

Six Pixels of Separation:

How Your Personal Brand Connects in a Connected World

Meet Our Guest



Mitch Joel, author of "Six Pixels of Separation", helps people and companies define their personal and corporate brands. He was selected Canada's Most Influential Male in Social Media, one of the top 100 online marketers in the world, in 2008.



Mitch writes a business column for The Montreal Gazette and Vancouver Sun, and is President of Twist Image, an award-winning Digital Marketing and Communications agency.

Your Hosts



William Arruda
Reach Founder



Susan Guarneri
Series Executive Producer

Where this fits in the **1-2-3 Success!** Personal Branding Process



This teleseminar applies to the **Express** and **Exude** phases of the personal branding process.

Agenda / Topics

1. Tell us who you are, what you do and who you work with?
2. What inspired you to write your book and what is the key message?
3. How do you see the trends you talk about playing out, and what are the opportunities?
4. What does the term “in praise of slow” mean? How does it relate to communications and connection?
5. Why is personal branding more important than ever before?
6. What are the most effective ways to promote our personal brand online?
7. What are the best ways to grow and sustain our brand visibility over time?
8. How can we stand out given all the online distraction?

Links

Mitch Joel's Book: www.twistimage.com/book

Mitch Joel's Blog: www.twistimage.com/blog



Recordings of this and all other Reach Interviews are available at Personal Branding TV
www.personalbranding.TV



www.reachpersonalbranding.com

www.reachbrandingclub.com