

**Rising Tides: Riding the Waves of Change
NAI Region 9 Workshop, April 5-7, 2013
Oakland, California**

Title **Finally, a better way to get what you want**

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Abstract

Five tips to turbocharge your online presence. Isn't it time you learned how to:

- Create a professional image that rocks
- Protect your image, reputation and livelihood
- Show why someone should do business with you
- Identify what your market wants
- Create content that gets you found online

In today's uncertain economy, money is not moving as freely as it used to move. You have to be good at what you do and your marketing has to be great. If so, you get to survive. If not, you become a statistic.

Keywords

Internet marketing, search engine optimization, social media

Introduction

Mark challenges you to adopt new ideas early and use them to create a comparative advantage. When the Ford Model-T first came out, those who bought them first had a comparative advantage. They could go farther, get there faster and accomplish more. Others stood on the side of the road and yelled: "Where's the horse? This is too new and therefore it is stupid." This same mindset carries over to modern day tools that Mark will be presenting today.

Main Points

- You need a professional image
- You need to monitor and protect your online image
- You need to show why people should do business with you
- You need to understand the key phrases your target market uses when looking for someone who provides the goods and services you provide, but does not know you exist
- You need extensive content
- You need to understand Facebook personal profiles and professional pages
- You need to cater to smart phone users

Conclusion

Some people will leave this workshop, run back to work and get started on the tips they learn today. Others will say, “I do not understand it 100%. It is too new. I will not use it. If you are of that mindset, if you turn your back on something because you do not understand it 100% or because it is too new, you are giving others a comparative advantage. We are not living in 2005 anymore. You have to be good at what you do. Your online image and your marketing have to be great.