



Sima Dahl  
Sima@ParlayCommunications.com  
312-884-1888

## Sway Factor™ Tip Sheet

Social networking, when practiced with purpose and intent, can help you create a personal brand, raise your visibility and generate referrals. To improve your Sway Factor™ and build a network of brand champions who instinctively act on your behalf, follow these three steps:

### 1. Practice Consistent Indirect Marketing ⇒ The Product is You

- You are a brand – be your own brand manager
- Stay on message – underscore your personal positioning statement
- People buy from people they know, like and trust – they refer them too

### 2. Make Frequent Digital Deposits ⇒ Pay it Forward

- Give advice and expertise
- Invite to seminar, workshop or other event
- Make an introduction
- Recommend vendors
- Provide honest feedback
- Refer candidates for hire
- Share job leads
- Promote a fundraising activity or pet project
- Praise and give compliments
- Celebrate, congratulate and comfort

### 3. Pledge Unwavering Personal Commitment ⇒ It Works If You Work It

- Dig your well before you're thirsty
- Set aside time and fiercely protect it
- Employ best practices for time management – set goals, set a timer

---

### 7 Steps to Improve Your Sway Factor™ on LinkedIn

1. Make a 21-day commitment and block time on your calendar (focus)
2. Create or update your summary / specialties (positioning)
3. Complete or update your profile (messaging)
4. Update your status weekly (repetition)
5. Aim for 5-10 new contacts within 3 weeks (reach)
6. Make timely, relevant digital deposits in your brand champions (influence)
7. Demonstrate your character, competence and charisma (be the brand)

---

Parlay Communications provides consulting and training solutions for business-to-business companies, professional service firms, sales teams and executives. Learn more about Sway Factor™ consulting, coaching, keynote presentations and workshops at [parlaycommunications.com](http://parlaycommunications.com).

[Linkd.in/simasays](http://Linkd.in/simasays)

[twitter.com/simasays](http://twitter.com/simasays)

[facebook.com/simasays](http://facebook.com/simasays)

[G+/simasays](http://G+/simasays)

New! MarketMyCareer.com – a comprehensive resource for job seekers. If you know someone who is in transition give them promo code AMA for 10% off Store items through Oct. 31, 2011.