



**Video-Enhanced Profiles:
The Must-Have Web 2.0 Application**

Meet Our Guest



After leaving her corporate executive roles in Internet marketing in 2000, **Catharine Fennell** has built a reputation as a trailblazing entrepreneur.

She launched two successful companies in the last ten years (Market Yourself Smarter.com and SWING Think Inc.) and is responsible for executive producing and syndicating an award winning web t.v. show, currently in its third season.

Your Hosts

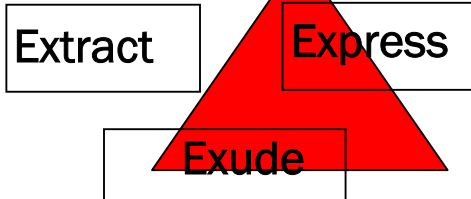


William Arruda



Susan Guarneri

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 for Today's Interview

1. How does video help entrepreneurs and executives looking to build their personal brand and profile online?

2. Why is it important to use online video today?

3. How does video change your online interactions?



- 4. How does video improve your visibility online?
- 5. Does online video have to be for self promotion?
- 6. What are your tips for delivering the ideal video biography?
- 7. What are the don'ts for video and delivery?
- 8. How does video fit into the online marketing campaign?

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**LINKS:**

For more information about VideoBIO, go to: <http://www.videobio.com>  
 A proud Reach partner <http://www.reach.videobio.tv>

**Recent media appearances**  
 "Brand thyself via online video" - Toronto Star article (Feb. 1, 2010)  
<http://www.thestar.com/business/smallbusiness/article/758451--brand-thyself-via-online-video>

"Resumes go paperless" - videoBIO in Huffington Post / NY1 Television  
[http://www.huffingtonpost.com/2009/12/14/video-resumes-replacing-p\\_n\\_391033.html](http://www.huffingtonpost.com/2009/12/14/video-resumes-replacing-p_n_391033.html)

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Reach Personal Branding: <http://www.reachpersonalbranding.com>
Personal Branding TV: <http://www.personalbranding.tv>