



Managing Your Online Presence

Presented by Lisa Fettner



Yes, you have to...

It's about reputation, not vanity

Virtually show your customers who you are

Be professional, but human

Tip 1: Professional, Current, Photo



Tip 2: Clean, Crisp, No typos or agent-speak

Always be professional

Always tell the truth

Always be current

Tip 3: What's your USP?

Who are you and what you do better?

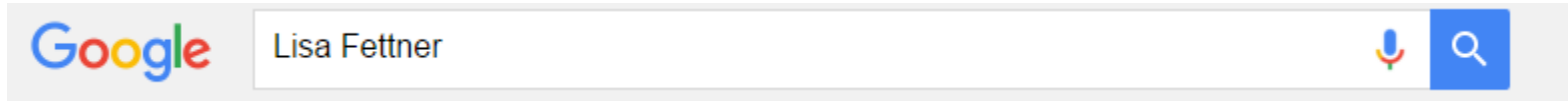
Why are you an agent?

Back it up with data

Tip 3: What's your USP?

With 20 years of experience, Amy Agent has become Anytown USA's "Go to" agent with a reputation for tenaciously protecting her clients' interests. Savvy negotiation skills, cutting-edge marketing efforts, and uncompromising integrity have made her the top-producing agent in her area 10 years in a row.

Tip 4: Have you Googled yourself lately?



Tip 5: Content

- Professional Photo
- Concise, impactful headline
- Summary
- Professional Experience highlights
- Skills & Designations
- Recommendations/Testimonials
- Involvement in groups and organizations
- Education
- Highlighted projects
- Awards
- Languages



Tip 6: So many sites, so little time

Update your information 1x per year

Keep everything in a central place
(Google Docs)

Maintain a master spreadsheet with links