The Road to Recognition

Seth Price
VP of Industry Relations
Placester
MODERN BRAND BUILDING

SETH PRICE VP, INDUSTRY RELATIONS AT PLACESTER

The Road to Recognition

Seth Price / Barry Feldman

The A-to-Z Guide to Personal Branding for Accelerating Your Professional Success in the Age of Digital Media

TheRoadtoRecognition.com
Hi, I’m Seth
And I Know
I Have a
Problem
Our Species Has Stopped Evolving

The average human attention span in 2000 was 12 seconds, but by 2013 it was only 8 seconds (1 second shorter than a goldfish)

Seth Price @sethprice
We’re Battling For Attention Like Never Before

The battle for attention will be the biggest challenge of any business endeavor for years to come

Seth Price @sethprice
NON-STOP TRAIN WRECKS

TheRoadtoRecognition.com
UNLIMITED
PEOPLE
WRECKS
“80-90 percent of the consumer journey happens online”

Forrester Research
THE CONSUMER JOURNEY

1. Consider buying / selling
2. Research important attributes (geo, price, beds)
3. Prioritize attributes, passively search market
4. Select you to work with, actively search market
5. Find someone to work with.
6. Close Transaction
THE REAL JOURNEY

Discover
- Browser
- Exploration

Explore
- Research
- Browse
- Hear

Buy
- Transact
- Research

Ask
- Learn
- Compare
- Peer review

Use
- Use
- Share

Engage
- Advocate
- Trust

Mobile
Web
Company website
Events
Sales
Peers
Social
Email
Print

Lori Wizdo @Forrester Research
ARE YOU ASKING ENOUGH QUESTIONS?

IS FOR QUESTIONS
What’s the impression people have when your name is read or said?
What are the experiences a prospect has with you before they meet you?
How do people describe you when you’re not around?
What’s your reputation?
WE DON’T NEED MORE LEADS... WE NEED MORE RELATIONSHIPS

@sethprice @Placester
We Do A Lot Of One Night Stands, Not Enough Long Term Relationships

Seth Price @sethprice
We Need To Be Human More Often
WITHOUT A POWERFUL BRAND, YOU’RE JUST TWO CLICKS AWAY FROM OBSCURITY

Seth Price @sethprice
I want to be that guy

We need to create the reasons for discovery today. Otherwise it’s far too easy for our prospects and customers to get distracted along the way.

Seth Price @sethprice
HOW CAN YOU MAKE YOUR AUDIENCE BETTER, HEALTHIER, RICHER, HAPPIER?

Seth Price @sethprice
WHAT DO THEY CARE ABOUT?
74% of consumers identify word-of-mouth as a key influencer in their purchasing decision.

Ogilvy/Google/TNS
Authenticity is the currency of trust
Good Branding Spreads Your Authenticity Like Pixiedust
C IS FOR CONVERTING OBSCURITY INTO TRUST
Best Front Load Washers for 2016
(Ratings/Reviews/Prices)

by Steve Sheinkopf

Our Best Front Load Washers article is an article that we update frequently as rebates change from month to month. Recommendations can change with prices.

Washing machines have become as much about energy and water savings as they are about washing clothes. Front loaders offer the larger size with better efficiency and a higher spin. This in turn reduces drying time.
SELLER TOOLS AND RESOURCES

When it comes to selling your Toronto home, we’ve got you covered.

SELLER GUIDES FOR EVERYONE

Information specific to houses, properties, and

FINANCIAL CONSIDERATIONS FOR SELLERS

A detailed look at the costs

THE 30-DAY GUIDE TO PREPARING YOUR HOME FOR SALE

The complete guide to

REAL ESTATE STATISTICS

Interactive sales activity charts by neighbourhood.
WEED IN THE WORKPLACE
A MARIJUANA ETIQUETTE GUIDE

For entertainment purposes only.
IS FOR GETTING FOUND

IS FOR GOOGLE
WHERE ARE YOU?
Show what’s unique.

Add pictures, respond to reviews, and share what’s best about your business.

LEARN MORE ➔
Get More Local Customers

Improve rankings, drive business, and fast-track your success in local search with Whitespark's SEO tools and managed services.
BE THE BEST ANSWER
Dr. Catherine Price
Acupuncture. Welcome!

Alternative Medicine. Wellness & Thoughts on Living Fully.
Chiropractic, Gynecology, Acupuncture, Allergy & Immunology, Cancer Care.

Search the knowledgebase...

Frequently Asked
Answers to the questions your patients need to know.

Getting Started
Things you can do to help make your sessions more effective.

Free Resources
Resources to help address sciatica, stress, and fertility issues.
Articles for Mastering Marketing

Learn how to market real estate anywhere online.

Realtor Marketing in 2017: The Biggest Digital Trends to Monitor
Elizabeth Christensen

Improving Your Real Estate Website Lead Conversion:
Matthew Bushery

IDX Site Pages You Need for Real Estate Lead Gen...
Matthew Bushery

Generating Real Estate Leads with Social Media

How to Amplify Your Real Estate Website Traffic
Great branding is an unfair market advantage that adds value.
How long will it take to sell my house
Best Neighborhoods for Historic Homes in Charlotte
8 Mistakes every seller makes
How do I get the best deal on a mortgage
How do I get ready to buy a house
How much commission do I have to pay to sell my house
I don’t like my realtor, what should I do?
How do I Find The Best Real Estate Attorneys in Hudson, New York
How do I know my agent is really working on selling my house?
What are the best towns to live within commuting distance to NYC
What neighborhoods have the best property tax rates
What are the best neighborhoods to live in Marin County
What does $500K buy me in San Francisco
10 tips buyers would give sellers if they could
What kind of fees do I need to pay to sell my home
Do I need to pay a realtor?
How do I find a good home for assisted living
When I sell my home, what does the commission cover?

@sethprice
Bragg a little
- The Best Roofdecks in Manhattan
- 10 Tahoe Waterfront Properties under $500K
- San Diego’s Least Expensive Beachfront Listings
- 12 North Beach Flips on the Market Right Now
- Most Expensive Apartments on the Market in Phoenix
- 10 Smallest Homes in Columbus on the Market Today
- Boston’s Priciest Condos
- 15 Most Beautiful Pools in Austin
- Biggest Garages in Boise
- Largest Houses in San Francisco
LISTEN A LOT
Best lobster rolls in Bar Harbor, Maine
Corpus Christi’s most popular beaches to bring a family
South Boston complete list of back to school supply lists
Local pre schools in and around Providence
Best restaurants for date night in Atlanta
Most popular streets for scoring great candy trick-o-treating
Most beautiful scenic hikes in Scottsdale
Best burgers in Louisville, KY
The 10 best new restaurants in Greenville NC
Best parks for dogs Ft Lauderdale
Best bars for a Mom’s night out
YOU ARE A MEDIA COMPANY NOW

M is for Mastering the right Media
V is for Visuals

Are more powerful than words.
Hey, did you know that we process images 60,000 times faster than words? :) That’s why you really need a good headshot, don’t go cheap here @sethstuff
DON'T WAIT TO BE DISCOVERED
Z is for Zeal
10 Things That Require Zero Talent

Be on time
Work ethic
Effort
Body language
Energy
Attitude
Passion
Being coachable
Doing extra
Being prepared
IT’S YOUR STORY TO TELL MAKE IT A GOOD ONE

“I had my own blog for a while, but I decided to go back to just pointless, incessant barking.”

Seth Price @sethprice
SAY YES TO YOUR JOURNEY

SETH PRICE VP, INDUSTRY RELATIONS AT PLACESTER

THE ROAD TO RECOGNITION

SETH PRICE / BARRY FELDMAN

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