



*Bringing effective insight to your organization™*

Dear Friend:

Thanks for your interest. Enclosed you'll find the "Your Web Presence" worksheet. If you have additional questions on this topic, please contact Michael Utvich at (323) 655-4476 or [michael@utvich.com](mailto:michael@utvich.com).

*Have a great week!*

Talk to you soon,  
*Dana*

Dana Borowka, MA  
Co-Founder & Chief Executive Officer  
Phone: 310-453-6556, Ext. 403  
[dana@lighthouseconsulting.com](mailto:dana@lighthouseconsulting.com)

## Your Web Presence Worksheet

Your web presence is made up of a variety of individual components – identities in the form of email addresses or log ins into a variety of electronic environments. Listing the elements that make up your web presence is the first step in taking control of how all the elements work together. Readers of this article are welcome to visit or contact me at these destinations. Use this worksheet to identify your current active Web Presence components and identify additional ones to research.

Components	Description	Example: Utvich Web Presence	Your Web Presence
<b>Email</b>	Business or personal address/es	<a href="mailto:Michael@utvich.com">Michael@utvich.com</a>	
<b>Website</b>	Company or personal website	<a href="http://www.utvich.com">www.utvich.com</a>	
<b>Blog</b>	Personal or company blog site	<a href="http://Utvich.typepad.com/movingideas">Utvich.typepad.com/movingideas</a>	
<b>Business Social Network</b>	LinkedIn.com or other business network handle and profile	<a href="http://www.linkedin.com/in/utvich">www.linkedin.com/in/utvich</a>	
<b>Personal Social Network:</b>	Facebook.com or other social net handle and profile	Facebook: Michael Utvich	
<b>Private social network</b>	Ning.com-based private membership only network handle	Various private networks, my identity: MUtovich	
<b>Instant Messaging</b>	Yahoo IM or AOL Instant message handle	AIM: mutvich	
<b>Internet Phone</b>	Skype identity, profile and access.	Skype: Michael Utvich	
<b>Microblogging</b>	Twitter account for sharing and receiving microblog message streams.	Twitter: @utvich	
<b>Information sharing</b>	Twine.com or other information links service to share information with networks of friends	Twine.com: Mutvich	
<b>Other elements</b>	Including virtual worlds or other web-enabled media, or destination sites.	Virtual World – Second Life: Miklos Constantine	