



inspire • energize • activate • connect  
"be buzz-worthy"

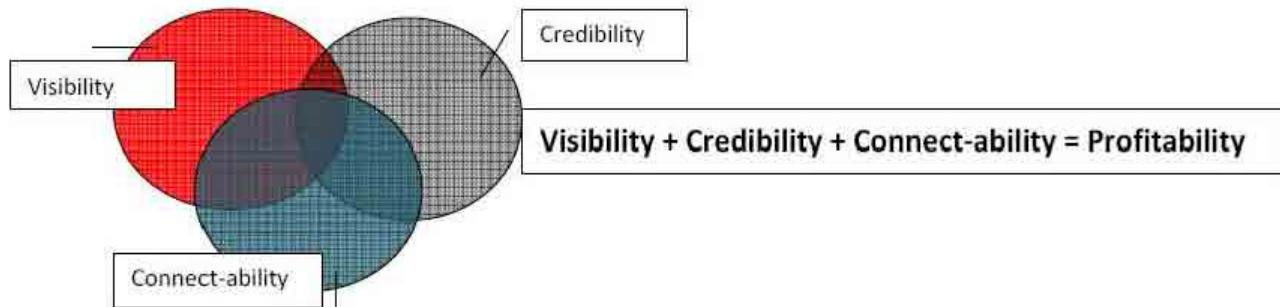
## SMART Connections: Personal Branding + Your Critical Connections



**Maria Elena Duron** is skilled in making networks "work" and harnessing the power of word of mouth. She's a featured business coach on her affiliate CBS and ABC stations along with hosting teleseminars with Your Brand Plan. As a featured columnist in the Personal Branding Magazine and the National NetWorker, she focuses on connecting your brand to your critical connections. She is editor of the Personal Branding Blog which is recognized as the #1 job blog by Careerbuilder.com and MediaOnTwitter providing a comprehensive listing of journalists, bloggers and reporters on Twitter. Recognized and approved by the Texas Real Estate Commission, she provides image and personal branding workshops at colleges and universities. Maria Elena Duron is chief buzz agent and inspiring identity

coach with Buzz2Bucks, a word of mouth firm. She acts as your "personal buzz agent" providing services and coaching where the focus is garnering the recognition and connections for success for busy CEOs, entrepreneurs and emerging leaders.

**buzz2bucks connections**





inspire • energize • activate • connect  
"be buzz-worthy"

## Agenda for Today's Discussion

1. What are Critical Connections?
2. What are the three steps of personal branding that are foundational to successful connections?
3. Who are the 18 people you need to know?  
Information Network / Referral Network / Advocates (IRA)



inspire • energize • activate • connect  
“be buzz-worthy”

4. What’s the biggest mistake people make in connecting?
  
  
  
  
  
  
  
  
  
  
5. What’s the biggest mistake people make in personal branding?
  
  
  
  
  
  
  
  
  
  
6. What are the “rules of engagement” with connections?

---

Visit Maria Elena’s website: [buzz2bucks](http://www.buzz2bucks.com) | word of mouth firm at:

<http://www.buzz2bucks.com>

- Test your connect-ability level + your personal brand strength with a fun quizzes found on the site navigation bar
- Receive a **FREE 360 Brand Audit** on your personal brand (access code: cc09)

Become A Fan on our Facebook page at <http://facebook.com/mariaelenaduron>

- Fans Receive:

**A free ebook “Creating Your On-Brand Introduction”**

**MP3: Motivational Marketing**

**Ebook: Blogging Your Brand**