

Building your platform

- 1 Decide on three key words with which to focus your personal brand.
- 2 Get a business card. Carry supplies with you – always.
- 3 Attend events. Dress to impress.
- 4 Establish at least one webpage that you can control directly. Keep it up to date.
- 5 Offer to write guest posts on other people's blogs.
- 6 Harness the power of local media: they are easier to get into than national media, they have their own audiences, and they act as a gateway to national media.
- 7 Ditto the trade (and professional) press.
- 8 Remember that one publication tends to lead to another.
- 9 Develop a media pack including (a) at least one professional-quality photograph and (b) a record of your publications and appearances, no matter how low-scale.
- 10 In your online activity, remember that the most visible metrics (the number of page views, followers, etc.) are often the least meaningful. Quality matters at least as much as quantity.

This resource is published as the twelfth in the Writing Protocols series.

frontinus.org.uk



Resources

Michael Hyatt, *Platform: get noticed in a noisy world* (Thomas Nelson, 2012)

Mark H. McCormack, *What they don't teach you at Harvard Business School* (Profile, 2014)

Also see other resources in our Writing Protocols series, notably 'Writing a press release'.

About Frontinus

We help engineers with pitches, presentations, papers, reports, and publications.

Our services include:

- consultancy
- training and mentoring
- editing and writing
- publishing

Anthony Haynes & Karen Haynes
Directors

frontinus.org.uk

info@frontinus.org.uk

Tel. +44 (0)1638 663456



Frontinus Ltd is a limited company (no. 6777037) registered in England.