



**Stick Yourself Out There: Get Noticed,
Get Remembered and Get Business**

Meet Our Guest



Scott Ginsberg, author of eight well-received books, including *How to Be That Guy* and *The Power of Approachability*, is an award-winning blogger and the creator of NametagTV.com.

He is the only person in the world who wears a nametag 24/7 (3,000 days and counting!) and teaches business people across the globe about approachability.

Your Hosts

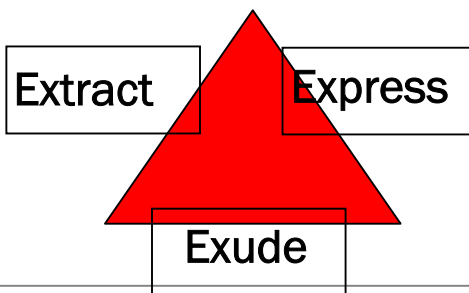


William Arruda



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. What does it mean to be approachable?



2. How do you become That Guy (or That Gal)?

3. Should you be different or should you be unique?

4. What's the value of having a cool company name?

5. What's the process of getting fans?

6. What's the secret to networking?



7. How do you make the mundane memorable?

8. How does writing and blogging help with branding?

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**SPECIAL OFFER:** Scott wrote a special report called "75 Ways to Take Your Blog from Anonymous to Award-Winning". The link to this report is available to those who email Scott directly at [scott@hellomynameisscott.com](mailto:scott@hellomynameisscott.com).

Contact Scott for more information about his books, speaking engagements, online training programs, or to Rent Scott's Brain for one-on-one coaching.

- <http://www.hellomynameisscott.com> – Scott's homepage for information on presentations and speaking engagements.
- <http://www.nametagTV.com> – An online video learning site that will teach you how to get noticed, get remembered and get business.
- <http://www.hellomynameisblog.com> – Scott's daily blog that offers meaty, practical articles.
- <http://www.rentscottsbrain.com> – Scott's business coaching site.
- <http://www.stuffscottsaid.com> – Scott's quotation library website for instant chunks of wisdom.

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