.com)  
[www.linkedin.com](http://www.linkedin.com)  
[www.myspace.com](http://www.myspace.com)  
[www.naymz.com](http://www.naymz.com)  
[www.pipl.com](http://www.pipl.com)  
[www.plaxo.com](http://www.plaxo.com)  
[www.squidoo.com](http://www.squidoo.com)  
[www.zoominfo.com](http://www.zoominfo.com)



### Track Your Buzz

[www.google.com/alerts](http://www.google.com/alerts)  
[www.spokeo.com](http://www.spokeo.com)  
[www.wink.com](http://www.wink.com)  
[www.yahoo.com/alerts](http://www.yahoo.com/alerts)  
[www.zabasearch.com](http://www.zabasearch.com)

### Create Your Own Social Network

[www.ning.com](http://www.ning.com)



### Media/Video/Photo Sharing

[www.facebook.com](http://www.facebook.com)  
[www.flickr.com](http://www.flickr.com)  
[www.googlevideo.com](http://www.googlevideo.com)  
[www.hulu.com](http://www.hulu.com)  
[www.metacafe.com](http://www.metacafe.com)  
[www.youtube.com](http://www.youtube.com)

### Read Lori's Blogs

<http://brandedbydesign.blogspot.com>  
<http://bethebulb.com>

### Visit Lori's Websites ...

<http://pplusonline.com>  
<http://herlifepublishing.com>  
<http://lorimartinek.com>

### Connect with Lori ....

<http://twitter.com/lorimartinek>  
<http://tinyurl.com/lorimartinek>

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