

## Case Study

# Brett A. Blair

## Executive Search Consultant

## Client/Company

**Sanford Rose Associates Executive Search** are experts at finding the best talent for manufacturing companies in today's competitive labor market. Brett's purpose is to become increasingly effective in teaching, helping, coaching and inspiring people in ways in which to live a growing, balanced, healthy and happy life.

## Business Objectives

"Nine months ago I had no idea what "Social Media" or "Web 2.0" was. Absolutely none. I own an executive search firm (Sanford Rose Associates – Brighton, Michigan), and at that time had a traditional website and used a variety of recruiting tools and software. I was vaguely familiar with LinkedIn, and knew that my three kids were crazy with something called Facebook. Twitter was some goofy thing that I heard Hollywood celebrities were using to communicate with their fans. I didn't know much about all this stuff, and didn't care. If you typed "Brett Blair" into the "Google" search block, I didn't show up anywhere. Not on page one, two, three...nowhere. Oh, there were many Brett Blair, more than I'd like to know, with lifestyles not at all resembling the one I'd like to show on the world wide web!"

## Solution

- ◆ Coaching Relationship
- ◆ Wordpress Blog Development
- ◆ Blogging Strategies, Categories and KeyWords
- ◆ Automation to social networks
- ◆ Advice, training, accountability

## Results

"Through my very good friend, Mr. Synchronicity, I crossed paths with Al Curtis and Sandi Maki at the Brighton, Michigan-based "Insights Group." Al and Sandi are social media experts and consultants for small businesses. After attending a "Social Media Boot Camp" in November, 2009, the lights went on in my head regarding social media and my place in it.

With Al and Sandi's help, I started a blog on January 1, 2010 (brettblair.com), and have since written/recorded at least one new blog each work day. I've connected my blog to my social media outlets (LinkedIn, Facebook, and yes, Twitter...as well as about 40 other less well known sites). Now, less than seven months later, with no money spent on web development or Search Engine Optimization (SEO), when I type "Brett Blair" into Google, I come up as the **first five results...all on the first page!** This is great for me and for my business. I also now have over 8,000 Twitter followers, 500 Facebook friends, and 1,200 LinkedIn level one connections."

The screenshot shows a blog post by Brett A. Blair on his website, brettblair.com. The page title is "Executive Search and Roller Coasters". The content discusses the analogy of executive search to riding roller coasters, mentioning the ups and downs, the thrill, and the challenges. It includes a photo of Brett Blair and contact information for Sanford Rose Associates Executive Search. The contact info includes email (bblair@sanfordrose.com), office phone (517-552-9230), cell phone (248-303-9994), and address (132 East Grand River Ave, Brighton, Michigan 48116). There is also a "Subscribe in a reader" button.