# Opening

Various brands

# Surveys

Please send me your responses since this is on the phone.

# Social Networking

Social Networking is the equivalent of old time local business meetings

* Chamber of Commerce
* User Groups
* Better Business Bureau

A way to network with others that have similar interests

Survey, I’d like to count how many members of each we have. Please drop me a note and let me know which networks you are a part of

MySpace – Please don’t be a part of this unless you are in a band

Facebook – Mix of business and personal relationships. I see this as more for friends.

LinkedIn/Plaxo – Both more business oriented. LinkedIn seems to be more popular

Twitter – Between IM and email. Hallway conversations

Next - Authors

# Author Poll

I’m interested how well people are branded. The left names are well known authors, the right pictures.

Who are the leaders in the SQL Server space? Do you pay attention to authors? Do you know who is someone that has good things to say?

Next – Blog Survey

# Blog Survey

I see blogging as a great way to brand yourself. So I have a couple polls. Please send your answers.

# The Long Tail

Has anyone read The Long Tail? Do you know what it is? There’s this idea of niches that have value.

* Economic theory
* Music/records
* Record stores.
* U2/Bruce Springsteen/Kanye West near the left.
* Counting Crows, John Mayer, Black Eyed Peas the middle
* Guess Who, Rick Derringer, Thin Lizzy at the right. These were the imports.

You are a niche for your next job, or you should be. You can strive to be at the head, or the tail. Nothing wrong with tail, for the head, ping me later. For the tail, you want to move up.

# Wheat/Chaff

Separate the Wheat from the chaff

# Umbrellas

Or Stand out from the Crowd

# How To Stand Out?

* A list of ways you can build a brand, and separate yourself from others.
* You can do some or all. Cherry pick what works for you. Start small and build as you get comfortable.
* Various ways, important thing (Click) these can be external or internal to your job. External meaning out in public, internal, behind the firewall.

# Caution

A warning before you go crazy building a brand

# Social Networking Checks

* Computerworld survey. HR people are checking up on you.
* Not just calling references, Googling, checking social networks, etc.
* The higher the position (and more money) the more checking, and potentially less tolerance for indiscretions.

# Facebook Issues

Posting inappropriate or embarrassing things.

Spending too much time.

# Blogging Issues

Mark Jen from Google

Coyp Shop worker from MS

# Copy Shop Photo

MS isn’t in the picture

This was seen as a security violation

# Legal Notice

Law professors from HWU and Harvard in a book on privacy implications of the digital age.

# Image is Everything

Recognize photo? 1992

(click) It’s not everything, but it matters

# Horse Story

* Wife trains horses
* The mind is a jar
* Every experience is a marble
* White is good
* Black is bad
* Do you want this (black marbles)
* Or this (white marbles)

# Online Profiles

* This is how much research and checking is done these days. You are likely to have an online profile in this business. Your projects, or anything that is credited to you could be out there.
* Even if you don’t create your own profile, someone else could.
* Remember that this is your professional brand. You can have multiple brands, but keep them separate (if appropriate).

# Reed Me Blog

From David Reed, a friend of mine. He wrote this, and I might have had no idea this was out there. It’s not bad, but what if it was?

# Where To Build Your Brand

* MySpace – Bands, teenagers, very social interaction site.
* Facebook – A place built more on friendships, status, etc.
* Plaxo – A networking site that had some links with Outlook. Seems to be a Facebook type clone
* LinkedIn – More of a business site. Lots of recruiters, salespeople, and professionals are on there. Can collect to connections of your connections. Some discussions take place there, in a more private environment.
* Twitter – Hallway conversatiosn. Limited to 10 characters per post. You can build a bit of a brand here by making interesting posts.
* Blogger – I’d prefer this. Typepad/Wordpress have free for non-commercial use as well. Blogger easily allows multiple blogs/brands
* SSC allows blogs.

# Naked Conversations

Who’s read the book (email)? It’s a good book with some great examples for business blogging.

# Blogging

* This is about you. Think diary or journal.
* List the things that you’ve done, learned at work or on your own. Show that you are working on your career.

# Blogging 2

* Don’t worry about what you write. It doesn’t have to be perfect.
* Write small, 1-2 page posts.

# Blog Example 1

A nice piece on the SSIS Expression language. Leads into other posts.

# Blog Example 2

Someone’s own explanation. It shows that this person learned about this topic, and provides some information for himself, or others.

# Blog Example 3

Solving a problem

# Blog Example 4

I’ve had this issue. A short example with code.

# Blog Example 5

Mistake. Mixing politics and tech. Bill Vaughn, and he might get away with it. He’s established, but it still might cost him work or jobs. Polarizing topics, especially, shouldn’t be on your professional blog.

# How to Blog 1

* Get permission. I’ve never had an issue, but ask.
* Be smart. That’s the MS motto.
* Pipeline. Writ e 5-10 posts first, and then schedule them.
* Maintain a schedule you can keep.
* At least twice a month, preferably once a week.
* If you don’t have anything you learn, think about that.

# How to Blog 2

* Don’t copy posts – Write your own thoughts or interpretation of things.
* Give credit for references, but learn things for yourself.
* Be sure you keep a record for yourself. Back up your blog (use Blogger)

# Authoring / Publishing

* You can publish in print or the web
* Variety of web choices, print it dying.
* Think essay as in college
* If you get to 2-5 pages, think article
* We all started with articles.

# Books

* Longer projects.
* Many authors sub out chapters
* You need an expertise, not guru level, but very confident about an area.
* It can be weeks to do a chapter, months for a book.
* Be sure you promote it if you do it

# Speaking

* A great way to get some exposure.
* User groups always need people.
* Promote it, be sure that you record this in your resume/CV
* Anyone can talk on a topic.

# Volunteer

* PASS/User groups always need help
* At work, tackle something that needs doing, but isn’t assigned to you or anyone else. Help out in your spare time.
* If it’s a charitable type organization, do it because you want to. However, make a note of it. A resume/interview is not the time to be too humble.
* Forums are a great place. Help others, answer questions. If you make mistakes, or give bad advice, retract it, and show that you’ve learned better.

# Leadership

* We need leadership. This doesn’t mean you’re a manager, but that is one way to do it.
* Leadership helps you stand out.
* This is not a manager, though it can be. And that helps.
* Project leader – On some task, provide coordination, direction, ideas
* Organization – Can be internal or external, formal or informal.
* Thought – Just express yourself. You can be someone that people follow, or maybe counsel

# Research

* This is not something you might think of
* As you ask questions, or seek help online, add this to your blog.
* Document this to show that you’ve learned something. And that you’re not afraid to ask for help.

# Documentation

* People do documentation for various reasons
* Solidify learning
* CYA
* Proof of efforts
* Be honest here, keep a good list, but don’t clutter your resume.
* Document your mistakes.

# End