



Xanthus Communications

Media Jockey

A Newsletter from Xanthus Communications

Issue 33 April 21, 2010



What goes into your dossier?

A dossier is typically an in depth intelligence briefing, a detailed litany telling everything about you, based on your complete biography of everything you have done as well as everything you have not done. It's much more than your bio, résumé, CV and references, your dossier is your complete track record and even includes what your enemies say about you. Your dossier celebrates your strengths and ridicules your weaknesses. Your dossier is the truth and tells your story like an old spaghetti western "the good, the bad and the ugly." It's all about

The Good, the Bad, and the Ugly.

Dear Friends and Colleagues:Greetings!
I saw a woman wearing a wide-brimmed red velvet hat. The woman with the red hat had read about personal branding. Her red hat was her way of being memorable. The woman in the red hat had attended a workshop called "black is not a color." The theme of the workshop was to teach professionals all about personal branding--how you have to stand out in order to get noticed.



The term personal branding is lightweight, like cotton candy, and not definitive of the hard work and substance it takes to build a professional brand. You can have a great professional brand, but no one knows about it because you have not done what you need to do to establish yourself. Reputation Management is a daily grind, a discipline and a strategy that reveals your true character and must be sustained for your entire professional life. Managing your reputation is the only way to establish your entire dossier of who you are and what you stand for.

Best Regards,
Patricia Vaccarino,
Managing Partner
patricia@xanthuscom.com

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The difference between personal branding and reputation

you, it's all true, and whether you believe in God or not doesn't matter, it is like standing before Clint Eastwood.

Managing your dossier



In the age of total transparency, if you want to build a career as a professional, you have to be prepared to manage your entire dossier. This means explaining why people, situations and jobs spun out-of-control or did not always work out the way you wanted them to work out. Managing your dossier means telling your story and showing the very essence of your character: your battles, your wins, your losses, your courage, and the steps that you always took to reach for the next level.

PRforPeople programs and speakers are in place, but stay tuned, venues may change.

Saturday, May 1, 4pm to 6pm, Graphic Designer Nina Barnett,
357 Garfield Street Seattle, WA 98109
Re: Building Graphic Identities for Individuals

Tuesday, June 1, 4pm to 6pm, Julie K. Clark, CEO,

management

Personal branding is as simple and as shallow as wearing a red hat, signing up for a few events, and delivering a lackluster elevator speech. Reputation management requires a strategy as complicated as war.



The key components of reputation management include strategic positioning, aggressive media relations outreach, building and maintaining a presence on select forms of social media, speaking at events & face-to-face networking, forming new business partnerships, giving back to the community through innovative volunteerism and pro-bono work, and generating positive word-of-mouth among people whom you know to be worthy of respect.



Peer-to-Peer on Call

There is an enormous glut of social media. Soon social media will be increasingly dismissed and minimized as a way to assess your dossier. Word-of-mouth has always been the best referral source of all. In the next few years, word-of-mouth is going to be more important than ever. People will be picking up the phone to create buzz, to get info about you, and to give the real scoop on you--all without leaving messy digital footprints.

Brand + Reputation Management

When you think no one is watching, someone is always watching. Your brand reputation is only as good as how you treat other people, including the people who you think of as dismissively as though they don't count. For example, I am aware of a CEO candidate who didn't get the job because of what he said on Twitter. His tweets were not unethical, illegal, immoral or untoward in any way. His tweets just showed lack of judgment and exhibited poor leadership skills.

PRforPeople-Seattle Networking

SharedBusinessSpace.com Pioneer Square Seattle, WA Re: SharedBusinessSpace.com serves as a matchmaker to businesses who are seeking to share office, studio or warehouse space with other businesses who have complementary services or products so that they can connect, and share operating costs and business referrals, which ultimately results in increased revenue for both parties.

Thursday, July 1, 6pm to 8:30 pm est,

Dave Bresler, founder of Network Network!! Butterfield 8 5 East 38th Street between 5th and Madison (Rear Party Room) New York City Re: Generating word-of-mouth business in the age of new media

Sunday, August 1, 4pm to 6pm,

Michael Kostov, Kostov Productions at the Whispering Wind Ranch in Woodinville, WA Re: How to use digital media to generate buzz

Wednesday, Sept 1, 4pm to 6pm,

Julie Tobiason and Timothy Lynch, artistic directors of Seattle Dance Project at ACT Theater Seattle, WA Re: The legacy of dance in the cultural landscape of the Northwest

Friday, October 1, 4pm to 6pm,

Rainier Club, Seattle, WA Re: The new era of journalism: what reporters now need to cover a story

Saturday, May 1st.

pr for people™

Be famous for who you are and what you do.



Join us for Happy Hour!

Saturday, May 1st 1st
4pm to 6pm

Xanthus Communications LLC

357 Garfield Street (Between Nob Hill and Fourth Avenue North on the top of Queen Anne Hill) Seattle, WA 98109

Graphic Designer Nina Barnett will talk about about using graphic design to build your professional identity.

PRforPeople-Seattle: a business networking group brings together professionals from diverse sectors and businesses to support one other in the pursuit of professional excellence in both career and community. Contact: Patricia Vaccarino patricia@xanthuscom.com 206 979 3380

The event is being sponsored by Xanthus Communications and its subsidiary PRforPeople.. Beverages and hors d'ouevres will be served. There are no admission fees or any other costs. No need to RSVP. Just bring yourselves, your colleague, your friends and plenty of business cards! For More information call 206 979 3380.

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For questions or comments,
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