

*Event Strategy Solutions*

*by*

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## GET VISIBILITY WITH GOOGLE+

Last week, I started dabbling in **Google+**. It is Google's new social media network and in its first 3 weeks, already has 10 million users. Although it was tough to get into Google+ at first, now all you need is an invitation. I requested an invitation on Facebook and it was super easy to sign up, especially if you already have a gmail account and have created a Google profile.

I had a **Google profile**, so there was nothing to fill out and I was taken straight to my Circles. The nice thing about Google+ is that you organize everyone in Circles. This is a great way of keeping track of people, and it also allows you to be super targeted with what you share.

For instance, I can share pictures of my kids only with family members. Facebook allows that as well, but there are always privacy concerns when it concerns Facebook.

You can easily **separate your business life from your personal life**. That is one of the major drawbacks I hear about Facebook. Do you just use it for personal use and if you want to use it for business, how do you integrate that?

Google+ makes it easy, because you can share your personal stuff with your personal friends and business items with your business friends.

Another nice feature is that your **circles are private**, unlike Twitter lists and even Facebook lists. I also see a lot of ways you will be able to use Google+ for your workshops and seminars, but that is an entire article altogether.

The aforementioned Google profile or if you don't have one yet, the profile you will fill out to join Google+, will **get you visibility on Google** as well.

My friend [Lynn Brown](http://learnit2earnit.com) from <http://learnit2earnit.com> posted a video in which she mentioned that she googles herself regularly to see how she ranks. Since Lynn Brown is a common name, she usually can't find herself. However, within days of joining Google+ her profile ranked on the third page of Google, which is big for her.

Check out her Google+ profile video here <http://youtu.be/2aWorE8lOvg>

My name is more unusual and I dare you to find anyone else if you google Daphne Bousquet. However, usually my About Daphne page from my website or even my LinkedIn profile rank higher than my Google profile. I hadn't checked or updated my

Google profile in at least a year. Inspired by Lynn, I decided to do the same exercise she did.

Sure enough, my Google+ profile ranked first and was, oh horrors, **completely outdated**. It included links to projects I no longer work on and was missing the links to my free How To Get The Butts In The Seats of Your Next Workshop Or Seminar eBook page.

Thanks to the heads up video from Lynn, I could quickly and easily change it and make sure that my image on Google is what I want it to be.

So if you would like more exposure on Google for your name, be sure to join Google+ and fill out or update your profile. It will make it easier for potential clients to find out about you, and **take the next step in the know, like and trust process**.

If you need an invite, let me know and I will be happy to add you to my Circles.

*Daphne Bousquet, CMP uses her 20+ years of event planning experience to create profitable event strategies and implementation for coaches, entrepreneurs, speakers and self employed professionals that want to grow their businesses with [workshops and seminars](#). She is the creator of the How To Get The Butts In The Seats Of Your Next Workshop Or Seminar System, a unique digital course that teaches you how to fill your events with your ideal audience.*