



**iNSTANT**

**Name Recognition:**  
*Kick Start Your Online Presence*

*~A Special Report~*

# **INSTANT NAME RECOGNITION**

**Kick start Your Online Presence**

Brought to you by **Richard Rigor**  
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# Table of Contents

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<b>Introduction .....</b>	<b>4</b>
<b>Techniques .....</b>	<b>6</b>
<b>Press Release .....</b>	<b>6</b>
<b>Articles .....</b>	<b>12</b>
<b>Profiles .....</b>	<b>16</b>
<b>Social Media .....</b>	<b>21</b>
<b>Free Properties .....</b>	<b>25</b>
<b>Conclusion .....</b>	<b>28</b>

# Introduction

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If you want to do business online, you need to ask a few questions. Your potential clients and customers are asking these same questions.

**Who are you?** Why should anyone trust you to supply a service or product? Are you a genuine, trustworthy, *real* person?

**When you Google™ your name, what happens?**

Is it immediately obvious that you and your business are legitimate? Do you come up in that search *at all*?

Here's the bottom line. You need to create and maintain an online presence that lets the world know that you're someone who should be taken seriously.

Otherwise, you're just one of the faceless, nameless millions who slap up websites in hopes of earning a quick buck but who fail to distinguish themselves.

You need to have a solid presence online and you need to know how to maintain it--adding to your credibility and creating serious name recognition within your field.

This guide is going to show you how to get started. We've designed it to help get the ball rolling by getting your name *out there* in a positive way.

We'll walk through six fantastic strategies that will start filling those Google searches for your name with page after page of positive, accurate, reputation-building results.

If you don't have a real online presence, this is a great way to start. These techniques will get your name *out there*, establishing you as someone with whom people should be happy to do business.

# Techniques

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## Press Release

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Most people think of press releases as a way to capture media attention. That really is their core purpose, but they have additional value--particularly for those who'd like to start building an online presence.

You should create a press release and distribute it as part of becoming an online force. Let's walk through the plan.

First, you'll need the press release. The idea here is to share interesting and/or newsworthy information about you and your business.

You'll want your name to appear in the press release a few times and you'll want to work it (or your business' name) into the "headline" of the press release.

If you don't know much about writing press releases, get your hands on a quality guide that will march you through the details of creating a good release.

Press releases aren't really complicated, but they do have certain stylistic conventions and knowing the tricks of the trade will increase overall performance.

Alternatively, you can hire a writer to create the release. An experienced writer with experience in the area of releases and an understanding of your specific reputation-building goals can make the process run smoothly and more quickly.

A good writer will help to improve your overall results, too. Additionally, a fantastic release will better reflect on you, which should help in terms of reputation building.

Once you have your press release in place, you'll want to begin the process of online distribution. This is where the presence-building aspect of things really kicks into gear.

Many different websites accept and publish press releases. Journalists and media professionals to find new stories and ideas use some of these sites.

Others do little more than to use releases as web content in the hopes of driving traffic and making money with AdSense or contextual advertising programs.

You'll want to make sure you're using at least one of the better, paid sites.

However, you don't need to be concerned about the distribution points' quality while using this technique. That's because our primary interest is to do everything we can to make your press release appear on as many sites as possible.

That's why press releases are a great tool, by the way. The bigger press release sites have affiliated sites that will choose and republish submitted releases based on geography and/or subject matter.

Submitting your press release to "ExampleReleaseCo.com" may also get your release published on "YourTownNews.com", "YourNicheInfo.com" and other sites.

In addition, that's just one way that press releases give you maximum bang for your buck in terms of exposure. In addition to all of those sites, there are countless others that use the press release distribution sites as a source of site content.

They will pull releases from the directories and will republish them, usually as is, on their own sites. That means that a single submission may get your name (and link) on scores of websites.

The paid and higher-quality directories produce better results.

That's because they're "in-house" network of sites are usually bigger and because more people pull releases from them to use as content. They tend to rank better in the search engines, too.

That's why we recommend using at least one good paid distribution point. Both PRWeb.com and PRLeap.com are good choices. They're relatively economical yet they get grade-A results.

You're not going to limit yourself to a paid distribution or two, though. We want to do everything we can to kick start your online presence. That means we want to put the release on as many sites as possible.

Therefore, you'll want to submit your press release to a wide variety of free press release distribution points, too.

The free sites usually can't compare to the paid options for overall performance, but submission is a quick process and the aforementioned syndication benefits can be pretty exciting. Even when they aren't, you're still creating one more place with your name on it.

When submitting the release, there are a few things you should be doing.

**First**, if the site in question asks for a brief summary of the releases, try to provide them with a rundown that includes your name.

**Second,** these sites will ask for contact information. Provide it. Even if no one actually uses it to get in touch with you, it adds an additional level of credibility to your efforts.

**Third,** many of these distribution sites will allow you to enter keywords describing your release. Use your name as one of the keywords.

You can submit your release to as many free release sites as you'd like. There are literally hundreds from which to choose. You should be able to secure a long list of up-to-date options via a simple search.

***BONUS TIP 1:*** You're going to be going through the distribution process whether you have one press release or several.

You may want to consider cooking up a few press releases to get things started and getting them all out there at one time.

Your goal here is to start flooding the world with as much credibility-building information as possible.

While you may later want to move into a "once a month" plan for press releases, you can start more aggressively in order to build a foothold in the search engines.

**BONUS TIP 2:** If you're operating on a shoestring budget and you can't afford the paid distribution sites, follow the plan and increase distribution to the free sites. It won't be quite as effective, but it is a good way to get your name out there for all to see--even if you don't spend a dime in the process.

**BONUS TIP 3:** Submitting that press release to site after site isn't difficult, but it certainly isn't very exciting or interesting, either.

Additionally, your time would probably be better spent doing something a little more meaningful to your business.

That's reason enough to find someone to whom you can outsource the submission process. You'll probably be able to find someone to inexpensively handle administration.

You'll want to make sure the party handling the distribution for you is experienced and that your expectations are clear. With a little front-end instruction, you should be able to find a low-cost solution to the humdrum task of submitting those press releases!

## **Articles**

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Article marketing has long been one of the most popular means of website promotion. People write articles that include links back to their sites and distribute them at article directories.

This secures backlinks for them, which helps in terms of search engine performance, and submitting to the more powerful directories can produce an impressive stream of direct traffic.

That's reason enough to write articles, but there's at least one other reason--development of name recognition.

If you submit those articles to multiple directories using your name, you'll begin to develop the kind of credible appearance you want.

Most hardcore article marketers will maintain that you only need to submit your articles to a handful of the top performing directories.

That's true when you're primary objective is traffic. When you're trying to get your name on the Internet, it's worth hitting a few more of them than you otherwise might.

**Here, in a nutshell, is how to implement this strategy to develop name recognition.**

**First,** write a few articles. These should be informative, interesting pieces regarding your niche that help to develop your credibility and that make it obvious that you know your subject matter like the professional you are.

The articles should be at least 500 words long (some directories set that as a minimum length) and should be carefully vetted for grammar and spelling.

Additionally, you'll want to make sure that your articles are NOT purely promotional pieces. They need to be informative and can't be mere sales pitches.

**Second,** prepare a resource box you can use with the articles. This is the part of the article you can submit that includes information about you and a backlink to your website.

Many article marketers advise against a traditional "bio" that tells people about you. They'll argue that you can get better results by emphasizing the benefits of visiting your site.

That's true when your primary goal is marketing. In our case, we're more concerned about increasing your personal brand. Write an "about the author" bio that let's people know a little bit about why you

should be taken seriously. Use your name in the resource box and provide a link to your primary website.

**Third**, distribute the article to a variety of directories. You'll need to set up free accounts with many of the directories before submitting your articles.

This is a very easy process and will only take a few moments. Submitting the article itself is a quick and intuitive process, too.

Ideally, you'll want to submit the article to the best-known and most powerful directories.

These will get you a little more mileage because of their longevity in search results and the fact that other webmasters use the syndicated content on their sites--getting you even more exposure.

In addition to EzinArticles.com, GoArticles.com and ArticlesBase.com, you'll can increase your reach by submitting to a variety of other directories. There are literally thousands available and you can find comprehensive lists of article directory sites with a simple Google search.

You will get quick results with this technique because many directories publish material almost instantly. Its power will grow over the coming weeks as the slower directories review your submissions and publish them.

**BONUS TIP 1:** You can improve the power and utility of your submission by making creating an anchor text link featuring one of your site's primary keywords.

Our focus here is on name recognition, not marketing, but it never hurts to give your submissions a little extra value!

**BONUS TIP 2:** Some people aren't very good writers.

Some people write so slowly that it can make this simple technique nothing short of agonizing.

Some people can write well and they can write quickly, but they feel as though their time can be better spent dealing with other aspects of their business.

If you fall into one of those three categories, you may want to consider hiring a freelance content writer. Search out a good writer who can product quality content and outsource the task to them instead of doing everything yourself.

**BONUS TIP 3:** It was true for press releases, and it's true for article distribution, too. You can outsource the process or you can sign up for one of the many services that promise to distribute your article to multiple sites for you. You'll spend some money, but you'll save some time.

## **Profiles**

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You can make a compelling argument that the so-called Web 2.0 movement was a lot more hype than substance, but it did change the way people interact with the Internet in some respects.

One of the most important has been the rise of user-generated content. Webmasters opened their sites to comments and discussions from audience members.

Today, most major sites allow an opportunity for interaction. We're not just talking about the comment feature on popular blogs, either.

You can comment on stories that appear on all of the major newspaper sites. Sites dedicated to niche interests often feature a great deal of community involvement and participation.

Most sites don't allow just everyone to comment on their sites. They require some form of initial sign up. They do that to prevent a tsunami of spam comments and to increase the sense of overall community.

When you do sign up with one of these sites, you'll have the opportunity to create a username and to provide the site with profile information that others can see. In many cases, the search engines can see that information, too.

These profile opportunities provide you with a great way of increasing your name recognition and overall online presence.

**Here's a quick step-by-step look at home to leverage this element of Web 2.0 to your favor.**

**First,** isolate major sites that genuinely interest you and/or that relate to your business' niche. Think about the sites you read regularly and those you *should* read regularly. After you have a list of sites in mind, edit out those that don't have account creation options.

**Second,** start creating your personal profiles on the remaining sites. You're not just using these sites because they give you a backlink opportunity. This is about reputation creation and you want to supply full information.

Use your own name as a username. Using a pseudonym or "handle" would undermine the effectiveness of this approach.

Provide accurate information about you and be as comprehensive as you can. This is your chance to let others know that you're out there and what you're all about.

Many profile sites will allow you to include your own photo. You should do so. Pick a decent picture of yourself and plaster it all over the place! It adds to your credibility and humanizes your online identity.

Do NOT create a link back to your website from the profile at this point. Many people utilize these profile opportunities as a link development tool. They create quick accounts and use them merely as a means of publishing their links.

The site administrators often delete these accounts. We will use these profiles for links, but you don't want to put them into place right away.

**Third,** once you have built your account, put it to use. Pick a few stories or pages upon which to comment.

Write legitimate, productive comments that contribute to the ongoing conversation and don't fill them with links or any promotional language.

You want the site administrators to take your account seriously and not to delete it as a spamming platform.

**Fourth,** approximately one to two weeks after making those comments, return to your account and add the link to your site(s) and blog(s) per the set up of the site and your profile.

You now have a "clean" account and you won't raise eyebrows by including your links. While you're there, comment on at least one other story or thread.

By doing this, you're doing more than creating a lasting backlink. You're creating a profile that others can find when searching for information about you.

That profile (assuming you wrote it effectively) will enhance your online credibility and reputation, as will the comments you left while using your username (which happens to be your real name).

***BONUS TIP 1:*** When you submit your photo to these sites, make sure the graphic file includes your name. By using file names that include your name, you'll be increasing the odds of getting the correct picture to show up for you when people do an image search for you.

***BONUS TIP 2:*** When leaving those account-maintaining comments, do so with your business in mind.

You may not always be on sites directly related to your business, but you don't want to leave controversial or inflammatory comments that might come back to hurt you.

Make respectful, information-based comments that don't include religious or political arguments and that are fundamentally positive in nature. You want to make yourself look good!

**BONUS TIP 3.** Not all sites are created equally in terms of this project. For instance, some sites actually keep member information and profiles away from the search engines and only other logged-in site users can access them! That obviously doesn't help you very much.

Before you set up a profile, take a moment to try to look at the profile of another site member *without being logged in*.

If the site advises you that the information is only available to members who are logged in, you can't really use the profile to help build your presence and name recognition.

## **Social Media**

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Sites like FaceBook, MySpace, LinkedIn, Twitter, Identi.ca and others get a great deal of traction with search engines. Setting up accounts with these services gives you an opportunity to develop a name and reputation.

Many folks don't really like the idea of playing around with all of these different sites, however. While social media can be a great way to promote you business, it isn't ideal for everyone.

Regardless of how you feel about using these services, it is essential to set up accounts with them.

The process is relatively simple.

**First**, you sign up for the accounts. Cover all of the aforementioned sites and any others that that you think may offer some degree of potential and relevance.

If you've noticed one common theme in these recommendations, it should be "the more the merrier!"

**Second**, take the time to provide a complete bio and user information for the sites. Again, you're creating beachheads of credibility, reputation and branding.

Don't overlook opportunities to provide links to your site and to include your photo with every option. You'll be able to use the same information repeatedly, so this won't take you as long as you might think.

**Third**, after building your account, take a moment to utilize the service. You don't need to become a regular user, but you do want to have more than a profile in place.

You may want to offer a single "tweet" announcing that you're "testing" the social media outlet or that provides a link to your website.

A single FaceBook status update that says, "You can find me at NameOfYourSite.com" is a good way to get started. The objective is to create a living account.

It really does pay to create these profiles and to complete them. That's because the search engines seem to absolutely adore them.

You can almost count on having your personal profiles for these sites coming up toward the top of the search engine results when you look for your name later.

**Bonus Tip 1:** There are so many different social media sites these days that it's become obvious that keeping up with all of them can be a huge chore. As a result, developers have made it easy to integrate your sites.

For instance, you can set things up so that a single "tweet" via Twitter will appear on your Identi.ca account, your FaceBook account and elsewhere.

That makes it possible to create an ongoing presence across multiple platforms while actually using only one of them.

If you handle it with the right degree of subtlety, you can even use a free service to write and store multiple "tweets" that will be released on a schedule you set.

With a little foundational work, you can set up a series of social media sites that operate for an extended period on "auto pilot."

**Bonus Tip 2:** Do your homework about social media. For most people, it is possible to use these sites to their advantage. They might not be your top priority right now, but they can become a valuable part of your overall online business and branding efforts.

At the very least, investigate one of the major sites to find out how you can best use it to your advantage and experiment with it. You're going to build these profiles either way, it makes sense to put them to use.

***Bonus Tip 3:*** Don't forget that your social media presence is discoverable by people who are interested in learning more about you on a professional level.

If you do dive into the world of social media headfirst, try to self-censor your comments so that you don't share any information or opinions that may damage your credibility.

That picture of you at the Christmas party wearing a coconut bra and holding a bottle of champagne in your hand may be funny to you, but it could be a real turn off to a potential business partner!

Your political rants might allow you an opportunity to blow off some steam, but they can also cost you business. Maintain an appropriate level of professional decorum whenever you participate in social media.

## **Free Properties**

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Our goal is to get your name out there in as many places as possible in a positive way. Another way of doing that is to take advantage of the many freely available chunks of virtual real estate out there. Many sites will allow you to create free pages or blogs and you should take advantage of the opportunity.

You can create a free blog at WordPress.com or at Blogger.com. You can create free Squidoo lenses and HubPages pages. Weebly.com will give you a free site. So will WetPaint. And those are only a few examples.

You should set up accounts with these services and create sites that can aid in your branding efforts. Here's a quick rundown of how to do it.

**First,** use your name as the free site's sub domain (or as part of it). Use your name in the title, as well.

**Second,** provide some valuable content on the site. You can recycle the articles mentioned earlier in this text or you can create original content.

**Third,** make sure you provide a link to your primary site from each of these free options.

However, you can't use some of these purely as ways to drive traffic to your own site. WordPress.org, for instance, is fairly picky about that. If they don't sense that you're providing a "real" site, they'll cancel your account.

**Fourth,** make a note of these sites and remember that you can use them again and again to tell people about new developments, products or activities with which you're involved. These aren't "one time only" affairs you can use them repeatedly.

***Bonus Tip 1:*** Don't forget to claim your name's URL if available. Even though these sites are unlikely to be a key component of your business, claiming your name will prevent someone else from doing so later.

You don't want a malicious competitor or some goofball who shares your name to start coming up in search results involving you.

***Bonus Tip 2:*** Don't produce junk sites. Not only will it reflect poorly on you, it also risks provoking the hosting service to delete your accounts. Creating low-quality throwaways will also prevent you from leveraging this free "virtual real estate" later.

***Bonus Tip 3:*** You can eventually develop this mini-network of sites into a means of promoting your main sites. You're creating the basis for a "linkwheel" that may help your site rank for some of your keywords.

Your immediate goal is to create sites to aid in your branding. In time, however, you'll want to return to them to create a potentially valuable SEO tool.

## **Conclusion**

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You aren't going to "hit it big" if no one knows who you are. You need credibility and you need an extensive web presence that highlights your activities and products or services.

You can start developing that presence right away with these five strategies. They're all easy and relatively easy to implement and each of them can make you a little more "famous."

If you follow these recommendations, you can go from being a completely "nobody" to having your name all over the place.

That may not make the difference between online business failure and success, but it will certainly lay a foundation upon which you can build your branding efforts.

**To Your Brand!**  
**Richard Rigor**

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