

QUORA PROFILE CREATION BLUEPRINT



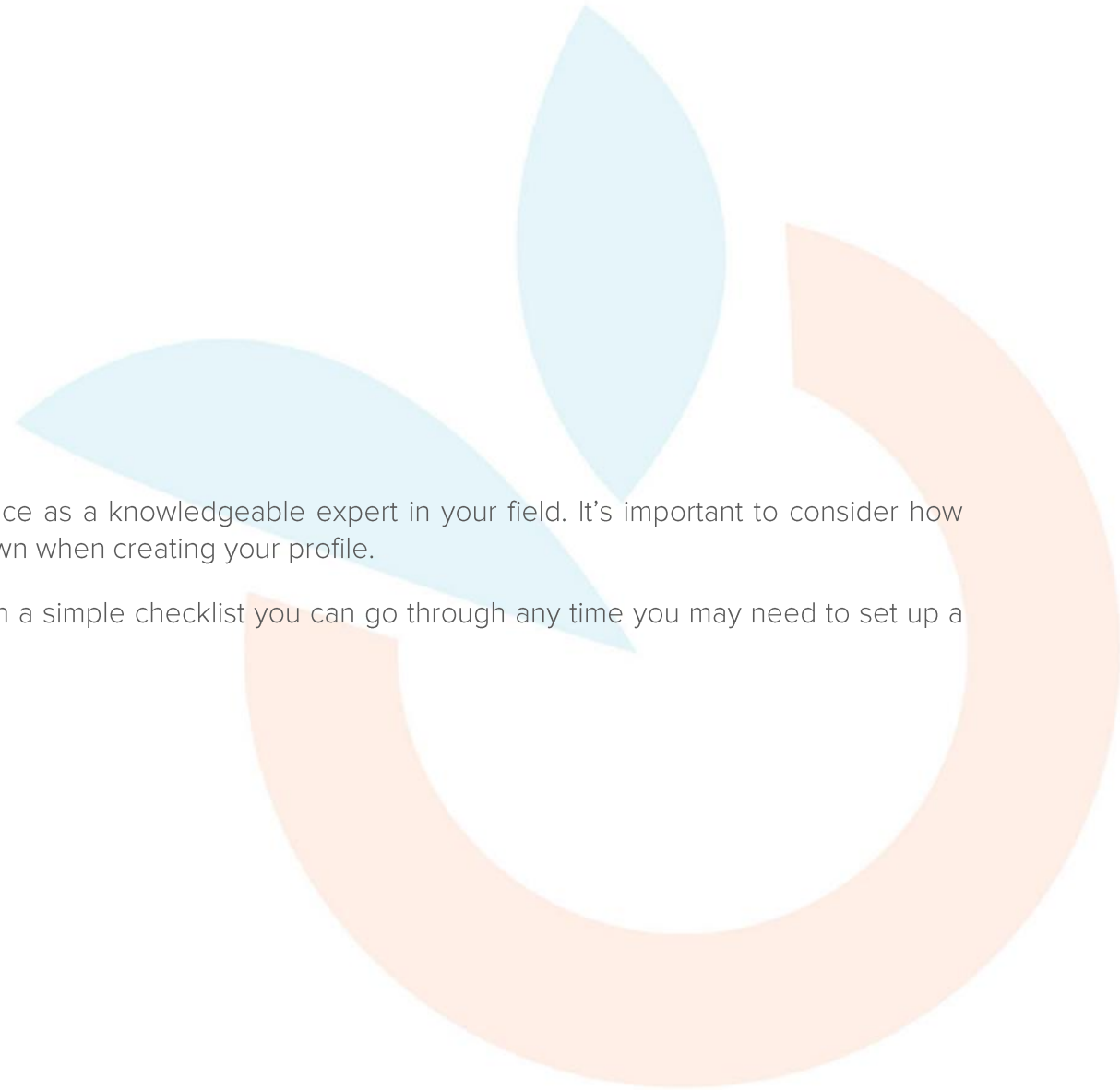


INTRODUCTION

Quora is an excellent place to build up a presence as a knowledgeable expert in your field. It's important to consider how people can find you and how you want to be known when creating your profile.

I've put together this blueprint to provide you with a simple checklist you can go through any time you may need to set up a new Quora profile.

Sharon Hayes



PHASE 1: PREP WORK

| ACTION | WHO? | SET-UP? |
|---|------|---------|
| Avatar created (unlike other social networks where a business brand can work, Quora is entirely centered around individual experts, so use a photo of yourself) | | |
| Decide on links to include in description | | |

PHASE 2: PAGE SETUP

| ACTION | WHO? | SET-UP? |
|---|------|---------|
| Enter display name: Use your real personal name, even if you have a separate business name. You can mention your business name in your short bio | | |
| Add short bio: Up to 60 characters, with only 37 being viewable next to your name when answering questions. Make sure your company is mentioned in this. | | |
| Add description: Up to 600 characters and can include links. Give the background for your expertise, the sites relevant to your brand and expertise, and consider throwing in the biggest benefit you can offer people when working with them. | | |
| Add profile picture (200x200) | | |
| Add colleges/degrees into education section | | |
| Add where you work into employment section | | |

PHASE 2: PAGE SETUP (CONTINUED)

| ACTION | WHO? | SET-UP? |
|---|------|---------|
| Add locations | | |
| Add subjects you know about | | |
| Create a topic for your company, follow it and give it a photo and description | | |
| Answer questions: Keep self-promotion to a minimum – simply show your expertise and set out to help the original asker as much as possible | | |