



FREQUENTLY ASKED QUESTIONS

Q: What does Signitt stand for?

A: It's derived from Signature. It's your online signature, and much more than that.

Q: What experience do you have in managing online profiles for people?

A: Glad you asked. We have over 20 years of experience. Our parent company began creating and managing content for large companies around the world – in over 50 countries as a matter of fact. We've worked with over 800 C-suite executives, fast track executives, business owners, entrepreneurs, people who are experts in their field and people looking for board spots. We've also worked with people who have a strong point of view on a cause or issue that impacts society.

Q: Who is the typical person who signs up for Signitt?

A: It's a very diverse range of people. Some are people who have achieved a lot but their online presence does not reflect their accomplishments. The truth is, if you don't publish -- in the minds of people who are looking at your credentials -- it didn't happen. Others are transitioning careers (full time to consulting, looking for the next opportunity, etc.). Many are looking for board positions. Others are really smart people who are starting out but don't want to look they have nothing worthy of coverage. The depth and breadth of your online image and reputation is what people look at when they are interested in you.

Q: How have the Signitt profiles been used?

A: Many ways, but frequently used as a succinct and easy way to respond to the question "Can you send me something about yourself?" Bios or resumes alone are not enough. You want to have a well-rounded picture of yourself that projects all that you've achieved. It's also a non-boastful way to let people know all you've achieved, "on and off the field". Your Signitt supplies everything people generally need to know. It's the professional way to respond to the "send me something" request.



Q: What do I do if I haven't had any articles written by me or about me?

A: That's fine. We can help you create the content and then publish articles in a number of publications which are part of the Signitt collection. Plus, you probably have more publishable material than you think. We'll advise you how to recognize assets you may not think you have.

Q: What do you mean by publish?

A: We will take any content that you currently have and credit it to you online. Second, we will ask you to comment on articles that are relevant to your professional expertise or subjects you feel passionate about. Finally, we'll publish them in our online magazines, such as: The Flipside, Impact, Behind the Scenes, One Person's Point of View, Insights from Leaders.

Q: Please tell me what you mean about "seeding" articles.

A: Happy to. Seeding refers to pushing content (articles, presentations, videos, etc.) into various platforms, among which there are the social media. It's a way of building up both the size and stature of your online profile.

Q: Does my Signitt stay with me?

A: A lot of people refer to Signitt as their Wingman / Wingwoman. It's always there when you need it and when people are looking at you online. Your Signitt is yours as long as you are a member of the Signitt family. Please see our website for further details.

Q: Can you get rid of unfavorable content online?

A: No, although some companies may promise that, it's an overpromise. What we can do, is work with you to publish content that will push any unfavorable listings to the second or third page.



Q: How much time does it take me to set up a Signitt?

A: We tried to minimize that, since we know time is of the essence.

In order for us to get started, we need you to fill in an intake form - should be no more than 10mins.

Then you'll need to approve your bio (you can adapt it yourself) and the way your Signitt looks - 10mins.

Then the set up is done.

During the months that follow, you receive 1 email per month from us.

Q: How does the project work after set up?

A: Every month, we work on your Signitt.

Month 1 - we conduct a thorough online assessment of you. We share our findings with you, including tips & tactics on how to improve.

We make sure nothing unwanted goes unnoticed by you.

Month 2 - we send you several articles you can choose from. They are preselected based on your profile and areas of expertise. You pick the article you like best and you or us will write a short introduction to the article, articulating your point of view - to position you.

If you have an article (video, interview, presentation) yourself, send it to us.

Month 3 - we publish the article on one of the 10 Signitt platforms and attach it to your personal Signitt.

Month 4 - as Month 1 and we start social seeding of your articles, making sure the articles end up on your first page when people look for you online

Month 5 - as Month 2

Month 6 - as Month 3



Month 7 - as Month 4

Etc

Q: What can I do?

A: You can share the articles we publish for you on your LinkedIn and other social media you have.

Q: Will you explain to me how to do that?

A: Yes, that's part of our service to you.

Q: Can I add my Signitt page to my email signature?

A: Yes, you can. Just add your personal link to your signature or insert it into the Signitt icon that we provide you with.

And there is more, much more!