



Joe.

THE
MARKETING
MEETUP



Personal
branding.













Personal branding (for me) is
the strategic creation and
effort placed in the direction
of creating an image of an
individual in the mind of
others.

(Best done in an authentic way).

All of words imagery, words
and experience.

A promise kept.



Wikimedia Foundation Press Release Sample and Template

Headline: Press release/[Insert headline here]

Secondary Headline (optional)

Most traditional press releases and news stories provide a short, attention-grabbing headline, followed by a more specific and explanatory secondary headline. This format provides journalists with a ready-made headline.

Second Paragraph:

1-3 sentences to expand on first paragraph and provide background information. Explain significance/impact, statistics are optional.

Expand on the general details provided in the first paragraph. If any of the 5 W's and 1 H were not explained in the first paragraph, the second paragraph should contain that information. In addition, it should effectively provide the general background of the event in question and act as the foundation for the rest of the article.

Fourth Paragraph:

1-3 sentences with any additional details not mentioned in previous paragraphs.

Ideally, the essential details should have been covered in the first two paragraphs of the press release. If not, provide the remaining details here. Otherwise, the fourth paragraph can be used to clarify, to include any additional details which may be less central to the overall story, or to give background information.

Sixth and Seventh Paragraphs:

The Wikimedia Foundation's press releases generally have 5-7 paragraphs. These paragraphs typically provide additional details.

Press release

Telenor makes Wikipedia available to 135 million customers in Asia and Europe

(San Francisco, California and Oslo, Norway February 28, 2012) **Telenor Group and the Wikimedia Foundation today announced a new partnership to offer Wikipedia free of traffic charges on mobile devices** to Telenor customers in Asia and Southeastern Europe. By making versions of Wikipedia available to 135 million mobile customers, Telenor Group and the Wikimedia Foundation demonstrate a shared commitment to increasing access to the free and open knowledge available on Wikipedia.

This initiative is part of the Wikimedia Foundation's mobile strategy, which focuses on reaching the billions of people around the world whose primary opportunity to access the Internet is via a mobile device.

"The Wikimedia Foundation is working to remove barriers to free knowledge, and for most people around the world right now, cost and accessibility are the two biggest hurdles," says Barry Newstead, Wikimedia Chief Global Development Officer. "We applaud Telenor for joining us to deliver free access to Wikipedia for their customers. Through this partnership, we move a step closer to providing the sum of all knowledge to every one in the world."

This partnership supports Telenor's commitment to bring more value to its mobile customers. Especially, the company has pioneered the development of value-adding services to rural and underserved communities in Asia. Telenor involve millions in Asia through the I-Genius project, which has already reached out to 300,000 Bangladeshi students and school-children with a call to explore open knowledge on the internet.

"We are delighted to have the opportunity to work with the Wikimedia Foundation. Telenor have pioneered affordable, mobile communications across much of Asia, and we have built a track record of offering vital services with a significant outreach" says Kristin Skogen Lund, Executive Vice President and Head of Digital Services at Telenor Group. "With this agreement, we are first in Asia to bring a vast knowledge source to the millions in underserved communities across the region."

The 3-year partnership between Telenor Group and the Wikimedia Foundation will cover 135 million users. The agreement is signed by seven countries: Thailand, Malaysia, Pakistan, Bangladesh, India, Montenegro, and Serbia. By the end of the year, more markets are expected to join. The agreement will be implemented step by step throughout 2012, with the first markets launching during the second quarter.

Each local Telenor affiliate will establish technical solutions together with the Wikimedia Foundation. Customers with a Telenor SIM will be able to access a version of the encyclopedia for as many times as they like in a given period, at no charge, as long as they stay within Wikipedia's pages.

####

First Paragraph:

San Francisco, CA [date press release published] [1-2 sentence summary of the story]

The first paragraph, usually 1-2 sentences, should contain the 5 W's and 1 H (**Who, What, Where, When, Why** and **How**). The **Why** and **How** may be reserved for later paragraphs if more appropriate. Utilizing the principle of the 5 W's and 1 H will most effectively and efficiently allow the reader to grasp the general idea of the article.

Third Paragraph:

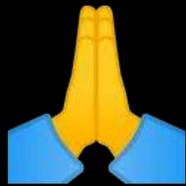
Quote from representative for the Wikimedia Foundation. In most of Wikimedia's past press releases, the first quote appears in the third paragraph. This allows room in the first two paragraphs to sufficiently develop the central details of the story before adding the Foundation's commentary. The quote is typically from a prominent representative of the Foundation such as Jimmy Wales, Sue Gardner, or Jay Walsh, but other representatives may be preferable, depending on what contributes the most to the story. In this example, the quote is from Barry Newstead.

Fifth Paragraph:

Optional additional quote from either the Wikimedia Foundation or another organization relevant to the story (in this sample press release, there is a quote from the Telenor Group). Otherwise, the fifth paragraph can contain either a second quote from the Foundation, or additional details of the story.

For more information on Wikimedia Foundation recommended practices for communications, please refer to the Wikimedia communications package, available at: <http://ur1.ca/Sh5yh>





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...e Checkless
...ad to quit
...ywood

server

...cine to protect us
...at: world health exper

...lockdown
...used to se

SUNDAY Mirror

Shape up with Gregg Wallace

Week 1 of his amazing 6-week body workout

FREE INSIDE 3 brilliant pulouts

FREE e-book

CORONA SUPPLIES



DOCTORS FEAR WE'LL RUN OUT OF OXYGEN

UK deaths over 15,000 as another 888 lose lives

Fresh hope as vaccine trials to start next

The BIG lockdown BBQ guide

How to deal with tricky neighbours when they can't get away from them!

Best year Garden Angel - also covered when you do them!

The Sunday Telegraph

Johnson starts to take back control

Going Gogo for Lockdown Live 544



Being overweight raises risk

Most small firms get to see aid

Ministers prepare to reopen in the

Over 70 would be locked down for more than a year

PM to take final decision

Wealthy flock to UK in private jets

Personal branding is your
opportunity to own the
narrative about you.



Joe Glover 🏠

Founder of The Marketing Meetup & Empath Marketing | Co-Host of Hum...

7mo • 🌐



WHY DOES NOBODY HAVE TELEPHONE NUMBERS ON THEIR CONTACT US PAGE ANYMORE.

Srsly. F*ck the trend, there is nothing wrong with having a phone number on your site.

On a sample of one (me), 100% of those surveyed stated for times of a quick enquiry which needs an equally quick answer OR in times of a more complex question, allowing customers to phone will make them like you a lot more.

[#marketing](#) [#business](#) [#themarketingmeetup](#)

👍 🌱 🗨️ 298 · 99 Comments

Reactions



Like



Comment



Share

Most Relevant ▼







Increased reach.
A new channel.
Great business development.
New opportunities.
Revenue.

TOTAL STATISTICS

SHOW AVERAGES

Views 

1,397,711

1. Jan → 20. Apr

+1,996,630 %

70

12. Sep → 31. Dec

Likes 

21,959

1. Jan → 20. Apr

+193 %

7,482

12. Sep → 31. Dec

Comments 

6,084

1. Jan → 20. Apr

+190 %

2,097

12. Sep → 31. Dec

Shares 

195

1. Jan → 20. Apr

+100 %

0

12. Sep → 31. Dec

Engagement rate 

2.02%

1. Jan → 20. Apr

-100 %

13,684.29%

12. Sep → 31. Dec

Posts 

277

1. Jan → 20. Apr

+36 %

203

12. Sep → 31. Dec

Increased reach.
A new channel.
Great business development.
New opportunities.
Revenue.

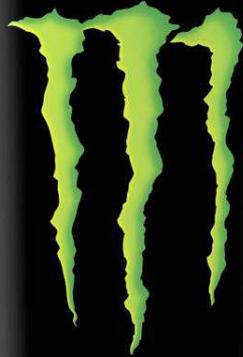
Self taught.

Ash Jones. Greater Influence.





TAURINE

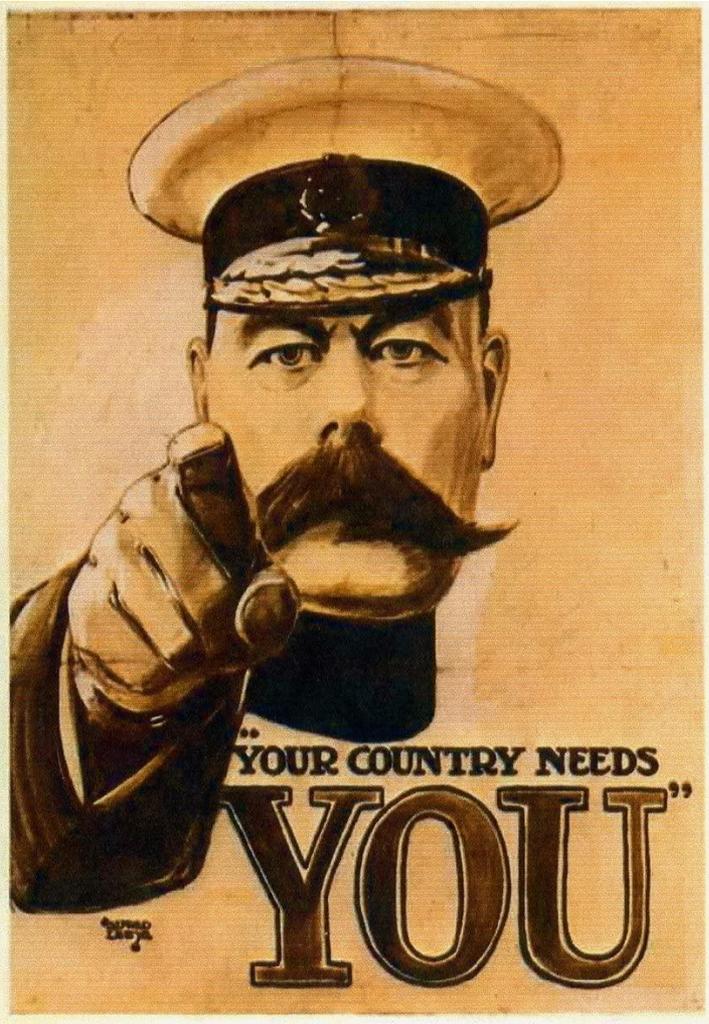


MONSTER
ENERGY

BEST DRINK

16 FL. OZ. (500 mL)



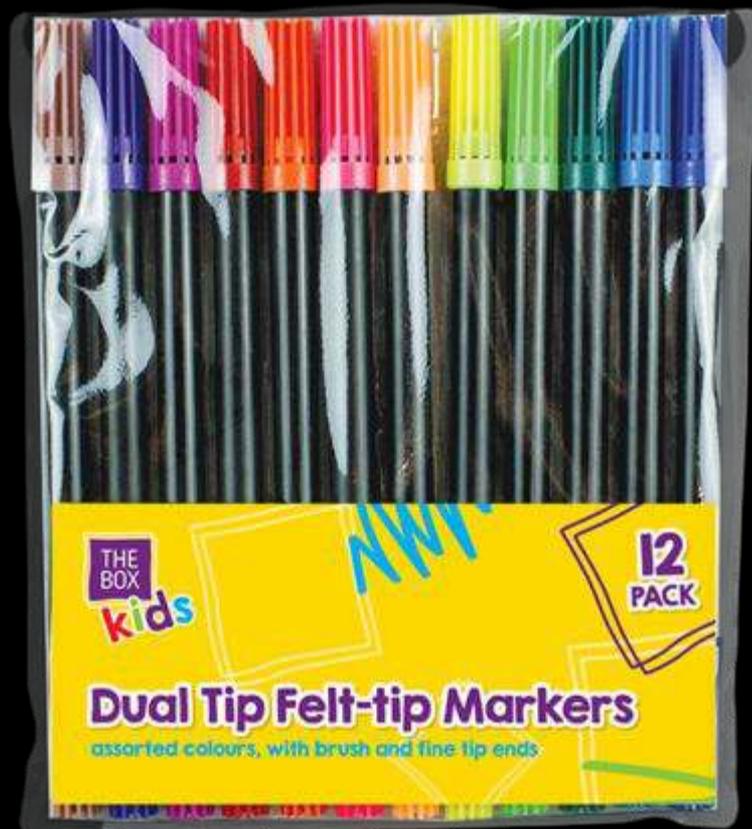


Easy life.

Easiest life = Just doing you.

Be as 'you' as you're
comfortable with.





THE
BOX
kids

12
PACK

Dual Tip Felt-tip Markers

assorted colours, with brush and fine tip ends

1. Set expectations.

Non-salesy.

Chill out.

2. Why?

Reasons: Fame. Fortune.
Charity.

Write it down as a mission
statement.

3. Target audience.

What do they want to hear?
Marmite.

4. Strategy.

What do you want to be known for?
Content Pillars. (Solves biggest
problem of them all)

Social Media	Small Businesses	Kindness	Networking
Facebook tips	How to run	Acts of generosity	Tips for networking
How to run live sessions	The experience of being a business owner		Interesting stories of people you've met networking
Social media stats			Sharing pics of events people should go to

<http://blog.hellosocial.com.au/blog/social-media-basics-what-are-content-pillars>

5. Lifecycle.

How? Tactics and channels.

Awareness .
Consideration .
Purchase .
Retention .
Advocacy .

6. Analysis.

Same old metrics.
Shield Analytics.



7. Did I mention chill out?

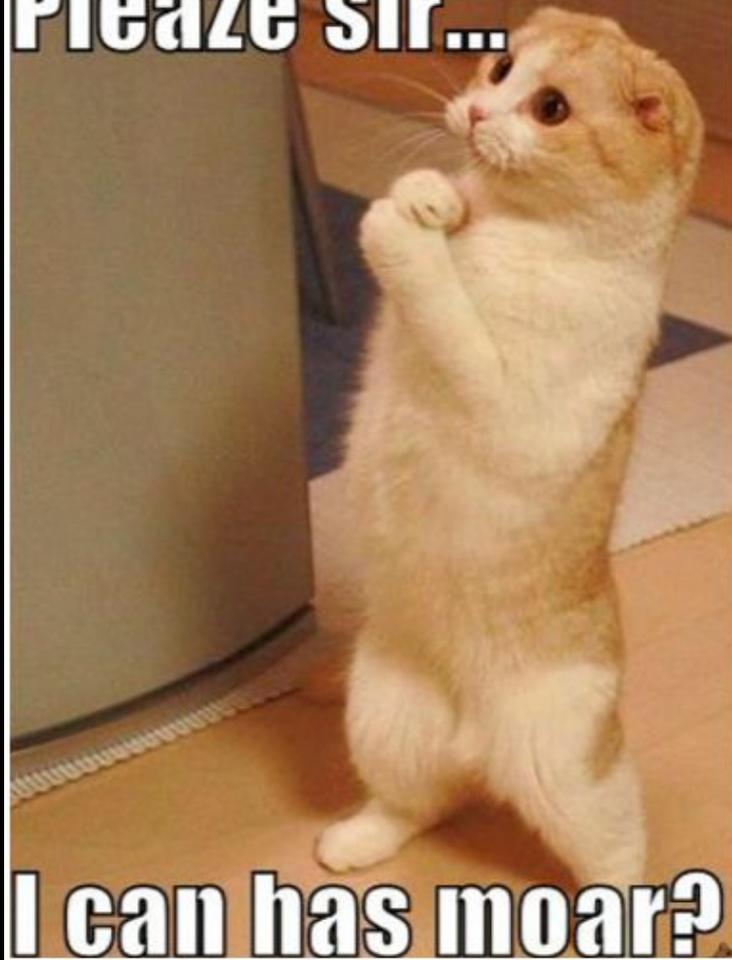
Linkedin.

Upside down social
media network.

Reach.



Please sir...



I can has moar?

MOAR!



I WANT MOAR!

Reach = Imprecise and vanity
driven.

Reach = Potential.

Art and Science.



THE
BOX
kids

12
PACK

Dual Tip Felt-tip Markers

assorted colours, with brush and fine tip ends

Don't worry about posting all
the time. Wait till you have
something useful to say.

Practice makes perfect.

Stick to your pillars.

Topical is good.

But not opportunistic.

Don't get lost in the metrics. Go
back to your why - if it's business
driven, look at this first.

'You' is a powerful word.

Find folks you admire.

Find folks you admire.
And copy them.

Find folks you admire.
And copy them.
In your own style.

Video is great.

Just do it.

COVID.

Now is the time to be giving,
helping, and being kind.

Summary.

Personal branding is a
horrible word for a useful
thing. This thing just
requires you to be you, but
you can layer strategy on, if
you want to.

A medium shot of Steve Carell as Michael Scott from the TV show 'The Office'. He is wearing a white dress shirt and a dark tie, looking directly at the camera with a neutral expression. He is holding a white mug in his right hand. The background shows office blinds and a wall.

WORLD'S
BEST
BOSS

I think that pretty much sums it up.