

**Blogging:**

Download the eBook 31 Days to Build a Better Blog [www.problogger.net/31dbbb-workbook](http://www.problogger.net/31dbbb-workbook) (it is my fav!) and only \$19.99.

**Twitter:**

Great people to follow in the Event industry:

@marcylyu(funny)

@pinkdeb

@readytospark

@bizbash

Social media experts to follow:

@jayberkowitz

@chrisbrogan

@mashable

@tamar

Bloggers to follow:

@problogger

@bloggingtricks

Join a TweetChat #Eventprofs with Lara McCulloch Tuesdays at 9pm-10m and Thursdays 1-2pm

- **Be Your Own Brand Manager**
- **Develop your own Brand marketing plan**
- **Determine what makes YOU different**
- **Follow your Passion**
- **Listen, Listen, Listen, before you talk**
- **Embrace your Inner Author**
- **Build out your Network**
- **Innovate to Lead**
- **Be Entrepreneurial**
- **Think outside the Box**
- **Share 80% of the time, pitch 20% of the time**
- **Speak up! Do some public speaking about what you know best!**

**And Guess what?**

**People will follow you...and talk about you...and...**

**Recommend you!**