

GET IT RIGHT FROM THE START

Reputation Blueprint

An easy to follow checklist that ensures
you avoid embarrassing mistakes and
get your reputation right from the start

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No matter whether you're already a business leader or you're on the way there, you've already put years of dedication into building your career.

So when the time comes to start putting yourself out there, you want to get it right from the start.

Your biggest priority is your business and the people you lead, so you don't have time to figure it out yourself.

You're well regarded by your peers, your people and your network, so you can't afford embarrassing mistakes.

You've either got too many ideas or you're stuck on what to build your reputation on and it's not the time in your career or business to figure it out as you go.

So, here are five easy things you can do to get it right from the start. By following these steps you can be on your way to building your reputation with purpose and authority, in a way that's aligned to who you are and what you value, as well as your plans for the business you're leading and your career legacy.

I hope these steps help you get it right from the start. At the end of this doc you'll find a checklist, so you can tick off each step as you go and know you're building your reputation with the right foundation.

If you have any questions I'd love to hear from you. Feel free to email me at angela@pilotpr.com.au and I'll personally respond to you.

Cheers



Angela Cross
Founder, PilotPR

1.

Align your social profiles

When it comes to social profiles, I'm talking about the ones you use for work. For most leaders this is LinkedIn and Twitter or Instagram.

Many people write their LinkedIn profile like a bad CV - chronology of events written in the third person. Their Twitter profile might be drowning in dust mites and old Tweets from a decade ago.

But you want your social profiles to read like you're talking to someone, be consistent across all platforms and sound and feel like you.

Here's how you can upgrade your social profiles so they support your reputation and communicate your value:

- Edit your LinkedIn profile so it's written in the third person and in your tone of voice. Write like you'd be talking to colleagues you know well
- Include examples of how you add value as a leader, your biggest achievements and
- Write your Twitter and Instagram bios as a shorter version of LinkedIn. Use the same words and phrases and keep it focussed on you as a professional (though on Instagram you can be more human)

Here are some example of leaders who do this well:

RedBalloon Group founder, Naomi Simson on [LinkedIn](#), [Twitter](#) and [Instagram](#)

ANZ Group CEO Shayne Elliott on [LinkedIn](#) and [Twitter](#)

Goldman Sachs CEO & chair, David Soloman on [LinkedIn](#) and [Instagram](#) (note his side hustle)

2.

Start following influential leaders

If you're going to be building your reputation you need to put yourself out there.

One of the best ways to get a feel for the kind of content you will create is to look at leaders who are great at it and take inspiration from them.

Find a range of leaders from varied industries and backgrounds with a range of styles. Leaders who use video, those who write, those who share more of their personal life.

Don't follow the obvious names, like Amazon's Jeff Bezos, Richard Branson, Elon Musk or even RedBalloon's Naomi Simson. These leaders have a team of people supporting them and have been at it for years.

Find leaders who you feel a connection with, who are influential but not mainstream and who add value as they build their reputation. Leaders in your industry and those who aren't.

3.

Introduce yourself to journalists

Mainstream influencers share their media coverage on Forbes, The Guardian, CNBC or Business Insider like it's easy to get.

First thing, it's not.

Secondly, while it seems impressive, you should ask yourself is mainstream media coverage like that really what you need to build the reputation you need for your business?

It's more likely there are a handful of journos that report on your industry that you should be building relationships with, especially as you start. The Forbes article can come later.

Find the people who are writing about your industry either via the trade titles or for mainstream news publishers. Follow them on Twitter, ask to connect with them on LinkedIn (send a message with your request saying genuinely why you'd like to connect).

Keep an eye on their posts. Comment on their stories when it's relevant. If they post looking for comment on a topic you know about, offer yourself up for interview. If you're writing content, offer it to them before you publish.

Start with a smaller group of journalists and build it out from there.

4.

Pick your platform

When it comes to building your reputation, many of us think that if we're going to be visible on one platform we need to be on all the platforms.

This is not true.

You're busy so you need to pick the platform where your audience is. LinkedIn is the most obvious choice, but a second will be Twitter or Instagram.

Figure out how you're going to be more visible on that platform.

Once you've got it figured out, your regularly posting content and updates and you're building an audience, then you can add other platforms in. Only if you want to. If you're reaching the right audience on one platform, your connecting and engaging with influencers and the media in your industry, and enjoying it, don't feel pressured to be elsewhere.

5.

Start small and sustainable

Creating a schedule that has you writing a blog a week, sharing what you're reading, commenting on posts, offering yourself for commentary to media, pitching for speaking opps at industry events and sharing your company announcements straight off the bat is a recipe for burn out

And once you start building your reputation, you don't want to disappear. Everyone has quiet periods when it comes to being visible due to deadlines, results, launches, but being everywhere then a few months later ghosting your audiences is worse than never starting at all.

Here are some tips:

1. Start with one action on one platform eg. sharing an industry article you've read with a quick insight once a week
2. Get comfortable with that one action then add another
3. Get comfortable on one platform then add another
4. Pay attention to the influencers you're following to see what content or activity you'd like to incorporate into your program
5. If something feels uncomfortable figure out why and tweak it
6. Maximise your content. So if you're presenting at an industry conference, post about it on social media, share the event content, then divide your presentation into a series of insights to post on your social platforms in the weeks following
7. Build relationships with media one journalist at a time
8. Align your activity with your calendar - allow quiet times for your reputation to allow for peak work periods or holidays

CHECKLIST

Reputation blueprint

Social profiles are updated and aligned

The influential leaders I'll follow are:

.....
.....

The journalists I'll connect with are:

.....
.....

The platform I'm prioritising is:

.....
.....

The things I'm doing to be more visible on that platform are:

- 1.
- 2.
- 3.

Are you ready?

Now you have some solid steps to follow to get your reputation right from the start.

But if you feel like you'd like support to set your strategy or simply make a program like this happen because you're so busy working on your business I can help you.

I love working with business leaders who want to build their reputation with purpose, so it's aligned to the business they're leading and supports growth.

- My clients have been told they have gone from nowhere to being everywhere
- My clients are quoted in mainstream, top-tier media outlets
- My clients have regular columns in top-tier trade media press. One client has a monthly column with a publisher he previously 'couldn't crack' until we worked together
- They get regular guest spots on podcasts
- They implement a social media strategy that supports their other platforms, spanning traditional media, speaking opportunities, events and guest interviews

I have a 90-day program for leaders who want to set their strategy, know what they want to say, choose their platforms and meet the media.

I work in an ongoing capacity with business leaders who need me to create their strategy then coach and help them implement their program for building their reputation, while at the same time I do their PR for their business. Working like this, we build your reputation in alignment with creating greater visibility for your brand. Click here to set up a quick call if you'd like to talk about how I can help you.

Links to know more - pilotpr.com.au [LinkedIn](#)

If you'd simply like to know more, feel free to [email me](#) and I'll happily answer your questions.

Or turn the page to see what some of my clients say about working with me.



A FEW WORDS FROM *our clients*

“Earlier this year, I acquired the Australian operations of FutureBrand, a global transformation company. One of the most important tasks was the announcement of the acquisition and subsequent promotion of the new ownership. Having engaged Ange, she has helped us take full advantage of the opportunity, helping to guide our messaging, secure the right kind of coverage, and provide strategic counsel at key points along the way. Ange is now very much part of our business and she plays a valuable role in managing our profile and supporting our growth for the future.”

Rich Curtis, CEO FutureBrand Australia

“I have been very fortunate to work with Angela for over seven years and during this time she has always been very professional, responsive and provided excellent counsel. During my career I have worked with some highly regarded and well-known brands; having Angela alongside me and the organisation is always comforting, as I know the reputation of the organisation and myself is in great hands.”

Meredith Staib, CEO, Royal Flying Doctor Service, Queensland Section

“I have had the great fortune of working with Angela for over ten years. Angela takes the time to gain a deep understanding of not only your objectives, but the values of both your organisation and the key stakeholders she represents. This understanding translates into highly personalised ‘Public Relations’ advice that ties back to activity directed at achieving objectives. I love working with Angela and have total confidence that I will get unfiltered, educated advice.”

Cameron Pearson, CEO Virgil Assist

A white, geometric tunnel with a bright light at the end. The tunnel is composed of white, angular walls that create a series of triangular and polygonal shapes, leading the eye towards a bright light source at the far end. The perspective is from the entrance, looking down the length of the tunnel.

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