

{Get Your Brand Straight}

How to Maximize Social Media to Make
Sure Your Message Is Part of Your Messaging

Worksheet



Brand Distillation + Cornerstone Theme

What is your company saying that NO ONE ELSE is saying?

What's controversial or edgy about your approach?

Why can't anyone else see that...

People THINK they know what it would take to revolutionize our industry, but what they don't realize is...

The most hidden, dangerous mistake our clients make as relates to our work isn't _____, but rather...



Lena L. West is the leading expert on how women entrepreneurs can monetize social media. She is also the Founder of InfluenceExpansion.com, the home of the Influence Expansion Academy, the only social media mastermind program created specifically for women entrepreneurs.

As the CEO + Chief Social Media Strategist of Influence Expansion (formerly xynoMedia), she has helped thousands of women entrepreneurs profit from the power of Social Media and the Internet. West says, “What makes Influence Expansion different is we don’t just offer some of the best social media marketing ideas and strategy in the world; we can also uniquely identify with women CEO’s. We know they need strategies that cut to the chase and produce results not just now, but RIGHT now.”

As a certified technical expert, West learned about the intricate aspects of computers and networking while consulting with Fortune 500 companies such as IBM, Pitney Bowes, Philips Magnavox, Hyperion Software and MasterCard International. After cutting her ‘technical teeth’, she founded xynoMedia in 1997.

West’s expertise has been widely acknowledged. She is the winner of several business awards, among them: The Network Journal’s “40 Under Forty”, AlleyCat News’ “25 Women of Silicon Alley”, The Women’s Congress’ Entrepreneurial Champion for Women in Business and was dubbed an “Entrepreneurial Hero” by NCWIT. West has also been featured as the cover story for publications such as The Westchester County Business Journal and Black Enterprise.

A sought-after writer and speaker, West writes and speaks regularly about the merits and potential pitfalls of social media. She communicates her expertise about social media, web 2.0 and online technologies through Social Media 360, her expert blog on FastCompany.com; her Seriously Social column and blog for Entrepreneur Magazine; as well as feature articles for both InfoWorld and Jupitermedia. She has spoken on Capitol Hill and for organizations such as American Express, Wharton School of Business, SCORE, National Investor Relations Institute (NIRI), Syracuse University and The Learning Annex.

West strongly believes that social media is a catalyst to uniting the world’s people and will continue to lead businesses and individuals toward greater levels of environmental accountability, social responsibility and corporate transparency – hence her passion for the medium. Influence Expansion’s goal is to make social media profitable for women business leaders.

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