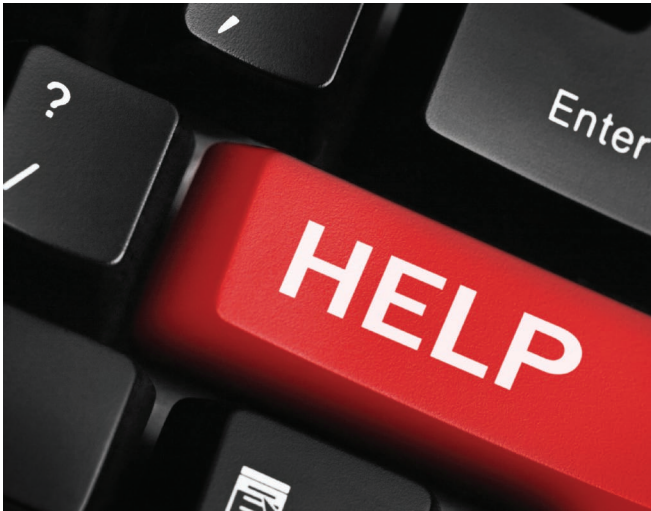


“Everything about the way we communicate is changing. Shelly has distilled it down into bite-sized pieces. If you want to become a digitally-savvy businessperson, read this book.

—ALI VELSHI, CNN'S CHIEF BUSINESS CORRESPONDENT

Overcoming the **Digital** **Divide**

**How to use Social Media and Digital Tools
to reinvent yourself and your career**



ShellyPalmer
and Mike Raffensperger

*From the president of the Emmy® Awards In New York and
host of Fox Television's Shelly Palmer Digital Living.*

Contents

1	Overcoming the Digital Divide	1
2	Brand You.....	11
3	The Fundamental Elements of Digital Life	15
4	The Currency of the Web	30
5	Google	36
6	Social Networks	42
7	Information Management	54
8	Hardware and Software	62
9	Small Office / Home Office	89
10	Digital Domain	101
11	One Last Thought	116
	Glossary	118

Introduction

The original title of this book was, “49 & F*#ked! How to reinvent yourself and your career for the 21st- century economy.” As you can imagine, it was not a publisher-friendly title. And, to be fair, it was not a particularly uplifting proposition. How many of us really want to admit that we have wasted the better part of our careers? We haven’t, of course. But when you’re competing with people who are fluent geekspeakers and self-described technocrats, presentations and job interviews can be very depressing, which is why I thought the name worked.

However, after some counsel from Richard Sellers, my personal marketing guru, I renamed the book, “Overcoming the Digital Divide.” It is a much more SEO/SEM-friendly, brand, and publisher-safe title. And it offers an uplifting message: You can overcome the digital divide!

Do you need to? Only if you want to prosper in the 21st- century. Can you? Yes you can. No matter how technophobic you think you are. You can do this.

iPhone or Android? Do you have an opinion? Mac or PC? Are you the one to ask? IE, Firefox or Chrome? Can you give guidance? If not, you are not alone. To most people, this is geekspeak and, here’s a little secret, most people who say they have the answers really don’t. The good news ... after reading this book, you will!

So get ready. We’re going on a short journey. I’ll see you on the other side of the digital divide.

Chapter 1: Overcoming the Digital Divide

That Which Does Not Kill Us Makes Us Stronger

This is my favorite way to paraphrase Friedrich Nietzsche's famous quote "Was ihn nicht umbringt, macht ihn starker" (What does not kill him, makes him stronger). It doesn't matter how you like to say it, it's a remarkable perspective on the value of your experience. You may be a little "long in the tooth" or just an old soul, but the fact that you are still here says something extraordinary about you. You survived, you're relatively healthy, you're of sound mind (more or less) and you're thinking about your future. These are very good things.

We're going to use every bit of your experience to plan your future. Every boss who tortured you, every co-worker who screwed you, every vendor who let you down, everything bad that has ever happened in your career has made you stronger. Believe it ... it is the truth.

Of course, the good experiences are as big a part of who you are as the bad. But it is the bad experiences, the mistakes and the battles (both won and lost), that you will use to your advantage now.

Your previous experiences will allow you to make "new" mistakes instead of "old" ones. Grown-ups who have attained a "certain age" have the luxury of having made a zillion errors of varying sizes and complexities over the course of their careers. The new kid, 20 years your junior (who is looking for your job), has not had the pleasure of screwing up big time and living to tell about it.

You Don't Need to Be the Fittest, Just the Most Adaptable

"Survival of the fittest" is a misinterpretation of the thesis of Charles Darwin's 1859 classic, "On the Origin of Species by Means of Natural Selection." It is much

better described as “survival of the most adaptable.” All things being equal, being the fittest may make you more likely to pass on your genes to future generations (which is what natural selection is all about). But being the most adaptable makes you more likely to survive extraordinary circumstances that might otherwise kill you (thereby preventing you from passing on your genes at all). The very definition of a survivor is someone who had the ability to adapt to unanticipated (sometimes catastrophic) change and lived to tell the tale.

How many of us have reacted to outside stimuli and lived to tell about it? Of course, this rhetorical question applies to the lessons from our buddy Nietzsche as well. But, in this case, I’m talking about decisions (good or bad) that you may have made during your career that, in hindsight, changed the course of your life. If you go back and make a list of them – there shouldn’t be more than a handful – you will be amazed at how random they seem on paper. Following a significant other someplace, meeting someone at a bar, seeing an ad in the paper, hearing about an opportunity from a friend – the list is virtually endless. Random, but endless.

How remarkable is it that anyone thinks they can control their destiny? I’m not talking about divine intervention; I’m simply stating the obvious: small random decisions are responsible for an inordinately large proportion of how our personal futures unfold.

I bring this up because I want you to understand that reinventing yourself and your career is a conscious decision that will require a serious commitment. We are going to use what you already know, to be sure. But we are also going to spend time accumulating new knowledge and new techniques. More importantly, we are going to learn how to analyze problems with the specific intention of using your newly acquired skills to solve them.

This actually needs a little more clarification. I could teach an average 11th grader enough calculus to solve a calculus problem. Math teachers do this in high schools all over the world every day. On the other hand, you would need a very different kind of mathematical training to observe the real world, see a problem and understand that calculus is the appropriate mathematical tool to solve it. This is not a subtle point. You could memorize the pages in this book, and the tools, tips and techniques might be of some help. However, if you bring your experience to these pages and approach the digital world as if it were no different than the world you experience every day, you will come away with basic skills you need to recognize problems that can be solved with digital tools. And with a little practice, you will understand how to break those problems down into action items that you

can cover or feel comfortable managing.

What We Can Learn from Yoda

I love Yoda. He is by far my favorite sage. While I must admit I was a little bummed when he couldn't kick the Emperor's butt in Episode III, that doesn't take away from his formidable Jedi wisdom. "Try not. Do ... or do not. There is no try," says the Jedi Master to Luke Skywalker. Luke babbles some candy-ass excuse about his spacecraft being too big, and Yoda admonishes, "That is why you fail."

The only problem with pop-culture psychobabble is that it makes people believe that there are simple, wizened phrases that, if adhered to, will change your life. This assumption is patently wrong!

"Believe in yourself." "There is no 'I' in Team." "When one door closes, another door opens." Who writes this stuff? Pop-culture psychobabble (like you find in self-help books) really can't change your life. Only you can do that. (Wow, even that sounds like pop-culture psychobabble.)

Reinventing yourself is very hard work. It requires you to spend a great deal of time out of your comfort zone. Just to complete our cliché paragraph: If it were easy, everyone would do it. So, make Yoda proud and fully commit to overcoming the digital divide. It will be a giant step toward translating the value of your accumulated intellectual property into wealth.

The Unique Qualities of the Challenge

Interestingly, there is no established dogma or degree in the doing of digital work and life. A woman called me up after attending one of my seminars and said, "I didn't learn one thing I could not have learned on my own." I laughed, and she asked me what I was laughing about. And I told her that I didn't teach her one thing that I didn't learn on my own. The difference is that it took me years to amass the knowledge, filter it and learn to communicate it in usable chunks. I asked her if she had that kind of time to invest in her digital education. She laughed and said that she hadn't thought about it that way.

Of course you can learn everything I'm going to cover in these pages on your

own. That's how the digital natives learned it. They learned by trial and error, watching their friends, experimenting, making mistakes, accidentally wiping their hard drives, losing data, downloading viruses, trusting utility programs that crashed their systems and on and on and on.

But you probably don't have that kind of time on your hands. So, this book is for you!

The Digital Divide Is a Socio-Techno Divide

The socio-techno divide is an upward-moving blurry line that defines the boundary between people who "get" digital by osmosis and those who have to deal with the reality that about a third of the current work force doesn't have a personal reference for the terms "dial the phone" or "sounds like a broken record."

Are you a member of the TV generation or part of the digital revolution? It's pretty easy to tell. The "space age" ended circa 1980 as the "information age" began. If you were born before 1980, you are part of the TV generation; if you are younger than that, you are either a digital immigrant or a digital native.

Now, of course there are many variations on this theme. At this writing, I put the practical socio-techno divide between 37 and 40 years old. My reasoning and supporting research are purely "armchair." If your idea of kicking back after a long day at school was hitting the sofa with a box of Cracker Jacks and a glass of Tang (because that's what the astronauts drank), you're a member of the TV generation. If your idea of recreation using a video screen includes coming home and playing



DIGITAL DICTIONARY

Quad-split, first-person shooter:

"Quad-split" means splitting a video screen into four quadrants.

"First-person shooter" is the generic term for bang-em-up, shoot-em-up video games where gameplay is predominantly from the protagonist's point of view.

a quad-split, first-person shooter on Xbox 360 with friends from around the world, drinking a Red Bull (with or without vodka) while munching on chocolate-covered coffee beans and Doritos (Nacho cheese flavor, so you cover two food groups), you're probably not a member of the TV generation.

If you don't know what a "quad-split, first-person shooter" is, you're on the high side of the socio-techno divide. If you don't care what a "quad-split, first-person shooter" is, you are missing the point of this book. Your

age doesn't matter, but you must be willing to learn about new forms of technology, media and entertainment that are on the other side of the digital divide. I am a card-carrying member of the TV generation, and proud of it. I have also been immersed in digital technology since before the personal computer was invented and have spent the better part of three decades using the efficiency of digital tools to enhance my career, make more money and create more of the one thing we all have too little of and value the most – personal time.

To overcome the digital divide, you must forget about the socio-techno divide. Yes, digital natives think and act differently than you do. Yes, they have a natural understanding of “how” to do certain things that you either had to learn or still have to learn. But when you're done reading this book, you will know enough about the digital tools you need to master to become a serious competitor.

Conventions of Computing

There are conventions of computing, just as there are conventions of theater or any other creative endeavor. You know many of them already. When you have a computer program open, there's a bar at the top of your screen. Mac or PC, it doesn't matter. There's a bar. You see it so often, you don't even think about it. You know that if you put your cursor over the word “File,” you are going to see a bunch of options having to do with opening, closing, importing and exporting files. It doesn't matter what program you are running. This is a convention of computing. There are other words you see in the bar all of the time, such as “Edit,” “View,” “Window” and “Help,” and each program has some special words,

Can you instantly tell whether a screen shot of a computer program is Mac or PC? It's easy. Almost every Mac OS X window has three little circles on the top left. They glow red, yellow and green from left to right. PC programs running under the Microsoft Windows operating system have a small white X in a red box on the right side of their program windows. It's that simple.

Don't confuse your operating systems. OS X runs only on machines made by Apple (with a few exceptions). As popular as Mac hardware is, it accounts for only 8% of the computers in the world. For all practical purposes, Microsoft Windows is running on everything else.

Want a quick way to prove you are irrelevant in the information age? Pull a screen shot of a Mac-only program and tell your boss you want to deploy it in your office (which is filled with PCs running Microsoft Windows) — that will go a long way toward getting you downsized.

such as “Format” or “Insert,” depending on what the programs are supposed to do for you.

You know that when you put your cursor over these words, they become the focus of the program and they are highlighted. You know quite a bit about how these primary features operate. In fact, when you get a new program and an updated version of a program you know well, you will often browse through the menu bar looking for new or changed features.

It is this sense of exploration, trial and error, just goofing around that separates kids from grown-ups in the digital world. Digital natives have a well-defined set of expectations regarding the “doing of computing”; other people, not so much.

49 and F@#ked

On the last day of his corporate life, Murray, a 49-year-old middle manager for a large pharmaceutical company, entered the conference room as excited as he had ever been. He was an online monster now – he knew how to use the Internet, he could search Google as well as anyone, he had aggregated a list of key insights – in fact, he had some websites to talk about. This was going to be his meeting, his day. He was going to show everyone.

There were a few of the new young kids in the room, and of course Murray’s boss was there, having just finished the previous meeting. Murray’s entrance caused a break in the small talk – and then it happened. “Hey, Murray,” yelled Spike, a 23-year-old head-banger who had obviously not had a very good experience with the business end of a tattoo needle, “what’s the URL of that site you were so excited about?” Ready to kick some tattooed, body-pierced butt, Murray began to speak, “H T T P colon slash slash w w w ...” The room went silent as Spike quietly said, “Got that, man. Just give me the URL.”

At that moment, Murray was toast! Poor Murray. He had no idea that by speaking each of the letters in the URL, he was not telling anyone in the room what he knew; he was telling them what he didn’t know. Murray didn’t last long. Two months later, after countless other tech faux pas, he was fired – the latest victim of downsizing. This does not have to happen to you!

The sad news is that Murray didn't even know what he did wrong. And he will probably never find out. As in so many other situations, it's not what you say, but how you say it.

Almost every website address starts with "http://" (upper or lower case – it doesn't matter). It stands for hyper-text transfer protocol, and it tells your web browser to expect to receive data in that format. And every site on the World Wide Web begins with "www." It stands for World Wide Web. When you are telling someone about a URL (uniform resource locator), all you have to say is the name and its extension, for example, google.com or ap.org – nothing more. There is another commonly used prefix, "https://," which stands for hyper-text transfer protocol secure, providing encrypted communication and secure identification of a web server.

You'll see URLs beginning with https where people want a higher level of security for ecommerce or financial transactions, or where sensitive data are passed back and forth. But you almost never have to say it. Most current browsers on domestic networks know how to display an https web page, like an http web page, just from the name and extension of the URL.

The Right Side of the Digital Divide

The problem is, just like Murray, you don't know what you don't know. Not you personally – anyone. If you walk into a business meeting with a three-year-old mobile device and you put it on the table, like so many of the digerati do, at some point someone is going to make a comment about it. It will be pejorative. Something like, "Nice phone," with a snarky, biting sarcasm that will make you want to rip the person's eyes out of their sockets. If you answer, "I'm waiting for the new ones to come out," your digital life is over. Remember, when you say something in a business meeting, you should be telling people what you know, not what you don't know. You can't say, "I'm waiting for the new ones to come out," because that answer tells the people in the room that you are completely out of the culture. If your phone is three years old, there have been 30 new phones introduced and end-of-lived since you acquired it.

What should you have answered? "Are you kidding? This little phone saved my marriage. My wife, Bonnie, is so much happier with me now that I have given up my crackberry. Withdrawal took only two years ... although I'm still in therapy."

All kidding aside: you are defined by the clothes you wear, the beer you drink, the car you drive and the digital tools you carry. We'll talk more about this in a bit.



DIGITAL DICTIONARY

Digerati:

A play on the word glitterati (glitter + literati) which used to describe the digital elite but has become synonymous with the less-laudable title of “geek.”

But before we do that, let’s look at some short case studies. They are about completely fictitious individuals, but the situations described are all too real. Consider the following three job hunters:

Case Study: Invisible Irving

Irving is one of the most gifted chief financial officers in the world. He works for a multinational petrochemical conglomerate. The organization has fallen on hard times and his options are under water. Having worked in big corporate for almost 20 years, he is used to having all of his technology needs handled by the IT department. He has a BlackBerry, he uses Outlook on his laptop and everything is always in sync. He’s never performed a backup of anything and, although he uses email all day long and searches Google like a madman, he really never thinks about computers or digital skills.

It’s time to float his résumé, so he contacts a few headhunter friends, and they all agree to help. He has a professional service help him with his résumé. It’s impressive. Irving is afraid (for good reason) to put his business email on his résumé, so he uses his personal email address smartirving55@aol.com. This is not impressive. In fact, it’s professionally suicidal. Irving’s email address is telling prospective hiring managers that he is a digital tourist with no understanding of the culture and, worse, he was probably born in 1955.

But this doesn’t begin to describe Irving’s problem (don’t worry; we’ll cover the conventions of email and why cute email names are a very bad professional idea in, Chapter 3 “The Fundamental Elements of Digital Life”).

After reading Irving’s very impressive résumé, a prospective employer searches for him on Google. Nothing. LinkedIn? Nothing. Facebook? Nope. This guy is invisible. He’s the best CFO for the job, but he has absolutely no online presence. Sure, his name and title show up on the official documents in the public record. After all, he’s the CFO of a publicly traded company. But there’s nothing else. A few random mentions in an article or two, no picture, no feature stories, no blog mentions, no Google authorities. ... After a few minutes, the hiring manager gives up. Irving must not be that good; he’s invisible.

The lesson here is profound. You can be great at your job, but if your online reputation does not match your offline reputation, you are going to have serious trouble getting a new job in the 21st-century economy.

Case Study: Frozen-in-Time Fred

Fred works as a regional sales manager for a major musical instrument (MI) manufacturer. He decided to use some digital tools to help him with his business a few years ago. He was very excited by the idea of blogging, did a few podcasts, and built a rudimentary website from a template. But all of it felt like too much work, so he stopped updating it. Fred put his bio online and even listed himself with some specialty search engines. And, in what must have seemed like a moment of brilliance, Fred even put his résumé in (what he thought was) a private location on his website. But he didn't actually check to see if it was private. Oops.

Now, here's the sad part. Fred is an awesome sales manager. He is a guy any MI manufacturer would want. A natural born leader, Fred is an inquisitive, outside-the-box thinker. He has boundless energy and has never had a year without double-digit sales increases.

There's only one problem. When the hiring manager from his dream job searched for him online, the amount of crap that surfaced made him look mediocre. Fred's online presence was old and outdated and told his prospective employers (and his prospective clients) that he was not in tune with the way business is done nowadays.

Does your online reputation match your offline reputation?

The lesson here is exactly the same as the lesson we learned from Invisible Irving. If your online reputation does not match your offline reputation, you're going to be at a serious disadvantage in the 21st century.

Case Study: Suboptimal (but Search-Savvy) Sam

Sam is an extremely untalented general sales manager for a major market television station. He is a stellar example of the Peter Principle: he has risen to his level of incompetence. Not only is Sam incompetent with regard to his corporate duties, he only knows how to manage up and his staff simply hates him.

But – and this is a big, big but – Sam is an Internet monster. He has a perfect Facebook profile, an impressive LinkedIn profile, several Twitter accounts and a podcast about fly fishing, which he actually is good at. He even has a very solid and reasonably popular blog about it.

Sam is careful to make sure that he puts out a social media update about what he is doing and where he is during his business day. He even makes some fairly smart comments about the industry which dozens and occasionally hundreds of people comment about online.

When hiring managers or headhunters Google Sam, they don't see an incompetent GSM who is universally hated by his staff; they see a textbook-perfect digital portrait of a contemporary, digitally savvy professional. Welcome to the 21st century.

The Online and Offline You

As you can see from our case studies, there is a startling disconnect between each person's offline and online presences. Invisible Irving would be a dream hire, but you'd never know it from your online search efforts. Frozen-in-Time Fred would also be a dream hire, but the results of his search tell the world that he ceased being digitally relevant years ago.

As bad as things are for Invisible Irving and Frozen-in-Time Fred, the good news is that both of them can use the tools and technologies described in this book to make their online and offline presences match.

The most unfortunate issue we have to deal with in the information age is Suboptimal (but search-savvy) Sam. He is the reason your online presence has to match your offline presence. In order to beat Sam, you have to be considered for the same opportunity. That can happen only if your digital presence is as good as or better than his. Why? Because everyone who wants to work with you or hire you starts by searching you on Google, Facebook and LinkedIn, pretty much in that order, and what everyone finds is instantly forged into a lasting first impression.

Your online presence has to match your offline presence. It is axiomatic in the information age. That sounds great, and it's relatively easy to accomplish (I promise). But what are you selling? Who are you? What are you? How should you think about your personal brand?

Chapter 2: Brand You

You Are a Bag of Doritos

Imagine you are walking down a grocery aisle. Bright, industrial lights splay down on a legion of nourishing choices. Opting instead to enjoy yourself, you head down the snack aisle. In about seven seconds you reach for a bag of Cool Ranch Doritos. The average American sees over 3,000 brand images each day, so making this choice feels pretty routine, but the big computer processor in your head goes through an amazingly complex set of choices before that bag hits your cart.

Want something salty or sweet? Chips, pretzels, popcorn or cheese puffs? Maybe go organic or low-fat? Save some coin with the generic brand or go for the good stuff? Ruffles, Pringles, Utz, Lays, Fritos or Doritos? Go with a favorite flavor like Nacho Cheese or Cool Ranch or try something new like Buffalo Wing or Guacamole? Should you pick up the fun size bags or a regular package or get the “family” serving? Obviously, this kind of multivariable decision making isn’t conscious – that would be paralyzing. Rather, we’ve adapted to a more instinctual, subliminal assessment when faced with these kinds of overwhelming options.

This represents the challenge every marketer faces: how to cut through the clutter of a litany of choices. To survive in the digital age, you need to start thinking of yourself as that bag of Doritos. To hiring managers, potential clients and casual colleagues, you are a vaguely defined widget among many. It is your responsibility to stand out from the crowd, to define Brand You.

The idea of building a personal brand first appeared in a 1997 article¹ by Tom Peters in Fast Company magazine, but it has since reached critical mass. Selling yourself is nothing new. Ever since the bottom fell out on the Boomers, the hiring pool started looking more like the free-agency market of a professional sporting league than a dyed-in-the-wool marriage proposal between company and

¹<http://www.fastcompany.com/magazine/10/brandyou.html>

employee. You were no longer an IBMer, but a Technology Product Manager, available to the highest bidder.

Today, tying your personal brand to a job title is about as useful as trying to sell a plain gray package with only the word “chips” printed on the front.

Your Personal Brand

Crafting a personal brand is about trumpeting benefits, not features. What unique perspectives do you have? What passions keep you up at night? What part of your personality draws people to you? An effective personal brand is a quip on where “what you do” meets “who you are.” Think about what makes you different and how to present that to the world. Write this down in 15 words or less. If this elevator bio won’t spark the interest of a stranger, delight potential clients and energize you to better yourself, you have a major problem. We’ve included some favorite personal brands of friends and colleagues to get you thinking in the right direction.

Brand You must be deliberated and executed with the same thoughtfulness and precision as the Fortune 500. Unfortunately, even if this is the first you’ve thought of a personal brand, you’ve been communicating your own for some time. All of us communicate a brand every day, not just by words, but by the clothes we wear, the jewelry we flash and the cars we drive. If someone were to plop down next to you at the bar and order a Budweiser, that person would be communicating a certain message. Ordering a glass of Chablis would convey a wholly different message. Fair or not, conscious or not, we all make and judge quick signals like this every day. Every single person reading this book exhibits a collection of symbols and habits that tell the world “This is who I am.”

This offline collection is generally intentional and only broadcast to those in physical proximity. Our online collection is equally (and increasingly) socially important, naked to the entire world, constantly available and subject to forces beyond our control.

Offline vs. Online Brands

In certain ways this online collection is quite similar to an offline one. Above all, it’s another shorthand system human beings use to comprehend the world

around them. Quick judgments are formed from a variety of sources to form conscious decisions, often from subconscious questions: Is he like me and my friends? Is this what I'd expect an executive to look like? Have I had a bad experience with a person like this before? Paradoxically, the answers to these questions should be incredibly subjective, but they aren't. A well-defined personal brand, supporting a strong personal business plan, will include a specific set of digital symbols. Without the right digital symbols, you're invisible; with the wrong ones, you're a liability.

In other ways, an online collection is dramatically different from an offline one. Worryingly, and most importantly, an online brand is not entirely within your control. Every online-capable person in the world has access to you and your work, even when you're asleep. There are strategies to massage search results, tactics to limit embarrassing information and a set of tools and toys that communicate being "with it," but at a certain point, once something is on the web, there is a limit to available damage control. To put it a bit more bluntly, there is no "undo" button on an uploaded sex tape.

Baratunde Thurston
 Job: Web Managing Editor, The Onion
 Personal Brand: Conscious Comic and Vigilante Pundit

Richard Sellers
 Job: Marketing Executive
 Personal Brand: Transformer of Marketing Budgets to Profit

Shelly Palmer
 Job: Technology, Media and Entertainment Consultant
 Personal Brand: Digital Guru and Tech Therapist

Mike Raffensperger
 Job: Vice President, Strategic and Creative Development
 Personal Brand: Passionate Storyteller and Aspiring Digerati

As with all things on the web, these judgments are made faster and harsher. In an offline setting, you can recover from a faux pas or reverse a first impression. In an online setting, you're probably unaware when someone is sizing you up. If a person doesn't find something appealing after 20 seconds with Google, that's it. No second chances.

So, how can an online brand be controlled? In a way, this entire book is about building your digital identity. The topics and tactics you'll learn are part of the ingrained digital culture. As you overcome the digital divide, you will start to understand what parts to make your own, ignore and add to. The personal brand of a creative director will look different from that of a sales manager. That said, there are some basic guidelines within digital life you can use as groundcover for your personal brand, which we will review in the next chapter.

Branding Benchmarks

Before diving in, however, it's important that you get your digital bearings. The most popular metric for gauging an individual's online presence is easily Google. Google yourself. Right now. It's not vain; it's a vital aspect of online persona and professional management. If no results, or worse yet, the wrong results, appear in a Google search for your name, you are setting yourself up for digital disaster. On the other hand, having the right results appear is the digital equivalent of being at the right cocktail parties, speaking on the right panels and being mentioned in the right boardrooms. For success in the digital age, you simply must master your Google presence.



DIGITAL DICTIONARY

Egosurf:

A colloquialism for performing and investigating a Google search on one's own name.

Now, Google the names of a few of the biggest individuals in your field. By benchmarking yourself against others in your field, you'll discover things they do well and things they do poorly. More importantly, you'll get a feel for the results that impress you. An ideal egosurf will return a huge number of results displaying interviews with various online outlets, hosted podcasts, online video productions, an engaging blog,

press release quotes, listed speaking engagements, recorded webinars, awards won and a robust network of online profiles and memberships.