

FREE
Webinar



Influencer Blogging



INBOUND
CERTIFIED



Janette
Toral
*Valid through 9/2017

October 11
7 pm to 8 pm





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CERTIFIED ADVISOR



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36 Modules, 280 FREE E-Commerce & Digital Marketing Education Lessons

6 Tax Guidelines for E-Commerce Transactions in the Philippines

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FREE E-Business



E-Commerce Intensity Index: Accommodation, Hotels, Food &

DigitalFilipino.com



41 FREE
E-COMMERCE
& DIGITAL
MARKETING
LEARNING
MODULES

 e-Commerce
***** BOOT CAMP

Inbound Marketing Lifecycle



Who is your target persona?

PERSONA NAME



BACKGROUND:

- Basic details about persona's role, key information about the persona's company
- Relevant background info

DEMOGRAPHICS:

- Gender, age range, household income (consider a spouse's income, if relevant)

IDENTIFIERS:

- Buzzwords & mannerisms

GOALS:

- Persona's primary & secondary goal

CHALLENGES:

- Primary and secondary challenge to persona's success

HOW WE HELP:

- How you solve your persona's challenges & help achieve their goals

COMMON OBJECTIONS:

- Identify the most common objections your persona will raise during the sales process

REAL QUOTES:

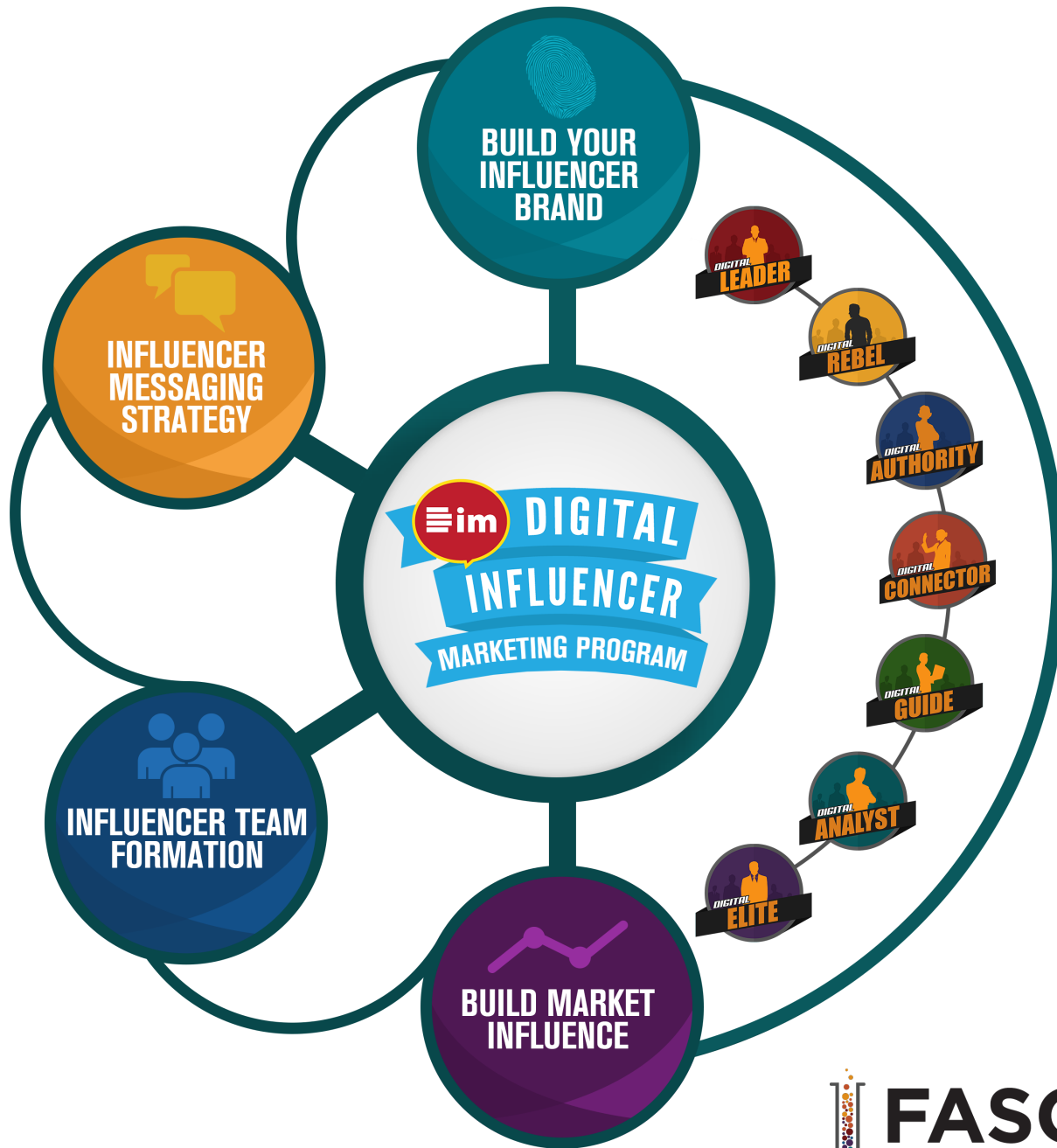
- Include a few real quotes (taken during interviews) that well represent your persona to make it easier for employees to relate to/understand to them

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AWARENESS

Whitepaper, Ebook, Kit, Tip Sheet, Checklist, How-To Video, Educational Webinar

EVALUATION

Product Webinar, Case Study, Sample, FAQ, Data Sheet, Demo Video

PURCHASE

Free Trial, Live Demo, Consultation, Estimate, Coupon



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Take the test – Personal

<http://bit.ly/fascinateprofile>



[ABOUT THE PERSONALITY TEST](#) [PERSONAL BRANDING](#) [THE SCIENCE](#) [COMPARE US](#) [WORKPLACE PROBLEMS](#)

The Fascination Personality Test® doesn't measure how you see the world...it measures how the world sees you.

ABOUT THE PERSONALITY TEST >

THE FASCINATE SYSTEM >

PERSONALITY ARCHETYPES >

DIFFERENT PERSONALITY TYPES >

THE FASCINATION PERSONALITY TEST

10

YEARS OF RESEARCH

28

QUESTIONS

5

MIN OF YOUR TIME

1

YOU

GET YOUR FREE
PERSONALITY TEST

Your personality has one primary Advantage. It's how you add value. It's what makes you different and better. Think of it like a natural superpower for your personality. When you communicate using this Advantage, you earn more attention, and more revenue.



THE SECRET WEAPON

NIMBLE | UNASSUMING | INDEPENDENT | RETICENT | AUTONOMOUSLY CREATIVE

{ THE SECRET WEAPON }



HOW THE WORLD SEES YOU

- You have a creative mind and you produce agile solutions even when under high pressure
- You are creative in a non-flashy way, preferring to do your work quietly
- You enjoy working independently. You don't boast about your achievements. But you can produce great inventions, creative ideas, and new product designs
- You make great contributions to the company's performance, but do so in an unassuming manner

YOUR ARCHETYPE

Your Archetype is a combination of your **PRIMARY** and **SECONDARY** Advantages.



THREE ADJECTIVES THAT DESCRIBE HOW THE WORLD SEES YOU

1. NIMBLE
2. UNASSUMING
3. INDEPENDENT

YOUR FASCINATION ADVANTAGES

YOUR PRIMARY ADVANTAGE MYSTIQUE 01

Your **PRIMARY** Advantage is your most effective mode of communication. When you communicate with this Advantage, you are your most fascinating and influential.

YOUR SECONDARY ADVANTAGE INNOVATION 02

Your **SECONDARY** Advantage describes your second-highest advantage. Like your **PRIMARY** Advantage, it describes how your most valuable.

When you communicate with your primary and secondary advantages across as more confident and authentic.

Your **PRIMARY** and **SECONDARY** Advantages combine to form your Archetype indicates *how the world sees you*.

YOUR DORMANT ADVANTAGE PA

Your **DORMANT** Advantage is the one that holds the least fascination for others. It's how you are least likely to influence.

Want to learn more about your Archetype, and how it fits into your personality's most valuable traits?



WELLSPRING

THE SECRET WEAPON'S TOP 5 SPECIALTY ADJECTIVES

1. NIMBLE

They have the ability to generate many different solutions. They're not locked into one way of thinking. They solve problems by considering different viewpoints. You probably find yourself thinking "How on earth did they come up with that?"

2. UNASSUMING

Their mild-mannered demeanor hides a free spirit. They have a minimalist communication style. They carefully and clearly explain their ideas, but prefer to do so to their inner circle.

3. INDEPENDENT

They are comfortable with charting their own course. They aren't easily swayed by group-think. That's why they come up with new ideas when everyone else is stuck. They're not confined by following established methods.

4. RETICENT

They restrain their emotions and contain their inner thoughts until they are ready to share them. During brainstorming sessions they may be quiet, but they may also come up with the best idea.

5. AUTONOMOUSLY CREATIVE

They tend to keep their inventions to themselves before they've worked out a complete solution and are sure that it works. They are most creative when they can work out ideas with pencil and paper rather than in a big, loud meeting. Introspection rather than external stimulus guides their innovative thinking.

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Your Personality Brand - Your Highest Value

1) THE ADJECTIVE



+

2) THE NOUN

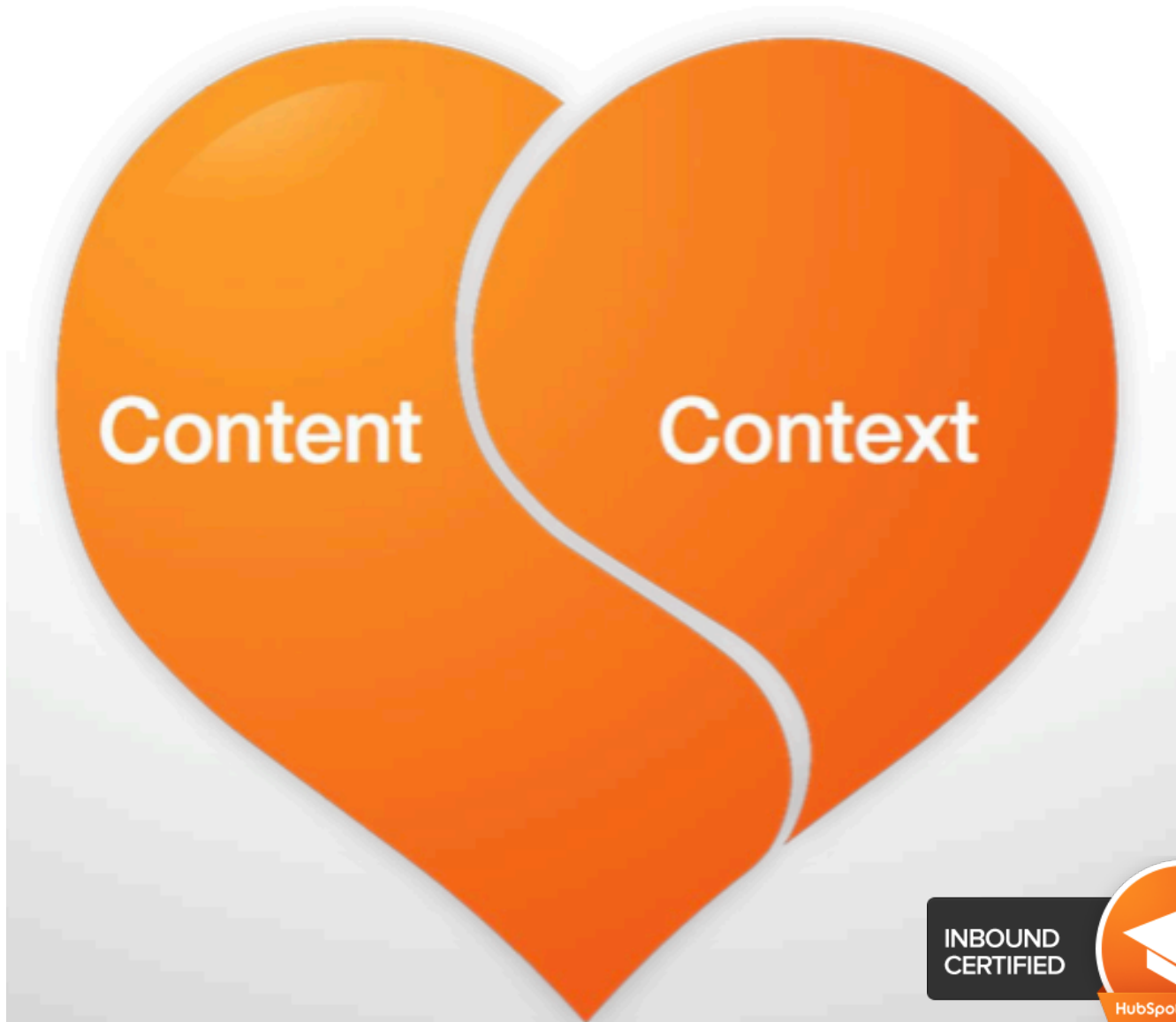


HIGHEST: The pinnacle of who you are and what makes you exceptional.

DISTINCT: How you are different.

VALUE: Your specialized ability to deliver above and beyond what's expected.

Inbound Marketing Strategy



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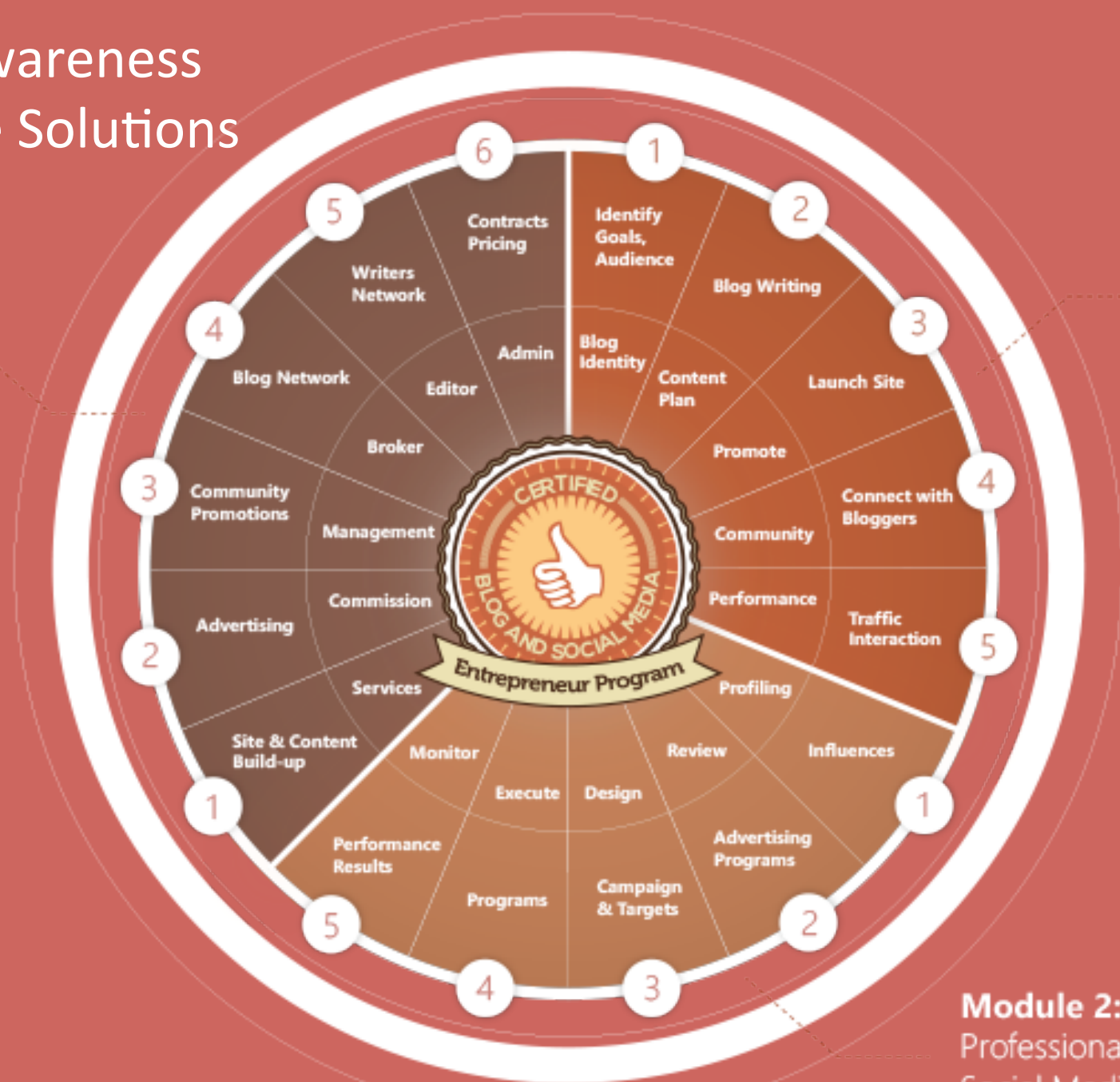
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Create Awareness & Provide Solutions

Module 3:
Make Money from
and Social Media
Service Provider

Module 1-3



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Module 2:
Professional Blogging
Social Media Marketing
Advertising as a Business

Blog

E-Commerce Challenges for MSMEs 2016

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Since March 2016, I got the chance to meet many micro, small, and medium enterprises (MSME) as part of the [DTI Negosyo Konsumer - Expanding your Business through E-Commerce roadshow](#). This is the biggest e-commerce roadshow to date as it has visited many provinces including Davao, Isabela, Baguio, Iloilo, Butuan, General Santos, Vigan, Cebu, Tacloban, Tagaytay, Legazpi, Pampanga, and many more locations to come.

This circuit is part of the DTI Negosyo Center programs of educating MSMEs and to support the [Philippines E-Commerce Roadmap](#) target of empowering 100,000 MSMEs to do business online. The [DTI E-Commerce Office](#) is actively monitoring and in charge of developments in this space.

Recent Episodes

[SPONSORSHIP Opportunities: E-Commerce Entrepreneurs Summit](#)

[September 2: e-Payments 101](#)

[E-Commerce Marketing](#)

[Ensogo Philippines Shutdown: Remedy for Buyers and Sellers](#)

[Uber Service Improvement Request: Return of Lost Item](#)



Create a Personal Brand



Like 54 Share Tweet Pin it Share

What makes you DIFFERENT?

Stand Out
or don't bother.

Do you add
VALUE?

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CREATE A PERSONAL BRAND

@im DIGITAL INFLUENCER

Discover your highest value with the Fascination Advantage® System

> START NOW

HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

Attachments

Create a Personal Brand

Lessons

- Evaluate your Online Messaging
- 7 Ways to Persuade Online
- Create a Personal Brand

Creating a personal brand does not come easy. It is not about how you call yourself or what you do. It is all about knowing your highest value that you can give to others.

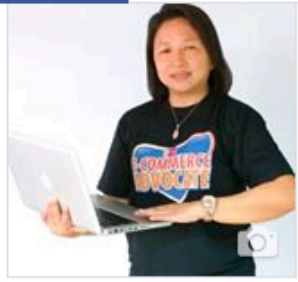
This magnifies in your best moments and in handling tough times. This free webinar video talks about that. I hope it will be of great value especially to those in that stage trying to figure out the direction of where they want to go in their career, entrepreneur life, or freelance status.

2016-09-13 19.05 **Create a Personal Brand - Digital Influencer Project**
from **Janette Toral**

CREATE A PERSONAL BRAND

Digital Marketing Playbook





Janette C. Toral
@janettectoral

- Home
- About
- Photos
- Videos
- Likes
- Events
- Notes
- Shop
- Posts

Liked Message More

Janette C. Toral added 2 new photos.
Published by Janette Cheng Toral (?) · 17 hrs ·

Gave an "influencer marketing" talk at the Department of Tourism last September 29. Thank you for the opportunity.



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NOTES

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+ Add Shop Section



DigitalFilipino.com at Cebu Digital Hub.

Published by Janette Toral [?] · Yesterday at 6:15pm

Many thanks to Cebu participants for joining the "E-Commerce Security" learning session last October 8 at Cebu Digital Hub.



Rom Cumagun

July 17, 2015 at 6:41pm

Do you have corporate news, event invitations, trade promotions and ... See More

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Estrat Media - a 360 Digital Marke...



Blogging from Home

Call to Action – Push them to your site

ABOUT

MODULE 1

MODULE 2




MODULE 3

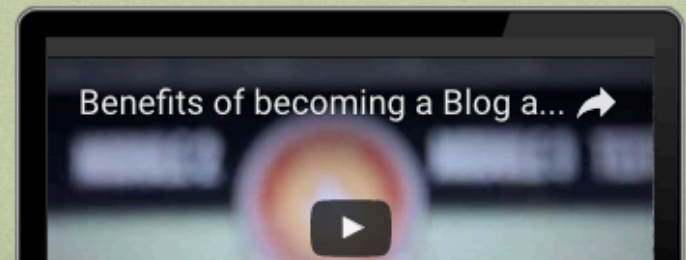
TESTIMONIALS

ENROLL

Be a Blog & Social Media Entrepreneur

 This is an intensive **16 - week** online mentorship program

Entrepreneurs and marketing practitioners today are recognizing the power and influence of bloggers and social media users to generate awareness, ignite conversation, influence e-commerce purchase, form movements, and inspire people to action.



Join the How to Fascinate® Training

with
Janette Toral
FASCINATE
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This program will help YOU feel more confident in who YOU already are and what YOU`re doing right.

I will help you:

- Identify your top strengths
- Make stronger first impressions
- Build more powerful relationships
- Increase influence and impact
- Improve communication and team effectiveness

Join this training session on the following

Request for more info

We will send you more information on our training schedules. If you prefer to receive a corporate training proposal, you can also request it here.



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