

The Complete Guide to personal branding:  
<http://www.quicksprout.com/the-complete-guide-to-building-your-personal-brand/#>.[\[quicksprout.com\]](http://www.quicksprout.com)

The Cliff's Notes version of that document:  
<http://www.bluewiremedia.com.au/blog/2014/09/build-personal-brand-8-specific-steps>[\[bluewiremedia.com.au\]](http://www.bluewiremedia.com.au)

A guide to advertising on the three social networks we discussed:  
<https://blog.bufferapp.com/social-media-advertising-twitter-facebook-linkedin>[\[blog.bufferapp.com\]](https://blog.bufferapp.com)

My personal favorite email marketing guides:  
<http://mailchimp.com/resources/>[\[mailchimp.com\]](http://mailchimp.com)

Calculating customer lifetime value:  
<https://blog.kissmetrics.com/wp-content/uploads/2011/08/calculating-ltv.pdf>[\[blog.kissmetrics.com\]](https://blog.kissmetrics.com) and  
[http://en.wikipedia.org/wiki/Customer\\_lifetime\\_value](http://en.wikipedia.org/wiki/Customer_lifetime_value)[\[en.wikipedia.org\]](http://en.wikipedia.org)

The presentation PDF is linked here:  
<https://www.dropbox.com/s/9z6jqt0ss6d2d2z/2014-11-20-MortgageBankersMeeting.pdf?dl=0>

And if you thought today was worth your time, I'd love to have you and your members leave a recommendation on LinkedIn. The URL to do so is headed to your email now.

Thanks,

Bill

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The fastest way to receive help is to email [support@webmedley.com](mailto:support@webmedley.com)