

Perfecting your catchphrase... SMART Thumb-rule: Short; Memorable; Appealing; Repeatable; Timely

↑ Community = ↑ QUALITY (Strength)

↑ Currents = ↑ QUANTITY (Frequency)

THE 6 TARGETS OF COMMUNITY MARKETS

THE 6 CURRENTS OF BUZZ

1) What labels do they call themselves?

1) Influencers/institutions who reference you:

2) What needs are mandated or pressured?

2) Numbers, statistics, lists:

3) Which dates, buzzwords, & authors are special?

3) Twisted pop phrases / acronyms / jargon:

4) Attend special events? Subscribe to sp. media?

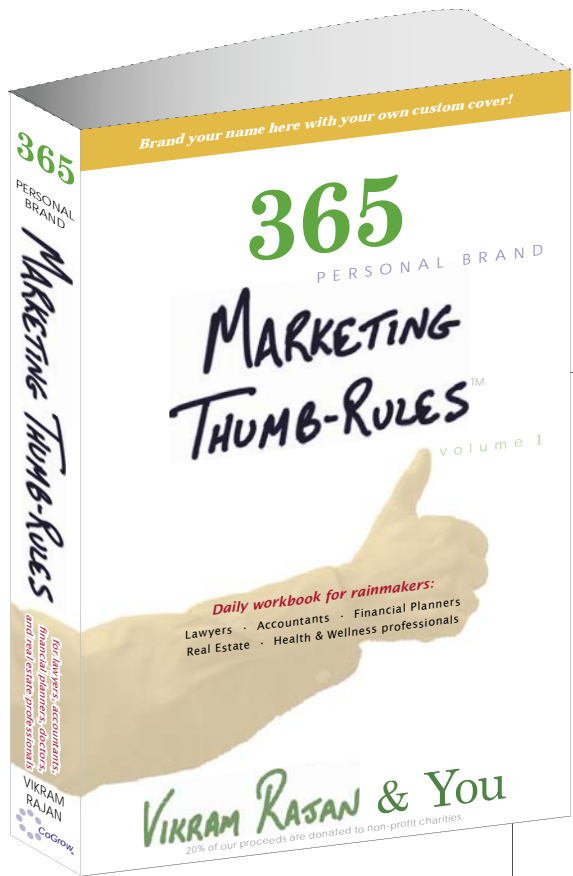
4) Nicknames, titles, & labels:

5) How do they prefer to research & procure?

5) Contradictions & controversy:

6) How does your Personal Brand appeal?

6) Pollination (Viral/WOM) incentives & gifts:



PRACTICE MARKETING ADVISORS™
516.642.4100 ~ VIKSMARKETINGBLOG.COM

*Practice Marketing your expert reputation,
within professional ethics & compliance.*

“Marketing coach for Esq. ; CPA ; CFP, etc. ; Realtors® ; professionals.”

“Websites & blogs marketing expert.”

“Vik focuses your branding & prospecting time.”

I started this book. You finish it...
JOURNAL SOLO or BRAINSTORM AS A GROUP

Read full praises & titles inside. Some of their favorite pages:

My top two favorites: # 33 & 356!

~ David Abeshouse, Esq., Founder
The Attorney Round Table

Share it with others ... # 3, 111, & 147!

~ Ellen Volpe & Gene Brown, Partners
ABA of Long Island

*# 18, 115, 133, & 266 are
particularly relevant for physicians.*

~ Janine Regosin, Executive Director
The Medical Society of the County of Queens

Thanks for reinforcing # 79, 113, & 115!

~ Dennis Haber, Esq., Author
Piggy Bank Your Home

365 rules, I will use it as a calendar!

~ Karen P. Giunta, CPA, President
National Conference of CPA Practitioners

You've helped me ... # 9, 116, & 271.

~ Dr. Sheri Glazer, Board Member
N.Y.S. Academy of General Dentistry

I listen to your audio-books over & over!

~ Geetha Krish, CPA, President
Custom Business Services, Inc.

Thank you for focusing me & my book!

~ Martin E. Levine, CPA, ChFC, Author
Widow's Survival Guide

You provided us very solid strategies.

~ Lili A. Vasileff, CFP®, President
Association of Divorce Financial Planners

This makes a great gift for accountants!

~ Joseph Tucciarone, Chairman
National Network of Accountants

Vik helps me use # 19, 25, & 148!

~ Gail Gladstone, President
Long Island Commercial Network, of
Long Island Board of Realtors®

Some favorites are # 55, 65, & 197.

~ Steve Distanto, President
National Association of Independent Broker Dealers

Of course, I prefer thumb-rule # 101!

~ E. Hale Jones, Editor-in-Chief
Financial Advisor Publications

Start using this book now! All 365 days!

~ Mahmud Wazihullah, Board Member
Long Island Real Estate Group

Vik, be our featured speaker this year!

~ Anthony Kazazis, Founder
The Queens Real Estate Expo

Book is right on target ... # 158 & 203!

~ Mitch Pinckney, Exec. Director, C.R.
U.S. Chamber of Commerce



Vikram Rajan is a columnist for 18 publications and is a Personal Brand Marketing Advisor. Vik is often invited as a guest speaker. Read more of Vik's tips, watch his videos, and submit your favorite thumb-rules on the MarketingThumbrules.com blog.