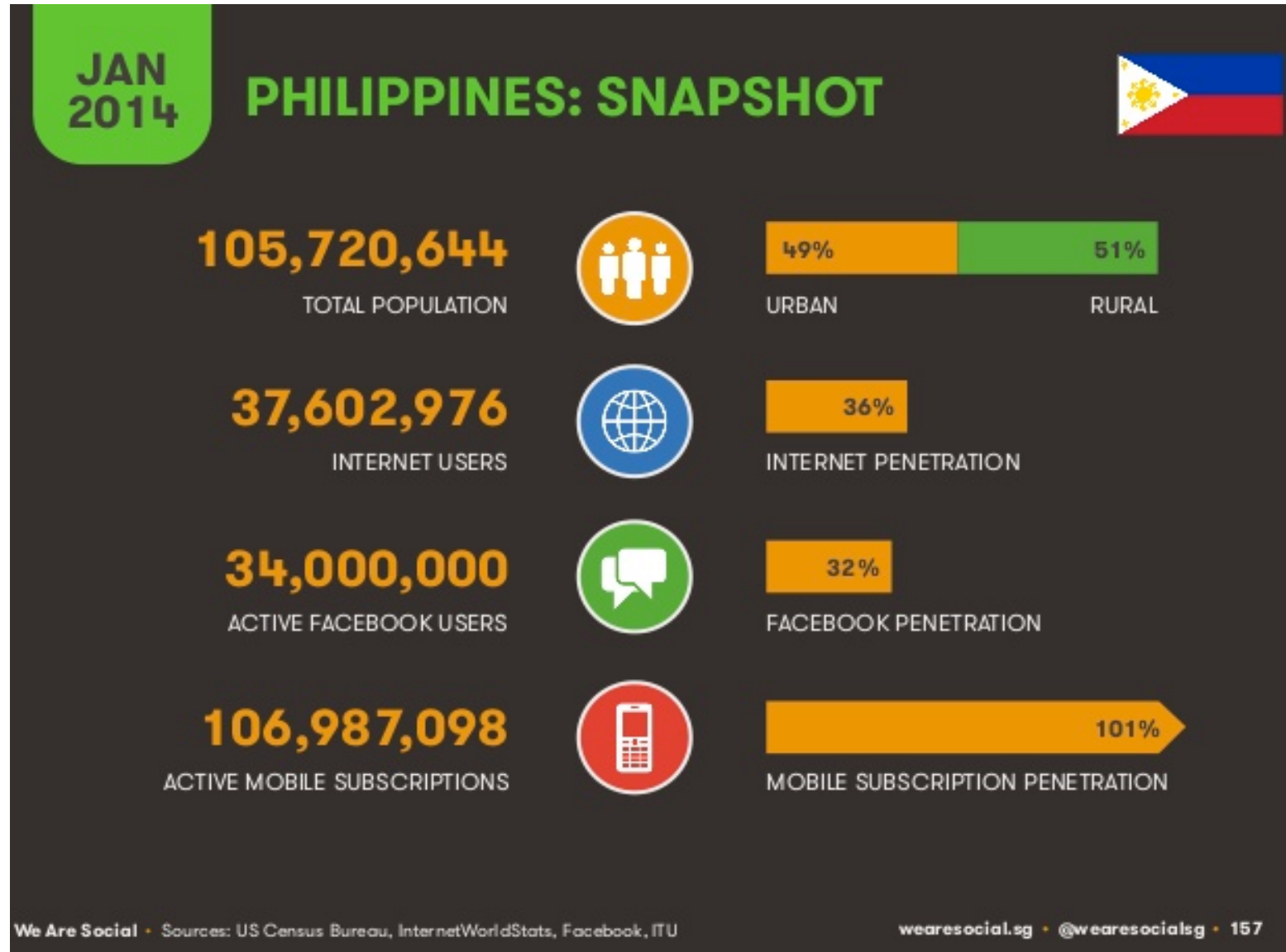


Social Media Marketing for lead generation

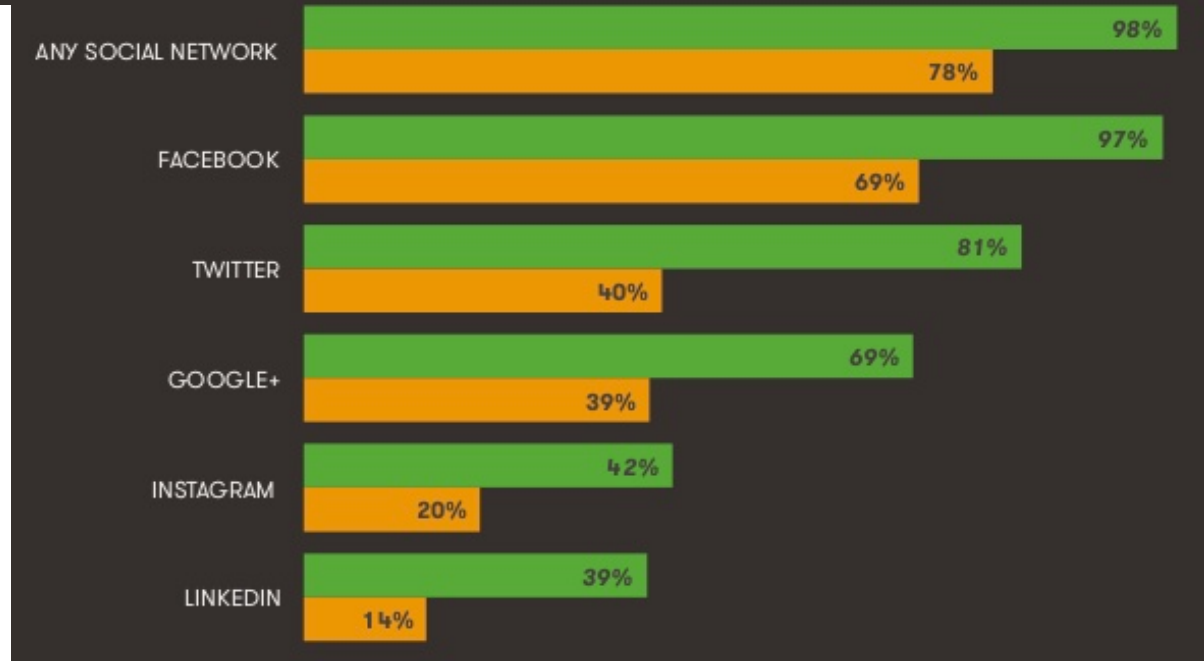
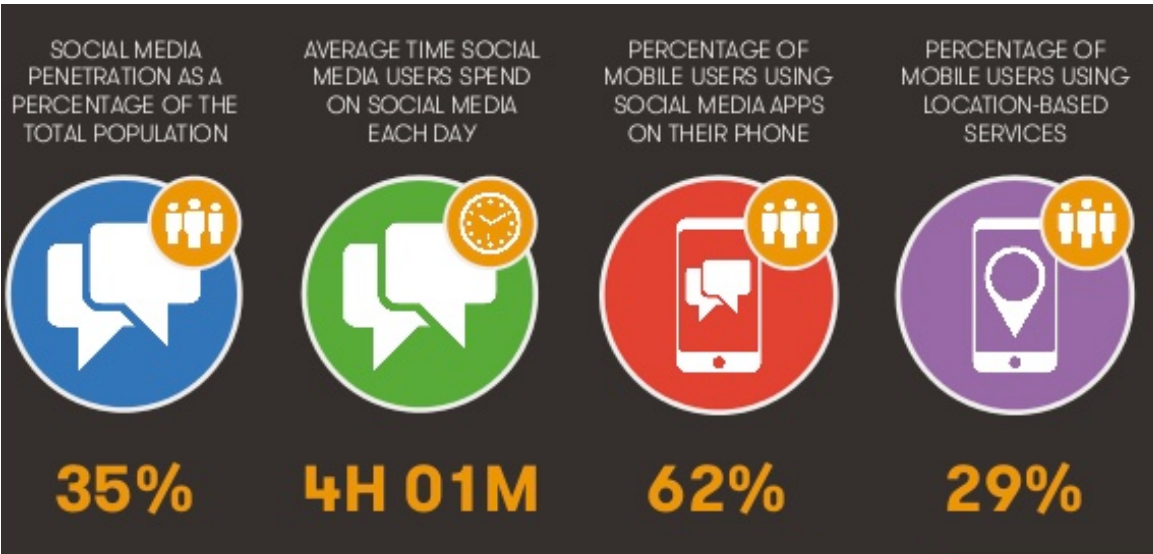
Janette Toral

<http://www.digitalfilipino.com>

Social, Digital, Mobile in the Philippines



Social Indicators and Social Media Use in the PH



Source: wearesocialsg






f Top 5 Facebook Brands

Local Fans **NEW**

1	 Samsung Mobile	3 259 497 / 9.3 %
2	 NESCAFÉ	3 003 959 / 17.8 %
3	 NESCAFÉ	2 998 860 / 99.7 %
4	 Starbucks	2 111 402 / 5.8 %
5	 KitKat	2 041 789 / 9.0 %










f Top 5 Facebook Media

Local Fans **NEW**

1	 Abs-Cbn	4 445 223 / 87.4 %
2	 MYX Philippines	3 701 095 / 92.2 %
3	 FHM Philippines	2 321 762 / 70.6 %
4	 GMA Network	2 169 418 / 86.7 %
5	 TV5	1 622 323 / 82.4 %


f Top 5 Facebook Brands by Post Engagement Rate

 Average Post Engagement Rate **0.16 %**

		Monthly Change in Engagement Rate	Engagement Rate
1	 El Nido Resorts	 65 %	2.55 %
2	 Thunderbird	 9 %	1.73 %
3	 Chowking PH	N/A	1.67 %
4	 BPIloans.com	 294 %	1.42 %
5	 NIDO FORTIFIED® Philippines	 2 %	1.36 %

f Top 5 Socially Devoted Facebook Brands

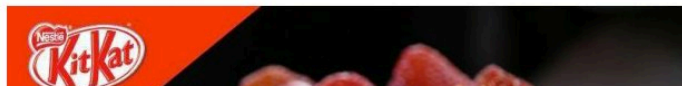
 Average Response Rate **35 %**

		Response Time	Response Rate	Answered minus unanswered questions
1	 Cebu Pacific Air	111 min	74 %	371
2	 AirAsiaPhilippines	180 min	80 %	180
3	 Del Monte Kitchenomics	337 min	92 %	109
4	 Coca-Cola Philippines	1244 min	83 %	47
5	 7-Eleven Philippines	775 min	81 %	45

<http://www.socialbakers.com/reports/regional/march-2014-social-marketing-report-philippines-regional>

 KitKat shared a photo
20th March, 2014

Strawberries to top your cake, anyone? Image Source: KIT KAT Canada



Most Popular Post

2 9 9 k Total Interactions

2 8 5 k Likes



THE MIND OF A DIGITAL MARKETER

SEO 1

SEO is the practice of increasing a websites organic ranking in search engines. But what's rankings without revenue?

Conversion Optimization 2

SEO brings traffic, but traffic means nothing if it doesn't convert into \$\$\$\$. Digital marketing consultants help bring PROFITABLE traffic. That's why your consultant should also be skilled in ...

Web Design 3

Digital Marketers skilled in web design not only bring you a beautiful website that reflects positively for your brand, but they also have a solid idea of the web layouts that convert the best.

Advertising 7

Online advertising such as AdWords and Facebook Ads are much more than set and forget, a skilled digital marketer can lower CPC and increase conversions

Analytics 6

Analytics, combined with conversion optimization can help you determine where traffic is coming from, and which channels are the most profitable.

Social Media 5

Some niches thrive with traffic from Facebook, Twitter, Pinterest, etc. Many businesses tend to take on social media themselves, but a true digital marketer knows the difference between using social media as a business and as a end user.

Copywriting 4

Digital Marketers who have maintained their own blogs should have honed their writing skills to write for conversions, people and search engines.

Example: Lead Generation Strategy

inboundMARKETING

7 STEPS

Lead Generation Strategy

7 Critical Steps We Guide Our Clients Through for Inbound Marketing Success

STEP 1

PLAN

Success begins with an Inbound Planning Day.



Assess your current needs



Set objectives and measurable goals



Develop an effective content strategy



Develop personas



Define responsibilities



Brainstorm premium content ideas

STEP 2

CREATE

Develop content that will attract visitors, convert visitors to leads, and position you as a thought leader.



Videos



Podcasts



White Papers



Blogging



Webinars



E Books

<http://blog.thecenterforsalesstrategy.com/blog/bid/149917/Inbound-Marketing-101-The-Seven-Steps-to-Lead-Generation-Infographic>

Central theme – Spread ideas



Reach

Google

Web Images Videos More Search tools

About 19,500 results (0.37 seconds)

[Home Imagineer by Maita Siquijor](#)
www.maitasiquijor.com/ ▾
May 12, 2013 - A Philippine real estate broker's insights and work-life musings while making the best of one's house, home & life in an imperfect, connected ...

[Makati Real Estate - Maita Siquijor - Architerra Manila Properties](#)
www.architerra.org/Makati_Real_Estate/page_1820627.html ▾
Makati Real Estate - **Maita H. Siquijor**, Muntinlupa City, Metro Manila real estate listings, homes for sale. Your Muntinlupa City Metro Manila real estate resource ...

[Maita Siquijor - Philippines | LinkedIn](#)
ph.linkedin.com/in/maitasiquijor ▾
NCR - National Capital Region, Philippines - President, La Maisonette Manila, Inc. View **Maita Siquijor's** (Philippines) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Maita Siquijor** ...

[Maita Siquijor, Realtor - Alabang, Muntinlupa City Metro Manila Real ...](#)
agent.point2.com/.../Maita-Siquijor.../69546754-C83E-43E2-805F-F3B5... ▾
Maita Siquijor, Realtor. Alabang, Muntinlupa City, MM. Philippines. Phone: (832) 2151431. Cell: (83) 917-5276537. View Website · View Listings · View Blog.

[My Switch to Real Estate: MAITA H. SIQUIJOR: Former Electronics ...](#)
myswitchtorealestate.blogspot.com/.../former-ups-distributor-maita-siquijor... ▾
Oct 26, 2010 - **MAITA H. SIQUIJOR**: Former Electronics Marketer. I knew right away that the first real estate broker whom I would feature in this series of ...

[maita siquijor | Age of the Diary: The Obsessions Blog](#)
ageofthediary.wordpress.com/tag/maita-siquijor/ ▾
Oct 11, 2012 - Posts about **maita siquijor** written by Age of the Diary.

[Maita Siquijor speaks about 10 Best Practices for internet Marketing ...](#)
 www.youtube.com/watch?v=ZD3AAAnXVGsE ▾
Aug 31, 2012 - Uploaded by PinoyBroker
Maita Siquijor (<http://condoinmanila.com>) speaks about Best Practices for internet Marketing for ...


[The Valero Grand Suites, Makati City, Philippines by Maita Siquijor](#)
www.slideshare.net/Miata/valero-grand-suites-efyer-maita-siquijor ▾
Valero Grand Suites is a premier hotel and private residences condominium project located in Salcedo Village, Makati City, Philippines. The hotel suites, which.

[Maita Siquijor, Ben Francia, Janette Toral | Flickr - Photo Sharing!](#)
www.flickr.com/photos/romancingthestone/8538975648/ ▾
Maita and **Ben** shared their bloggers journey at the Digital Influencers Marketing Summit Rizal last February 2, 2013. The event was organized by ...

[Maita Siquijor: Founder, Architerra Manila Properties on "Digital ...](#)
im-bc.com > IMBC 2.0 Speakers ▾
Maita Siquijor: Founder, Architerra Manila Properties on "Digital Marketing to Millions: A Real Estate Agent's Story." September 27, 2011 By admin Leave a ...


Relevance

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LATER
SHARE

14:56 HD

 **Marketing Real Estate Online**
from [Janette Toral](#) [PLUS](#) 2 years ago [NOT YET RATED](#)

DigitalFilipino Janette Toral interviewed Maíta Siquijor, entrepreneur behind Architerra Manila Properties ([architerra.org](#)), on her experience in selling real estate where 70% of sales comes from leads generated online.

Maíta also gave advise to fellow real estate brokers on steps that can be taken to build an online presence.

DigitalFilipino Talks series is produced by Janette Toral. It is directed by Buddy Gancenia.

[Follow](#) [Stats](#)

HIDE VIDEOS

<http://vimeo.com/20003129>

Example: Lead Generation Strategy



STEP 4

CAPTURE

Convert visitors to leads to generate a list of qualified prospects.



Premium content offers



Compelling calls to action



Landing pages and contact forms

STEP 5

ANALYZE

Review the data to determine what's working, what's not, and how to adjust.

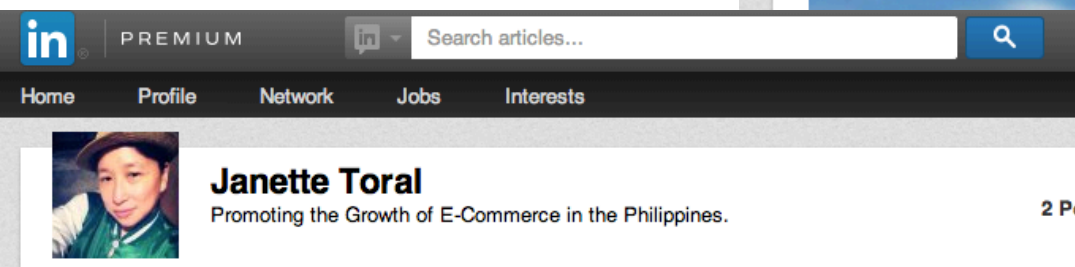


- Use Hubspot tools to identify:
- Top lead sources
 - Which topics/posts are read most
 - Which offers are converting readers to leads

BLOGGING WILL BE MORE COMPETITIVE.



LinkedIn PREMIUM Search articles...
10 Years of Blogging and Moving Forward
March 24, 2014 | 234 views | 6 likes | 1 comment
3 tweets | 110 likes | 10 g+1 | 15 shares



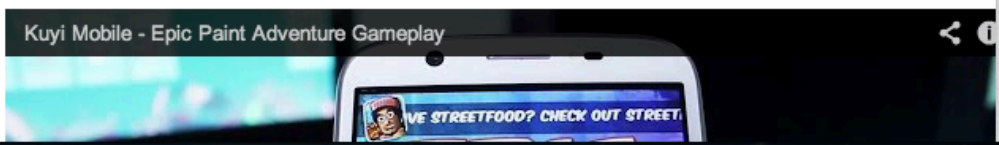
LinkedIn PREMIUM Search articles...
Home Profile Network Jobs Interests
Janette Toral
Promoting the Growth of E-Commerce in the Philippines.



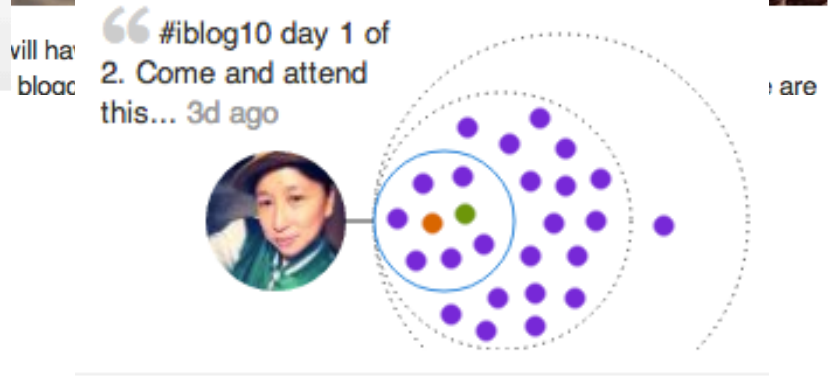
Promoting Mobile Games through Influencers (Epic Paint Adventure experience)
March 20, 2014 | 308 views | 7 likes | 0 comment
7 tweets | 29 likes | 6 g+1 | 20 shares

When you have limited budget, promoting a new product or service will be constrained. This was the challenge of Filipino game developer Erick Garayblas of [Kuyi Mobile](#) had as he prepared for the global release of Epic Paint Adventure (available in [IOS](#) and [Android](#)) mobile game.

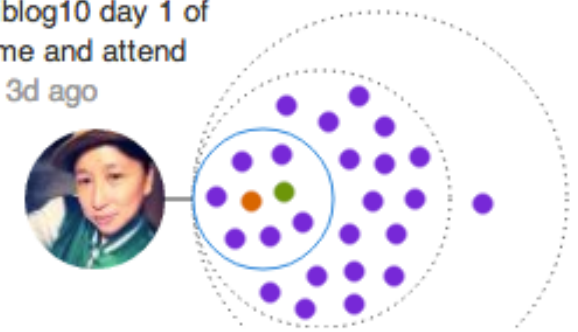
To work-around this limitation, he used various social media (such as a [Facebook event page](#)) to spread the word and asked for help. I think what got people moving to help involves the following factors:



Who's Viewed Your Updates < 7/51 >
58 views | 2 likes | 3 comments



“ #iblog10 day 1 of 2. Come and attend this... 3d ago





Link your Google+ profile to the content you create

Make your content feel personal

[Inside Google+ — How the Search Giant Plans to Go ...](#)
www.wired.com/epicenter/2011/06/inside-google-plus.../1



by **Steven Levy** · in 838,229 Google+ circles · [More by S](#)
Jun 28, 2011 – Follow [@stevenlevy](#). **Google**, the world's company, is formally making its pitch to become a major networking.

You can link content you publish on a specific domain (such as www.wired.com) to [your Google+ profile](#).

1. Make sure you have a profile photo with a recognizable headshot.
2. Make sure a byline containing your name appears on each page of your content (for example, "By Steven Levy").
3. Make sure your byline name matches the name on your Google+ profile.
4. Verify you have an email address (such as stevenlevy@wired.com) on the same domain as your content. (Don't have an email address on the same domain? [Use this method to link your content to your Google+ profile](#))

Understand how your content appears in search

This page shows search statistics for pages for which you are the verified author. [Learn more about verifying authorship.](#)



For example:

Submitting this form will add your email address to the [Work section of your profile](#), which by default is viewable only by your circles. You can keep your email private if you wish. It will also add a public link to the domain of the email address to the [Contributor to section of your profile](#).

[Sign up for Authorship](#)



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Janette Toral

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Uploads

Bloggers as Activist #iblog10
2 days ago

Blogging as Part of Internet Marketing and Advertisin...
2 days ago

Bloggers as Digital Marketers #iblog10
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Building Communities through Blogging #iblog10
2 days ago

Vibal Foundation Presentation #iblog10
3 days ago

Bloggers as New Media Personalities #iblog10
3 days ago

Webinar demo
4 months ago

Bloggers as Digital Influencers - 2nd Laguna...
4 months ago

Janette Toral
Attended AIE College
Lives in Quezon City, Philippines
1,977,353 views



About Posts Photos YouTube +1's Reviews

Share what's new...
Text Photos Link Video Event

Janette Toral Shared publicly - Yesterday 8:26 PM #iblog10
Thank you +Mighty Rasing for the kind inclusion. #iblog10



Notes, Excerpts, & Reflections from iBlog10 with Carlo Ople, Brad Geiser, Bien Nillos, Sonnie Santos & Janette Toral
pinoyyuppie.com

In this special episode of the Happy...
Add a comment...

Janette Toral Shared publicly - 1:07 PM #Blogger
Helping this blogger out will be greatly appreciated.

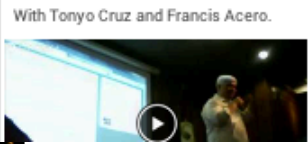


Lessons learned on Outdoor Adventure Park blogger relations
medium.com
Add a comment...

Janette Toral Shared publicly - Apr 5, 2014 #iblog10

#iblog10 day 2. Join this free event today. Details at
http://www.iblogph.com
Add a comment...

Janette Toral Shared publicly - Apr 4, 2014



With Tonyo Cruz and Francis Acero.

- You may know View more
- Adrian Benipayo
 - Philips Yu
 - Jack Madrid in common
 - Brad Geiser
 - Rosan Cruz and Sara Alva

Janette Toral Shared publicly - Yesterday 8:09 PM #phnet20

Congratulations +Jonji Y. Gonzales for a succesful #phnet20 event.



TenMinutes.Ph Celebrates Internet Anniversary in Cebu The Cool Way
tenminutes.ph
TenMinutes.PH organized the...
Add a comment...

 **Janette Toral**
@digitalfilipino

Twitter Report: Top Five Reasons Why Anne Curtis @annecurtissmith Is The Number One Filipino Celebrity On Twitter shar.es/kj3gE

Reply Delete Favorite More

RETWEETS **75** FAVORITES **86**



7:48 PM - 24 Jul 2013




Reply to @annecurtissmith

 **Anne Curtis-Smith** @annecurtissmith · Jul 24
@digitalfilipino thank you for this! :)
Details Reply Retweet Favorite More

 **Janette Toral** @digitalfilipino · Jul 24
@annecurtissmith you are welcome po. :)
Details Reply Delete Favorite More



- Advanced Search
- All people
 - People you follow
 - Everywhere
 - Near you

- Who to follow · Refresh · View all
-  **Kris Bernal** @soKRISme ×
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#iBlog10

Results for #iBlog10

Turn on hashtag alerts for this search


Save

Top / All

 **resly amador** @cablay28 · 1h
"@GMANewsOnline: VIDEO: Howie Severino, ibinahagi ang ebolusyon ng news gathering at coverage sa iBlog forum gmane.ws/1qbLzDg #iBlog10
Expand Reply Retweet Favorite More

 **Joalore** @clickflickca · 2h
@clickeric Must be nice...recently joined an #iBlog10 chat in Philippines. Hope you're having fun! What a life you live! Amazing!
View conversation Reply Retweet Favorite More

 **Raymond Nicolas** @reimundniklaus · 3h
BLOGGED: #iBlog10 The 10th Philippine Blogging Summit reimundniklaus.tumblr.com/post/819433919...
View summary Reply Retweeted Favorite More

 **Reggie Ramos** @dronthego · 3h
Btw, thanks to @digitalfilipino and the rest for organizing #iBlog10! It inspired me to aim for a much higher goal than i ever imagined!
Expand Reply Retweeted Favorite More

 **Juliet Z. Cruz** @globalpinay · 3h
Good morning Monday! #iBlog10 fb.me/2PtUEJCV

Compose message... 📎 📅 30 📍 🔒 ▶ 👤 Click to select a social network

Publisher

Schedule in Bulk


Scheduled

Require Approval

Past Scheduled

RSS Feeds

Today

🔊 **3:10pm**  **How to Maximize Social Media Tools** <http://ow.ly/vI7sE>
by Janette Toral

Compose message... 📎 📅 30 📍 🔒 ▶ 👤 Click to select a social network

digitalfilipino × Lists × +

🔄 + Add Stream + Add Social Network

Home Feed
(digitalfilipino)

30+ unread messages ↑

Add Social Network [X]

- Twitter**
- Facebook
- Google+
- LinkedIn
- foursquare
- WordPress
- mixi

Add Twitter Profile

To allow HootSuite access to your Twitter account, you must first give authorization from Twitter.com

Connect with Twitter

Follow HootSuite on Twitter for updates and announcements

Submit

Compose message...

Templates

Twitter Profile Overview

- Twitter Engagement - Summary
- Twitter Engagement - Detailed
- Twitter Aggregate
- Facebook Page Overview
- Facebook Insights
- Facebook Aggregate
- LinkedIn Page Insights
- Google Analytics
- Ow.ly Click Summary
- URL Click Stats - Ow.ly

Reports

- All Reports
- Drafts
- Customize

Build Custom Report

Labels + Add Label

No Labels found

Twitter Profile Overview - digitalfilipino [PDF] [CSV]

← Back to Report List

Listed **429**

Follower Growth ↓



digitalfilipino

Most Popular Links ↓

Rank	Date	Post	Clicks
1	Apr 10, 2014	http://ow.ly/vDj6s http://www.bloggingfromhome.com/2014/04/how-to-... How to maximize social media tools? http://ow.ly/vDj6s	4 clicks

Mentions
(digitalfilipino)

- IBayanha**
11:23am via @marlian blogging i
- SolanoPa**
9:52am via @digitalfilipino Show C
- EmorejLa**
8:38am via @digitalfilipino Show C
- Cedrodrig**
Apr 11, 11: @digitalfilipino Show C
- nhiceysc**
Apr 11, 4:1

@SlideShare

Retweeted by digitalfilipino

Accounts +



digitalfilipino
Twitter 2



Your Facebook
Connect it now



Connect More
Profiles, Pages and

Buffer

Analytics

Schedule

Settings



What do you want to share?

5

Daily content suggestions available for the next 17 hours.

View Suggestions

Today



How to Maximize Social Media Tools <http://buff.ly/PZPFDC>

2:00 PM via Web

Accounts +



digitalfilipino
Twitter 2



Your Facebook
Connect it now



Connect More
Profiles, Pages and

Like 23k

Follow @buffer

Get Support

FAQ

The Awesome Plan

Developers

More

Buffer

Analytics

Schedule

Settings



What do you want to share?

Wednesday 8th January

Posts

Analysis

★ TOP TWEET

Join the E-Commerce Entrepreneurs Summit on 2/15 at SMX. Early bird until 1/15. #ecomsummit <http://buff.ly/19djjk2>

8:11 PM via Web

2 Retweets

0 Favorites

1 Mention

1 Click

10.2k Potential

Thursday 19th December



see you online at One Internet Day tomorrow 12/20 (free event). Register at <http://buff.ly/18zQHx> #1InternetDay

3:01 PM via Web

0 Retweets

0 Favorites

0 Mentions

1 Click

9.1k Potential



★ TOP TWEET

Paul Walker tops Filipino searches in Google for 2013 <http://buff.ly/1hm7Hbs>

Home icon, Search icon, Notification icon (1)

62

Janette Toral

Create

Schedule

Measure

What do you want to share today?

Schedule and share your content

Hong Kong (GMT+08:00) ▼

Today

8:45 pm



How to Maximize Social Media Tools
<http://klou.tt/1twlu8ajmucfe>



Home icon, Search icon, Notification icon (1)

62

Janette Toral

Create

Schedule

Measure

Perks

Settings

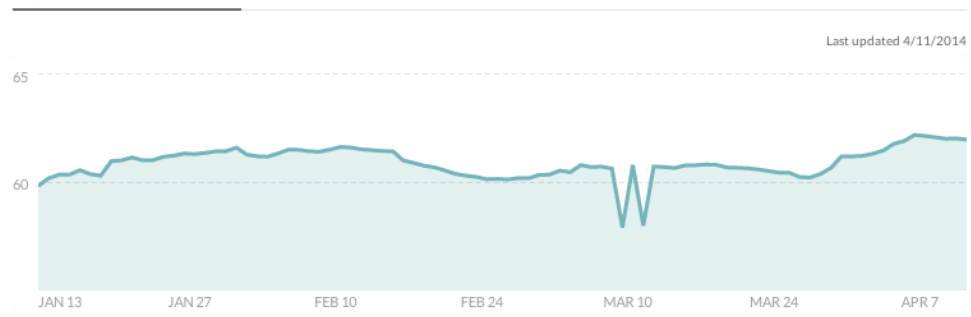
Log Out

What do you want to share today?

Measure and track your impact



90-DAY SCORE HISTORY NETWORK BREAKDOWN



57.86
90 Day Low

▼ 0.06
1 Day Change ⓘ

62.15
90 Day High

Recent Activity ⓘ

Recency | Score Impact





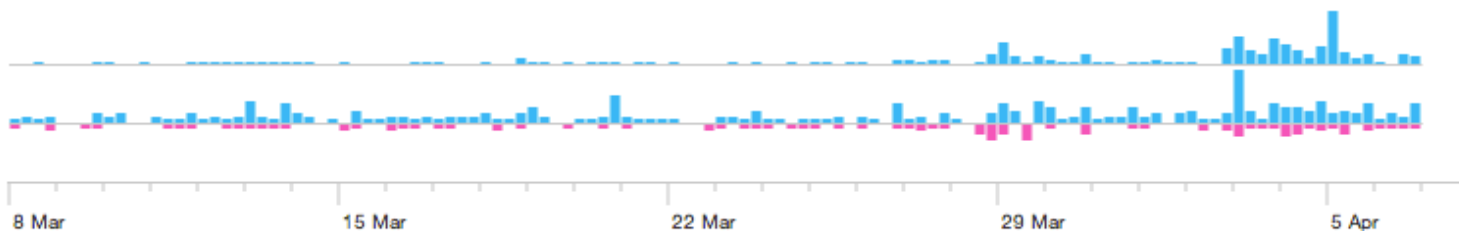
Tweet activity

Download CSV

Mentions, Follows, Unfollows (6-hour increments, all in Pacific time)

483 mentions

272 follows
99 unfollows



Top interests ?

- 53% Pop
- 50% Business and news
- 42% Romance (Movies and television)
- 42% Comedy (Movies and television)
- 41% Technology
- 35% Politics and current events
- 32% Reality TV
- 31% Business and finance
- 28% Action and adventure
- 25% Entrepreneurship



Top cities

- 19% Makati, PH
- 12% Quezon City, PH
- 7% Manila, PH
- 4% Cebu, PH
- 2% Pasig, PH

Analytics Followers Twitter Cards Janette Toral

Followers

9,379 followers as of 4/5/2014 (days shown in Pacific time)

A line graph showing follower growth from November 17 to February 8. The y-axis represents the number of followers, ranging from 0 to 9,383. The line shows a steady upward trend.

Interests

Most unique interests ?

- 50% Business and news
- 24% Tech news
- 11% Startups
- 10% SEO

Location

Top countries and states

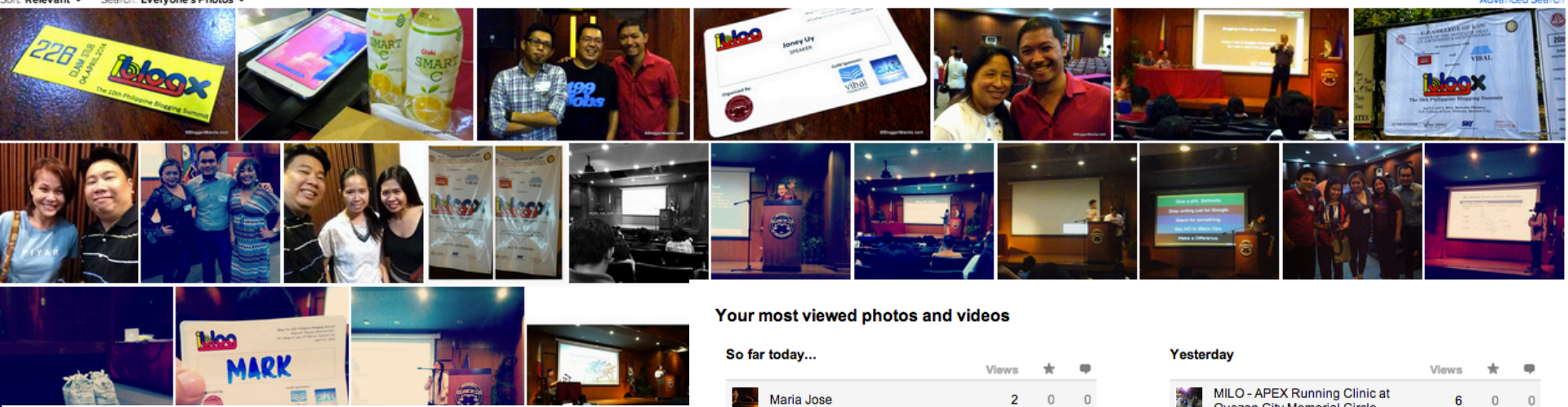
- PHL
- Other

Gender

- 58% M
- 44% F

Your followers also follow

- 38% annecurtissmith · Profile
- 37% ANCALERTS · Profile



Your most viewed photos and videos

So far today...

	Views	★	🗨
Maria Jose	2	0	0
Telecommunications - Smart.com.ph	2	0	0
Marvin of Home & Haven	2	0	0
Chikka.com - Chat category	2	0	0
AyosDito.ph - Classifieds category	2	0	0
Nokia.com.ph - Gadgets category	2	0	0
Pep.ph - Entertainment category	2	0	0
Typhoon2000.ph - Reference category	2	0	0
Globe.com.ph - Telecommunication category	2	0	0
John Lloyd Cruz addresses fans	1	0	0

[All photos and videos...](#)

Yesterday

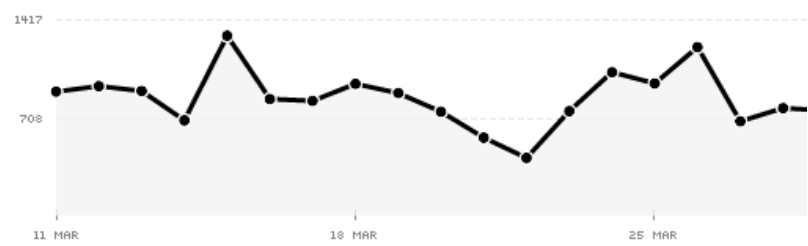
	Views	★	🗨
MILO - APEX Running Clinic at Quezon City Memorial Circle	6	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	6	0	0
Portal - Ph.Yahoo.com	5	0	0
Domains.ph - E-Service category	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0
MILO - APEX Running Clinic at Quezon City Memorial Circle	5	0	0

[All photos and videos...](#)

Stats for: Your account

Stats are shown in GMT, where it's currently 3.46AM on 7th April 2014 (Mon)

Daily aggregate views on your account



View counts

	So far today	Yesterday	All time
Photos and Videos	43	720	242,612
Photostream	40	121	81,602
Sets	41	144	97,516
Collections	0	0	226
Galleries	0	0	526
	124	985	422,482



Maita Siquijor for Residences Manila

Manila home search consultant; International Realtor Member, National Association of Realtors (NAR), USA; Trustee, PAREB-Muntinlupa Real Estate Board (PAREB-MUNREB); digital marketer

Alabang, Muntinlupa City, ... · www.maitasiquijor.com ·

Repins from

- Anna Galeon-Policarpio
- Lindsay Voegele
- Nenette Madero

26 Boards 143 Pins 10 Likes [Unfollow All](#) 208 Followers 142 Following

House Plans

6 pins

[Unfollow](#)

Home Accents

4 pins

[Unfollow](#)

Study Room

3 pins

[Unfollow](#)

Home Lights

2 pins

[Unfollow](#)

Dining Room Ideas

Creative Renditions

Laundry and Service Areas

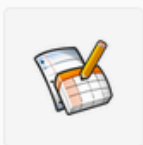
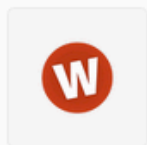
Color Inspirations



Explore Zaps!

Pick from thousands of Zaps that other people have shared to use as a template. A Zap is a connection between two apps that automates time-consuming tasks.

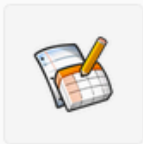
Click here and select the apps you use...



Save Wufoo Entry to Google Docs Row

Save new Wufoo entries to a new Google Docs spreadsheet row.

Use this Zap



Save Gravity Forms Submission to Google Spreadsheet

This Zap will save my new Gravity Forms submissions to a Google Spreadsheet.

Use this Zap



Post RSS Feed to Facebook Page

This Zap lets you post an RSS feed to a Facebook page.

Use this Zap

Get help

Example: Lead Generation Strategy

STEP 6

CULTIVATE

Maintain lead nurturing and marketing automation to continue to establishing trust and credibility.

Use marketing automation (email campaigns and work flows) to help the visitor:

- Get to know you better
- Learn more about your company and products
- Move through the sales funnel



STEP 7

CONVERT

Get visitors to raise their hand and ask to be contacted.



Implement a plan of approach and conversion strategy to close new customers through the use of:

- Lifecycle stages
- Segmented lists
- User history

Engagement levels

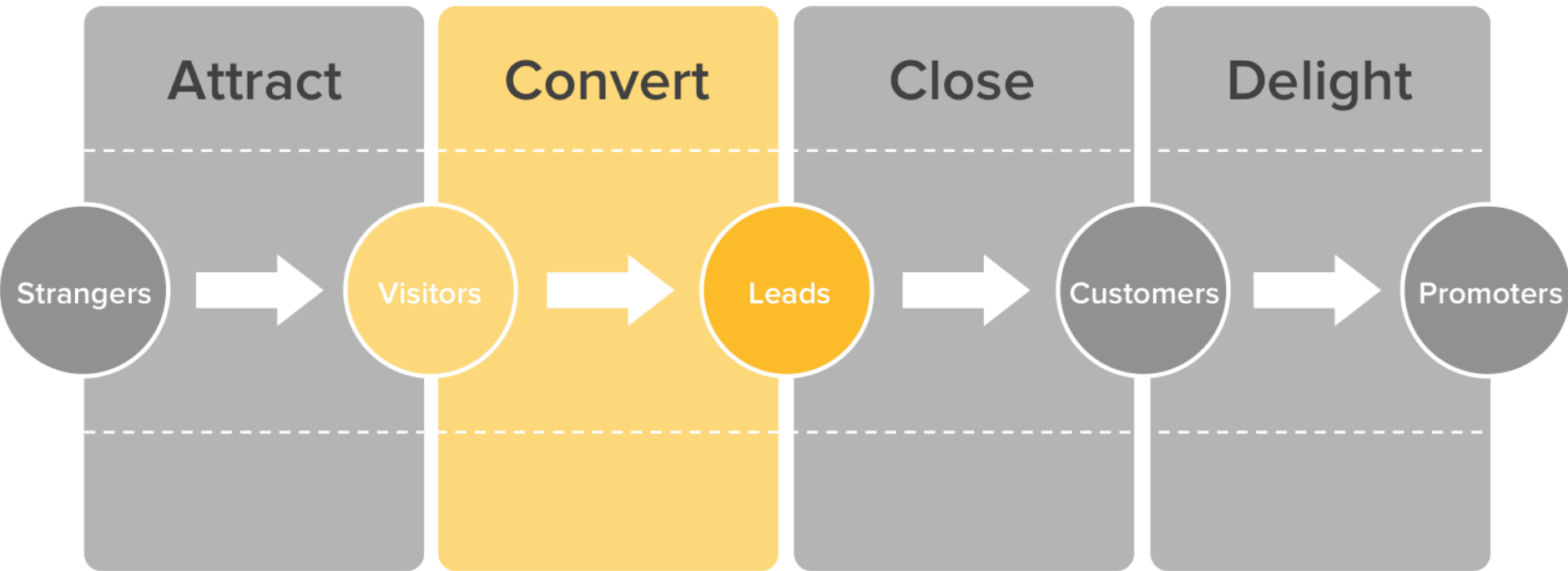


<http://www.freshnetworks.com/files/freshnetworks/FreshNetworks%20-%20Social%20Media%20Influencers%20Report.pdf>

Become a
**DIGITAL
INFLUENCER**

*You don't lead when you
don't have influence
and followers.*

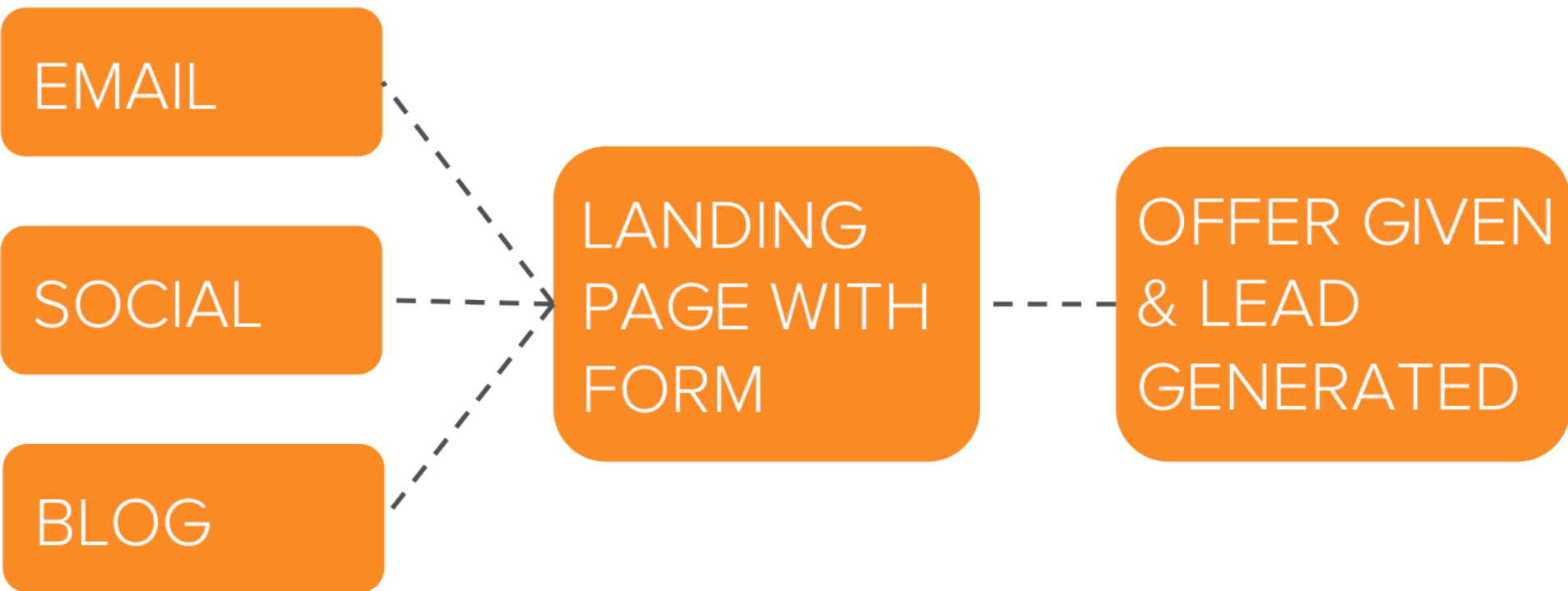
Janette Toral



<http://blog.hubspot.com/marketing/beginner-inbound-lead-generation-guide-ht>

THE 49 PERSONALITY ARCHETYPES

		SECONDARY ADVANTAGE						
		INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
PRIMARY ADVANTAGE	INNOVATION You change the game with creativity	THE ANARCHY Volatile • Startling Chaotic	THE ROCKSTAR Bold • Artistic Unorthodox	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE TRENDSETTER Cutting-Edge • Elite Progressive	THE ARTISAN Deliberate • Thoughtful Flexible	THE PROVOCATEUR Clever • Adept Contemporary	THE QUICK-START Prolific • Thorough Diligent
	PASSION You connect with emotion	THE CATALYST Out-of-the-Box • Social Energizing	THE DRAMA Theatrical • Emotive Sensitive	THE PEOPLE'S CHAMPION Dynamic • Inclusive Engaging	THE TALENT Expressive • Stylish Emotionally-Intelligent	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Discerning • Perceptive Considerate	THE ORCHESTRATOR Attentive • Dedicated Efficient
	POWER You lead with command	THE CHANGE AGENT Inventive • Untraditional Self-Propelled	THE RINGLEADER Motivating • Spirited Compelling	THE AGGRESSOR Dominant • Overbearing Dogmatic	THE MAESTRO Ambitious • Focused Confident	THE GUARDIAN Prominent • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE DEFENDER Proactive • Cautionary Strong-Willed
	PRESTIGE You earn respect with higher standards	THE AVANT-GARDE Original • Enterprising Forward-Thinking	THE CONNOISSEUR Insightful • Distinguished In-the-Know	THE VICTOR Respected • Competitive Results-Oriented	THE IMPERIAL Arrogant • Cold Superior	THE BLUE CHIP Classic • Established Best-In-Class	THE ARCHITECT Skillful • Restrained Polished	THE SCHOLAR Intellectual • Disciplined Systematic
	TRUST You build loyalty with consistency	THE EVOLUTIONARY Curious • Adaptable Open-Minded	THE AUTHENTIC Approachable • Dependable Trustworthy	THE GRAVITAS Dignified • Stable Hardworking	THE DIPLOMAT Levelheaded • Subtle Capable	THE OLD GUARD Predictable • Safe Unmovable	THE ANCHOR Protective • Purposeful Analytical	THE GOOD CITIZEN Principled • Prepared Conscientious
	MYSTIQUE You communicate with substance	THE SECRET WEAPON Nimble • Unassuming Independent	THE SUBTLE TOUCH Tactful • Self-Sufficient Mindful	THE VEILED STRENGTH Realistic • Intentional To-the-Point	THE ROYAL GUARD Elegant • Astute Discreet	THE WISE OWL Observant • Assured Unruffled	THE DEADBOLT Unemotional • Introverted Concentrated	THE ARCHER On-Target • Reasoned Pragmatic
	ALERT You prevent problems with care	THE COMPOSER Strategic • Fine-Tuned Judicious	THE COORDINATOR Constructive • Organized Practical	THE ACE Decisive • Tireless Forthright	THE EDITOR-IN-CHIEF Productive • Skilled Detailed	THE MEDIATOR Steadfast • Composed Structured	THE DETECTIVE Clear-Cut • Accurate Meticulous	THE CONTROL FREAK Compulsive • Driven Exacting



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Build a Community

Inspire, Empower, Advocate,
Engage, Co-Own, Live it.



Share your

Passion

Use it to benefit
others.

- Janette Toral



Use the
"REBEL"

in you.

Lead and think
differently.



Do not be
afraid to
fail, quit, and
start all over
again.

Janette Toral