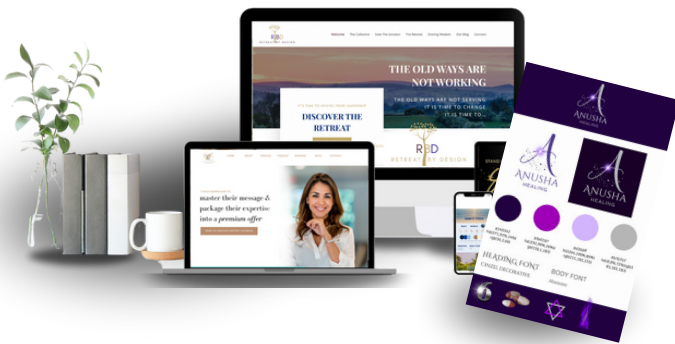


BECOMING YOUR BRAND

Understanding How To Build
Your Own Beautifully-Aligned
Personal Brand



The Solopreneur Success Hub

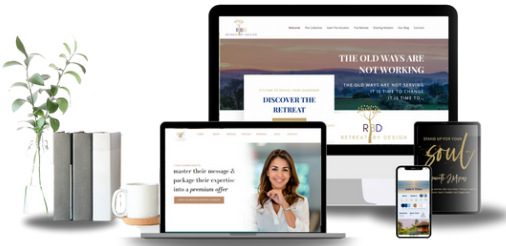
Introduction

A huge 'welcome' to you and thank you so much for joining the Solopreneurs Success Hub! I'm so excited to have you here.

So, let's begin with step one, where you'll learn some key aspects around how to formulate your very own POWERFUL Personal Brand to help you gain clarity around your marketing, your business and what it offers, greater confidence in being seen by others, and of course, more of those wonderful ideal clients!

Whether you're a Coach, Network Marketer, Affiliate, Product or Service Provider, or Multi-Business Owner, you need to understand how to be a Personal Brand if you want to attract your perfect customers and stand out in a noisy digital world.

Why a Personal Brand?



But why a Personal Brand? Can't I just promote my products and let them do the selling? Well, if you want to stay in a world with competition from everyone else in your industry or niche, then feel free to join the majority of your competitors. But if you're interested in rising above the crowd and elevating your business to create long-term success, then listen on...

You see, we need to understand that when we are relying on the features of our products to do the selling, we are opening ourselves up to competition from every other similar provider online and off, and price becomes the issue. So you may win a few customers with your lower prices in the moment, but it will never inspire loyalty and it's certainly not a strategy for long-term success...

The truth is that long-term business success requires more than good products and services, it requires 'meaning'...it requires clear values... and it requires passion and purpose to forge the way forward and give a human face to your business.

And as a business owner, you need to be that human face. I know that revealing who you really are can seem a little scary, but never fear, because I'm going to show you that you are more than enough...

You Can Be YOU And Be Successful

You don't need to pretend to be someone else...someone that you think is better... I need you to know that you are perfect just as you are ... because when we build a brand, we don't want to change you to fit the brand, we build the brand around you.

I want to show you how you can be you and attract even more customers... and better still, by revealing your truth, you'll attract the people perfect for you - your perfect customers...the ones you'll really love to work with and who'll sing your praises and become your tribe.

You'll be free to express who you really are...your passions...your failures... your triumphs...your story - without fear; And if you're used to hiding behind your products because you don't think you are good enough or that people won't like what they see, I'm going to show you how that's untrue... in fact, I'm going to show you how your imperfections are actually your secret weapon for brand success!

You're Not a Procrastinator

I'm also going to show you that you're not a procrastinator in your business... if you feel like that's you, you're simply working against your values and natural strengths right now, and once you understand what you're naturally good at, and you BELIEVE it, you'll be able to use that knowledge to change direction and create a new business strategy that gives you the confidence to take more action and win!



If We Don't Decide What Our
Brand Will Be, Others Will
Decide For us.



When you're building a brand, whether you are a sole trader or a huge corporation, the principles are the same... we attract what we put out there, and if we don't choose what our brand will be, others will decide it for us, and we may not like what we attract! So we need to choose wisely and we need to get really clear...

We need to exude enthusiasm for what we love, so we get that back in the way of customers. We need to know what lights us up so we genuinely radiate passion and then we build our brand around that. This way we can attract the people that love what we love, and who will love us too!

Do You Hate The Hard Sell?

Do you feel like you're flogging a biz opportunity, or flogging services and you're sick and tired of hassling friends and family to join your business, or buy your products? Do you feel like people avoid you at BBQ's (haha)... perhaps you really don't love local networking groups and you cringe every time you feel like you're doing the hard sell? Then you are going to LOVE what follows...

Because I'm going to show you the art of attraction marketing through building a Personal Brand - where people will notice you, engage with you, and join you because they actually WANT TO - on their own...without any pushy sales required from you!

Getting new team members, franchisees or customers doesn't have to be hard, but you do need to understand 3 things:

1. How to ENGAGE your perfect customers through joint values and passions
2. That you are ENOUGH - just as you are
3. The art of PATIENCE whilst you get traction

I want you to know that if you don't get yourself out there and give of yourself fully and truthfully, you are depriving the people out there who really need YOU... the real you...

I know we can start to doubt that we are enough, and with all of the shiny objects out there, it can be hard to pick a lane, but that's one of the reasons why having a personal brand really matters - it not only gives your customers confidence in you and your business, through the consistent message you give, but it's about the confidence it gives you too, as you grow clarity around the person you aspire to be and the value you know you can give.

You will get clear about who you are and what you stand for, and as soon as you allow yourself to be authentically you, your perfect people will begin to come...

You will always have something of value to share with others. Don't worry about the people who already know what you know, or have what you offer - they're not your tribe - just focus on helping the people that you can give value to - and forget the rest, they're not your concern... and by having a brand, you can define the people who ARE your perfect customers and set your business up to attract exactly them.

What Will Make a Client Choose You?

So, when you're in an industry where there are literally thousands of people selling the same products and opportunities as you, what will make people choose you, rather than Jane down the road? Well for a business that has longevity and future growth potential, the answer doesn't lie in cheaper prices. It lies in **BRAND YOU**; your personality... your values...what YOU stand for... it's the trust you build... it's your likability for them. People want to know that when they're giving away their money, they're buying something more than a product... they're buying a FEELING...they're buying that you stand for something more - something they connect with... it's like "I love this product or service, but I love how you make me feel too - so now I'm sold".



It's such a noisy world out there - but you can stand out. No one has your life experiences combined with your passions and values - so you CAN be different, but you need to formulate how you are going to express that difference. You need consistency of message and you need a strategy.

You know, 9 times out of ten when people buy, it's not just price or taste, it's because they see something in the company or it's leader that they like. They feel like being associated with that brand will enhance their own identity and make them more of the person they long to be.

We need to show people who we are so they can make that choice.

Features Rarely Sell. People Buy With Their Emotions

If you have been displaying your new products and offers on your social media business page up until now - I totally get it! But features alone rarely sell. People want to FEEL something; a connection to something greater. They want to feel that buying your product gives them more than the product...it's gives them personal enhancement...we need to tell them a real story about how, if they buy into your brand, we can make them feel better/happier/prouder/more confident/more beautiful/more fulfilled tomorrow than they do today.

It's what's behind the products - it's the mission, the values, the engaging brand story, the hope of a better life, that creates that emotional connection.

Your Vibe Attracts Your Tribe

So once you have a brand - is that enough?

It's a huge step forward, but if you aren't getting out there constantly as YOU... talking about your passions... if people have no way of getting to know you, how can they be attracted to you? Your vibe attracts your tribe.... so you need to constantly put your vibe out into the world for people to feel it.

We can't expect to build it and they will come... that's not usually how it works. To build a successful brand we need to be seen - constantly. How can they buy if they don't know we exist? And not only that - people see something, like it, but then life takes over and they forget. So we need to continually be visible.



In Marketing, Play To Your Strengths

So later we are also going to discuss online marketing, what's required to get it working for you and the options available to you and how you can play to your strengths to make marketing fulfilling and fun, EVEN IF you feel like you've been unsuccessful in the past.

People Don't Buy Products & Services, They Buy How You Make Them Feel.

We've said that people don't just buy products and services, they buy how those products and services make them FEEL and how they feel will depend on how you communicate with them in every aspect of your brand positioning - from price, to mission, to visual design.

So first you must build the foundations of your BRAND that will lead the way.

Ok, so I hope your a little excited now and full of anticipation for what's to come... but before we go any further, I wanted to take just a few minutes to tell you a little of MY story... remember, we need to make connections through emotions, right? So hopefully you and I can make some new connections over the next few minutes...



Your Personal Battles Become Your Secret Weapons

Without doubt, confidence is a journey and is built over time. I had to go through so much and break through so many fears by actually 'doing' - and I'm sure you have too.

But here's the thing... when you look at things from a different perspective everything really can change - and in business, I've come to recognise that your past and ongoing battles become your secret weapon and in fact (if you'll excuse the language) the more sh*t you've had to shovel, the more appealing you are to others, and I'll explain why in a moment.

We Are Hot-Wired For Connection

You see as human beings, we are hot-wired and programmed to connect with others - it's in our DNA... and this is the silver lining - infact, it's a platinum lining because the more we have suffered...the more we have conquered adversity, the more understanding of life we have...the more attractive we become to others through compassion and shared understanding.

And as our potential customers, clients & team members are also REAL people, who have feelings, who have had struggles, who have dreams and passions, by sharing our own journey, we get their attention and they feel a bond. AND, as they get to know us and like us as people, they become emotionally invested in us as a Brand. Once that happens, their decision making isn't dependent upon price, they choose us for the way we make them FEEL - because we make them feel understood, connected, and they LIKE us!



However, at this point we must remember that some people will ALWAYS judge you negatively - that is the same for every single human on this planet. We just can't be liked by everyone, because people will always have their own stuff going on. Perhaps your beauty or knowledge intimidates them and makes them feel a little worse about themselves, or perhaps your values contradict theirs... BUT we don't need to worry about those people...all we care about is attracting the people who DO resonate with our story...who DO feel empowered by us... AND are looking for the types of products or services we provide...THEY are our perfect audience. The ones that aren't, are not your concern.

These perfect customers are drawn to us because we compliment each other... perhaps we have answers that they may not have worked out for themselves yet...we are more knowledgeable of how to feel happier or how to be successful or have a product that is a solution to their problem...and the more we can teach & help these perfect customers... the more valuable we become to them.

There are so many generic businesses out there without personality... we CAN stand out by being so much more...

We Connect, Not Through a Product or Service, But Through Our Leadership & Passions

Our life experiences and the way we have handled past adversity has created unique skills and abilities within us. So now we can connect with people NOT through a product or service, but through 'how we conquered our battle with depression'... 'how we coped as a single mum'... 'how we survived verbal abuse'... 'how we coped with triplets'...'how we create adventure and freedom in our lives'... 'how we put family first'... 'how we love animals'... 'how we cope with feeling lonely'... 'how we coped with post natal depression'... 'how we are activists for the environment'... 'how we are a vegan'...

We can create a unique brand not through selling the products or services or business opportunities (that comes later) but by connecting with other human beings at a deeper emotional level.

Then, your brand can be about being part of a tribe who understand what it feels like to be depressed... or, who put family first, or who are struggling as a single mum or thriving as a single mum... A brand who has a passion to help the older generation find purpose... who wants to help deprived kids...who is passionate about health...who wants to help people feel confident - and it's authentic because you lived it too. And it doesn't matter what products and services you sell - there is always a way to make a connection to your passion to help people feel good in a purposeful way that makes sense.

Help people fall in love with your with your mission and your 'why' first, and then they'll fall in love with your products and services later, because you can show them how you've used them to create more of what you both love in your life.

I'm still a single mum - I've been a single mum for 19 years, so I know how tough building a business with family demands can be - but that's a beautiful gift. I can empathise with others who are like me, and give them tips to help. I'm also a personal growth junkie AND I love knowledge, discovery, variety and adventure in my life, and once people know that about me, they'll be able to connect with me on that level too...

I am creative and a free spirit at heart... and when I share that, those who feel the same will likely be drawn to me - it's human nature. I'm an entrepreneur and passionate business woman too - and you and I share this too.

When we're clear about and express our passions, we more easily attract other people who share them... as I said... attract others through your passions first and wow them with your products and services later... once they're already a fan.

And this is attraction marketing...

I'll tell you my own story another time, but in January 2016 I was appointed **Platinum Branding Coach for the Digital Experts Academy**, coaching their members as they built their Personal Brands, and I want to help you to do the same. I want to help you discover what lights you up and is perfectly suited to who you naturally are, to make your business easier, more fun, more fulfilling, and more successful.

Lessons From My Own Journey

So what lessons have I learnt from my journey?

Lesson 1: Failures and battles can be your greatest assets

They give you perspectives that others don't have yet, that you can share with your perfect tribe...they make you unique...they give you purpose. Your failures can be lessons others can learn from. In fact, the worst experiences of your life can be stories you can share that will make you more valuable to others, and will build your likeability, authority and trust.

Lesson 2: Use your natural abilities to become more successful

Taking the time to recognise where your natural abilities, passions and relationships lie, and using that as the foundation of your business and your business strategy, is definitely a huge part of success.

Fighting through and conducting your business outside of your natural core values and natural skill sets just leads to frustration, procrastination and lack of success... believe me, I know - I've been there and done it!

Lesson 3: Learn what you need to know to feel inner confidence

There can be nothing more crippling in life & business than the negative beliefs floating around in your subconscious mind. Figure out the ones that are holding you back - and change them!

So now we understand WHY we need a Personal Brand, let's create a business that goes with your flow... and from that we are going to understand your best business strategy - a strategy that will give you the greatest chance of success. We will start to create your own individual, unique and 100% authentic brand that will appeal to the people who believe what you believe, who share your values and will get excited and inspired to join you on your mission... as I say - forget everyone else - they're not YOUR tribe.

If you are building a business brand, rather than a personal brand today, the foundation principles are the same. Every business needs to understand the values and mission of it's founder and these need to resonate throughout the organisation. This way that business will naturally attract the type of staff, customers and affiliates who share those principles and values and who are excited to get on board with the company mission...

Sound Good?

Ok, so let's get a summary of what's to come...





- Discovering your core values
- Discovering your natural abilities
- Uncovering your 'WHY?'
- Creating a heart-felt mission that others can get on board with
- Picking a niche and target audience
- Understanding how to communicate with them
- Formulating a core message or tagline
- Learning how to market yourself online and off - the RIGHT way!

You may not get all of the work completed today, but you will have a foundation and understanding from which to build and you will have the continued support you need and any further questions you have answered as part of the Solopreneurs Success Hub.

So are you ready? Then let's begin!

So Let's Start By Answering This Question - What Is a BRAND?

When we think of branding most people immediately think of pretty colours and business cards, but the visual identity is only a small piece of the brand puzzle and in fact, is usually the final piece - like the icing on the cake. There is a lot of discovery work to be completed beforehand and that is what we will be delving into here.

So if a brand is not the logo...

"What is a brand? Could you explain?"

Well, Here's how some others have described a BRAND.

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another”
Seth Godin

(Godin worked as the Vice President of Direct Marketing at Yahoo before leaving to become a full time speaker, writer and blogger. He is a Direct Marketing guru)

“Your personal brand is what people say about you when you are not in the room”
Chris Ducker

(Guru virtual staffing and outsourcing)

“Your personal brand is a promise to your clients... a promise of quality, consistency, competency, and reliability”
Jason Hartman

(Educator of entrepreneurs in wealth development, property investor.)

“A brand is a metaphorical story that connects with something very deep.”
Scott Bedbury

(Branding consultant, worked with Nike, Starbucks)

“Branding gives you an exceptionally effective way to broadcast who you are to your target market quickly and efficiently”
Rick Haskins

(Executive Vice President, Marketing and Brand Strategy, The CW)

“Branding adds spirit and a soul to what would otherwise be a robotic, automated, generic price-value proposition. Branding is ultimately about the creation of human meaning”

David Acker

(specialist marketing and brand strategy)

And this is how I would describe a BRAND:

“Your BRAND is the overall experience your customers have when working with you, and your staff and suppliers feel when working with you. Your BRAND is your promise, your service, your attitude, your passion, your core values. It's the way you treat people consistently, and it's how your ideal customers get to know, like and trust you.”

The Most Common Mistake By Businesses

When businesses want to sell their products and services, this is what normally happens...

When they are marketing, they try to sell the features of their particular offer, product, or service.

There's a problem though... people don't buy features, instead, they buy based on the emotions they feel when they see or hear your proposal.

Customers Buy Based On Feelings

It's not about selling what you think is great, it's about understanding what your customer wants and needs in their life... it's about what THEY will think is great.

And, I've said it before and I'll say it again; customers buy based on FEELINGS, not FEATURES.

Association with your product or service needs to enhance good feelings.

How do we do that?

Well let's look at a handful of examples of great branding...

Examples of Great Branding



Rayban

Rayban successfully associate the 'cool' and 'live life to the full' factor to their brand. The image of the young lady being lifted up above the crowd fits beautifully with their tagline 'Never Hide'.

Young women make the association between wearing Raybans and feeling seen and full of life. That's why just posting pictures of a lipstick or a pen, or the featured product rarely work - they don't make anyone feel alluring, sexy, successful... we need to get into the heads of our target audience and understand what they want to feel and use images that create those feelings instead... and those images need to make sense with your brand too... The image, the tagline, the personality, the values etc. are all pieces to the overall brand jigsaw that fit together perfectly from every angle. The images you choose are an expression of what your brand stands for...AND create a desired emotional response in your potential customers.



pepsi

Essentially two kinds of people existed in the '80s: Coke drinkers and Pepsi drinkers. And if you loved Michael Jackson, you had good reason to fall into the latter group.

In November 1983, one year after "Thriller" was released, Jackson (with his brothers) and PepsiCo struck a \$5 million partnership that would shatter the record for a celebrity endorsement deal, and would link the two entities for a decade and set the bar for every integrated marketing campaign that would follow.

The goal was to make Pepsi look young and Coke look old, and Michael Jackson was in fact the choice of that generation - he was already the King of Pop. Associating their product with the superstar Michael Jackson was a genius move by Pepsi - his superstardom was immediately associated with the Pepsi brand.



apple

If Steve Jobs at Apple had said ‘We make great computers’, would we have bought into his brand? Maybe we would have liked the design of the computers and bought one, but we wouldn’t have bought into the brand emotionally we wouldn’t have felt an inexplicable desire to be associated with the brand. Luckily Jobs was a ‘WHY guy’. He had a vision and he communicated it beautifully. Apple are very clear about their ‘why’... and so is everyone else: “In everything we do, we believe in challenging the status quo. We believe in thinking differently.”

Now THAT is compelling and the Apple brand appeals to anyone who aligns with this way of thinking – they’ll buy Apple products, not just because they like the products, but because by buying them, it enhances their own identity as someone who ‘thinks different’... someone who is cool, edgy, forward-thinking and unique!

This is Apple’s story and it is told in every area of their business – and because of this we trust it.

People who live a certain lifestyle or aspire to be a certain type of person are drawn to brands that help them build their own identity by association. Having good quality products and services is, of course important, but it is the ‘cause, story and emotion’ represented by the brand, product or person that inspires and creates real loyalty.

Image of apples marketing with think different



nike

Nike's marketing is not just about selling shoes or athletic apparel – it's pitching a lifestyle. A lifestyle that everyone feels they need to have. And this is not a mistake – it's an intentional goal of the Nike branding strategy.

The iconic slogan for the past 30+ years, 'Just Do It' resonates with just about everyone. It connects with individuals universally, allowing anyone and everyone to come up with their interpretation. It creates a relationship between the brand and its fans. It's actionable and speaks to you on the individual level.

This catchphrase spread from the fitness world to everyday life, becoming a personal mantra for whatever life may throw your way. Nike have made many adverts and mini films over the years - each one designed to create an emotional reaction of empowerment and renewed belief in what's possible.



L'oreal

Do you know L'Oreal's tagline? Of course you do!

'Because You're Worth it'

Loreal's brand has been about empowering women to feel good about themselves... to believe they're worth it. Every woman wants to feel special - L'Oreal succeed in making women feel alluring and worthy. They enhance women's self-worth - we all want confirmation that we're worth it - and L'Oreal gave it to us.

Interestingly, this brand knew when to pivot...

Since 1909, L'Oréal has marketed over 500 products exclusively to women, but a few years ago, L'Oréal began marketing beauty products to men with its Men Expert line.

The company said it knew that more and more men were using makeup and it wanted to acknowledge that change. To do it, L'Oréal took the long-standing slogan it had established in 1971 and changed it to 'Because We're All Worth It.' Then for the first time in its 113-year history, L'Oréal featured a man in its mass market cosmetics campaign.

The Foundation - Your Core Values

So now we are feeling inspired, when we want to build our own powerful brand, that connects to our audience on an emotional level... where on earth do we start?

Well I would suggest, we start with looking closely at your personal core VALUES.

You may have carried out a Values Elicitation exercise in the past. You may even think you know your values, however, in my experience, Values can change as we change, so even if you did a values elicitation in the past, I would highly recommend that you join me now in completing one for who you are today, because whilst your core values often stay with you for a lifetime, some can be altered by profound life experiences that change the way you see the world.

I usually do this exercise 121, as having someone else coach you through your values can really help you see things that you may not recognise about yourself on your own, and it may be that you partner up with someone in the Hub to help you define your values.

However, I'm sure that we can bring to light some of your top values here and now. It's through discovering your top values you will begin to understand what drives your behaviour and what fulfils you. This will be the start to discovering who you really are at your core - which is really cool! - and I hope you're excited to get started.

So, as you know, to value something means to place importance on it, whether it be love in our life or honesty in people, loyalty or a sense of adventure. There are no right or wrong values, they just are what they are.

We each believe that the values we personally hold are the only right and proper values to have and so we often expect others to adhere to our values (whether or not they share them). For example, you may value being considerate very highly, but if your neighbour does not, you can imagine the arguments and bad feelings that may be generated when that neighbour (who doesn't think twice about your inconvenience) carelessly parks across the threshold of your drive!

As you may imagine, people have vastly different value systems, which often causes disagreements and resentment.

Values are often born from profound life experiences. It may be, for example that you were in a relationship where your partner cheated on you. This may have profoundly hurt you, and as a result, you now value loyalty very highly and you look for loyalty in all of your relationships. Or perhaps as a child, you had your freedom restricted by your parents and you now value freedom very highly as you know the pain of not having it.

It is also interesting to note that, if an area of your life in some way conflicts with your own values, this can be the cause of great unhappiness for you. For example, if you value freedom highly, you may struggle to stay in relationships OR if you are not always able to be honest at work, but honesty is of high value to you, this would probably cause you to feel stressed to some degree.

It is therefore important to understand what your own values are, as living congruently with your values every day, will provide a sense of certainty, fulfilment and inner peace much more often, and more importantly for your personal brand, will allow you to express these values and attract only people that share them!

I have prepared a sheet below which lists many possible values. I want you to study this sheet now and look through them and then I want you to choose 5-10 of these values. They will be the ones that you feel speak for or encapsulate who you really are - values that you hold dear and as really important in your life. You may not live them as fully as you'd like to right now, but you know they are important to you and your happiness.

Perhaps it is Family? Freedom? Trust? Justice? Adventure? Financial Security? Inner Peace? Honesty? or perhaps something else?

Here they are...

VALUES ELICITATION

courage, love, loyalty, commitment, determination, success, freedom, intimacy, security, variety, adventure, power, passion, comfort, health, contribution, intelligence, personal growth, knowledge, achievement, happiness, joy, fun, creativity, honesty, wealth, integrity, kindness, empathy, being realistic, sense of belonging, peace, contentment, gratitude, wonderment, compassion, respect, justice, trust, financial security, confidence, understanding

Ok, so now you have circled 5-10 values, I want you to put them in order of importance, with number 1 being your most important Value. Don't stress too much about this - just do your best.

OK, now keep your list safe, as we will go back to these values later as we will need them to continue the creation of your PERSONAL BRAND.

What Are Your Passions?

Your Values are a great start, because they express who you are at a very deep level - a level that others who share your values will relate to and connect with. Your values are the start of making you different from others in your industry AND when you have the courage to express your values they are the way you will naturally attract your perfect customers to you.

But is knowing your values enough to have a successful brand? Well no, but it's a great start. However, we need some other elements, starting with getting clear about our passions in life. What gives our life meaning?

So this is the next step for you - taking the time to ponder your passions; to discover or re-discover what juices you; what lights you up!

Often under the layers of looking after family, housework, the 9-5, the cooking, and the striving to make ends meet, we forget what we actually love to do.

But we can ignore this important re-discovery work no more, because in business, loving what we do is the core of our success!

As you know, we need to light up and shine to attract others to our business, and the easiest way to do that is to find a way to love what you do.

When you operate your business from a place of passion, it's so much easier to turn that passion into profit. So we need to be in our business for a greater purpose than to get money... we need to remember what fires us up and fills us up and we need to find a way to link that passion to our products and services so that our brand not only fulfills us, but makes sense with the services we offer.

So let us begin...

Let me ask you...What are your PASSIONS in life? You may not live them fully at the moment... what do you know you love to do?

What have you loved to do in the past? What makes you feel alive!? What gives you feelings of deep happiness or contentment? What fills you up? What juices you? What causes would you fight for? What activities fulfil you?

Perhaps it's connection with family or friendships, perhaps having an adventure, perhaps history absorbs you, or you're a personal growth junkie? Do you love being with animals or do you love the great outdoors? Do you feel fulfilled in charity work, do you love fashion, do you feel deeply about protecting the environment? Do you love public speaking and inspiring others, or are you happiest discovering your inner peace through meditation or yoga?

Take a moment to think about that - what in the past have you loved? What do you really love to do now? What inspires you? What gives you great joy? What feelings do you seek and what activities fulfil them?

Take 10-15 minutes to note down all the things that come to mind.

Do it now...

What Are Your Natural Abilities?

You are so much more amazing than you think you are...

The trouble is, as human beings, we seem to naturally focus on what we are NOT good at...our perceived faults...when it comes to ourselves, our habit is to focus upon the negative over the positive.



But the thing is, to build a successful brand, you need to know that you are worthwhile. So we need to learn to focus upon our strengths and ignore our weaknesses the best we can. Just remember, nobody is good at everything, it's just that the successful people have figured-out their strengths and then used them to get ahead... and we need to really 'get' that and do the same.

To be successful, you need to know what you ARE good at and spend your time doing THAT - focusing upon getting even better at THAT. We try to fight our natural abilities, thinking we MUST do things in the same way as others or we won't succeed. But we are not the other people - we are ourselves. Others are succeeding because they know what they are good at and they are using THAT to succeed in business. If we force a business strategy that doesn't sit well with our values or beliefs about who we are, whilst it works well for others, potentially, it simply leads to procrastination and failure for us.

Of course I'm not saying don't learn new skills - after all, if we make a decision to master something and we put in the practice, anything is possible! But, what I'm saying is, right now, you need to create a strategy that sets you up for success using your existing skills and natural talents, and then you can tweak that strategy later as your skill base expands.

So let's discover what you excel at...

Sit quietly and think... 'what do I do naturally and effortlessly?'
What can you do easily that perhaps others can not?

Do you enjoy talking to new people...are you a good conversationalist?

Are you a good listener?

Is it design that you find easy and it absorbs you?

Or are you perhaps very good at paying attention to detail?

Are you artistic, naturally sporty, or a natural born teacher?

Perhaps you are more compassionate than anyone you know?

Or Is it something else that you find fun and easy; something else that gets your focus and is enjoyable to you?

Think about yourself in past jobs...what parts did you enjoy? What was easy for you?

When you're with other people, how do you interact? Is it enjoyable?

Take 5 minutes to be honest with yourself...what skills and abilities come naturally to you?

Next, ask yourself this...'What are my special qualities & characteristics?'

Is there anything else great about you that you haven't written down yet? Then this is the time to do it!

Perhaps you are fun to be with, or an external optimist? Or always putting others first? Or an attentive mum, or caring wife? Perhaps you help out in the community or always smile at strangers? Perhaps you always put some coins in the hat on the floor next to the homeless guy in town, or you take time out to visit your elderly relatives...

What is the truth about who you are? Write it down.

Then, from what you have discovered about you, make a list of positive words that describe you as a person. You may wish to refer to the list of characteristics below to help you begin.



CHARACTERISTICS

humble, smart attractive, witty, talented,
wise, enthusiastic, charismatic,
courageous, honest, caring, gregarious,
observant, dependable,
loving, creative, warm assertive, happy,
vibrant, healthy, fit, motivated,
ambitious, successful, confident, goal-
orientated, independent, flexible, fun,
outspoken, adventurous, positive thinker,
kind, loyal, generous, determined,
strong, wise.

Then take 15 minutes to write down an affirmation that includes all of your amazing characteristics.

'I am

Say this out loud to yourself every single day - and as you say it - really FEEL it - embed these incredible characteristics of yours into your subconscious belief system. KNOW that this is who you are.

Defining Your 'Why'

So through everything you have discovered... You now know what you value highly and what you are passionate about in life, and some amazing natural abilities you have and beautiful characteristics. You know yourself at a deep level.

Are you starting to see any connections between your values, your passions and your natural abilities?

Are they making sense with each other?

The things we love to do, we love because they are easy for us... they give us FEELINGS that we desire and they fulfil the values we hold dear.

You may well have been told to focus upon your 'WHY?' in business - yes?

Your 'why' is your reason for starting your business... it's your driving force and it's usually very powerful.

So why did you start your business?

Which of your values or passions drove you to do that?

Why is this business idea so desirable, exciting or fulfilling for you? What FEELINGS does this business give you?

Who are you doing it for? What desire for your life and what good for others do you want your business to fulfil?

It's important that we know our WHY because it will push us through when the going gets tough... when we're doing something for a greater good - a vision that is bigger than ourselves, individual failures along the way don't matter so much - we keep going and keep striving to fulfil our dream.

Not only that, when we feel strongly and passionately about something, we easily express that passion to others, and whilst doing so, we light up!... our energy levels rise and we attract people who resonate with our WHY, like a magnet. Our words flow, we are in the zone, making us very attractive to others.

Let me prove that and ask you... If you were in a room of people and one person was enthusiastically and authentically explaining how their life has changed and how they feel fulfilled and alive and they're looking after their family, working only 3-4 hours a day, spending so much time with the kids, and they feel successful and their work is the best thing they have ever done - wouldn't you want to ask **"wow, what do you do?"**

This is attraction marketing - simply because we glow with a passion that other people resonate with and we have something that other people want a piece of. So find your passion! When we do, the right people come to ASK US for the details of our business... they chase US for more information because they want some of what we are vibing and we don't have to 'sell' a thing!

However, if you were in that room again and another person came up to you, and they sat you down with a brochure and ran through the features of some products and percentage earnings from a biz opp they were obviously trying to sell you, wouldn't your heart sigh? Unless you were looking for such an opportunity at exactly that time, you're not going to be inspired by that! In fact, you'll probably be desperate to get away - even if you're too polite to say!

So what is YOUR 'WHY?' What excites you & drives you to succeed? What can you gush about with passion, so that you can start the circle of positivity that drives success?

Perhaps your why was to improve the quality of life for your family? Perhaps it was the opportunity to feel like you're living life to the full. Perhaps it was the challenge that attracted you? Perhaps it was to change the person you were and build your confidence and a new identity? Perhaps it was to feel respected after a life of feeling worthless? Perhaps it's the contribution to the planet? Perhaps your business brings connection with others and friendships that are important to you?

Take your time and realise your 'WHY' - do it now...



Your Niche

OK, so now things start to get really interesting!

I hope you are starting to feel an understanding of yourself at a much deeper level. If at any stage you get stuck, or you feel you need help, please just reach out in the Facebook Group...

So with all you've discovered, it's now time to start putting the pieces of your Personal Brand together...

You are clear about what you value and your passions in life, so now...

Can you find a way to tweak & enhance your business so it allows you to talk about your passions and attract others who share similar ones?

What we are looking to do is find a way to connect your products and services to your greatest passions and your WHY... so that you can shine brightly as you share your business with others.

But before we do this, we need to specify an audience who will resonate with our message. These amazing people will share our passions and already understand the importance of what you offer. These people will become your perfect customers.

You see, we need to recognise that not everyone will share our passions and values...or want our products & services, but those who don't would never become our customers anyway. Once we accept this, we can be brave and stand out by picking a target audience that values what we stand for, shares our passions and wants to become part of our tribe. Then we focus all of our attention, value and marketing on THEM.

Once we get clear about who that target audience is, we have a massive advantage because then we can anticipate what drives them...we can understand their pains...and we can help them achieve their goals & dreams.

We can use our marketing to speak to their heart and connect to their emotions. We can help them, love them, support them and engage with them.

So let's begin...

Of the passions you listed, which could you happily and without effort excitedly talk about to others day in, day out and never get bored?

What feelings do you experience when you think about that passion?

Do you feel more alive!, more connected, more freedom, more peace, more inspiration?

Whatever you feel deeply through your passion is the feeling you can focus on for your BRAND.

Your brand may be about FINANCIAL FREEDOM or finding INNER PEACE. Or perhaps about LIVING A LIFE OF ADVENTURE, or CONNECTION & FAMILY or NURTURING others, or a LOVE OF ANIMALS.. Your brand may be about building CONFIDENCE or NEVER GIVING UP or something else...

What is YOUR brand about?

Let's take 5 minutes and think about that now...



So what we are doing is formulating a brand that not only fulfils purpose for you, but is specifically designed to appeal to a certain type of person - your ideal client.

Often, we don't want to market to a specific niche because we are scared we'll miss out on everyone else. We think that by only marketing to women, we will miss out on all the men, or only marketing to mums we will miss out on all the single ladies, or by marketing only to pet-lovers, we will miss out on everyone else...but the thing is, when we try to market to everyone, we end up attracting no-one. We end up with a broad, non-specific message that doesn't appeal to anyone!

You see, before they feel comfortable enough to buy, your customers need to feel a sense that you understand them, that you are the expert in 'them' and 'get' what they are thinking, so that they feel they can trust you to understand their needs and help them.

However, unless you show them that you have that understanding, through consistently directing your conversation to them, they won't think that you do.

So having no niche is a big problem, because when you try to talk to everyone, you're message is vague and mixed and no-one feels fully understood and that 'need' to not miss out (that we feel when we see something that perfectly fits our wants & needs) just isn't there - and so everyone passes us by.

Look at it from this angle...when we look at our chosen friends, isn't it true that, those we enjoy spending most time with share similar values, aspirations and passions to us?

Then surely we can see that it is easiest to build a business most effectively by focusing on marketing to and attracting those who already share our values and with whom we will have a natural rapport? When we do, we can quit the hard sell and let attraction marketing work it's magic touch!

So with all of this in mind, let's move on to the next exercise...

Consider... WHO will be an easier sell for you because they already understand the passion in what you do? What type of people are already primed to love your products or services because of who they are and what they value?

Let's help these perfect customers to buy from you, by helping them fall in love with your passion FIRST so they choose YOU above others selling a similar product or service.

If you love adventure, how can you create a segway between that and your products or services? Once you have found the way, this will be the 'feeling' you portray to attract others to your brand who love your products & love adventure too. When your brand exudes feelings of freedom and adventure, and you tell a story about how being part of your brand, opens up possibilities for more freedom in their life - they will WANT IN because your brand makes them feel more like the person they really want to be!

If you value Personal Growth above all else, draw people in by sharing valuable knowledge about personal development. Share local personal development events they could go to, videos you love, books you've read and then share your products and services once they are fans - and show them how your products can help them experience even more personal growth in any ways you can...

We need to talk to our niche from the angle of what they are ALREADY interested in and love...

For example, if you are a network marketer and an animal lover, you can show how your business gives you the life skills and income to pursue your passion of working with animals and attract others who have a passion for animals. You can then look for a connection that will appeal to those target customers - a segway between the passion and the product...

Perhaps (if you're in the makeup business) you could talk about how your products aren't tested on animals. There are untold dog-lovers out there & perhaps you can talk to them about waterproof mascara for dogwalks... foundation that defies wind and rain! (so they fall in love with your shared passion first, and then fall in love with your products and business opportunities later BECAUSE they already LIKE YOU and trust you because you understand what they love too!

Do you get the idea?

So often we try to attract everyone in the world, because we're too scared to cut it down to a small niche. But, as I said, the trouble with that is we spread our message too thin - the message we give out doesn't really speak to anyone in a powerful enough way - It's too wishy-washy - so we end up attracting no-one.

We need to find a niche and market purely to THEM. It doesn't mean we can't take on other customers if they ask us, but in our marketing, we need to focus-down and really connect with a specific, chosen perfect audience. This way we can anticipate their problems and provide solutions, they will feel a connection with us & understood by us, which builds likeability and trust and that's what leads to sales.

You will attract them to you, not through pushy sales, but because they are actually interested in what you are passionate about and they WANT to be part of what you have going on! It's a pull, not a push... we just put great content out there - and they research what we have to offer for themselves!

So who is your **PERFECT** client? If you could attract the perfect new customer today, could you tell me what they would be like? Could you create an avatar listing all of the details of your perfect client?

If you need help to get really clear, you can download my **Avatar Questionnaire** [HERE](#).

Next, there's ALWAYS a way to connect things together...

So think about how you can connect your passion to your product or offer AND to your perfect client in a way that is authentic to you.

Do it now!

Your Vision Statement

Next, it's really useful to get very clear about your long-term vision for how your brand will change the world.

Here are some examples of mission statements from some of the world's largest brands.

Google's mission: 'To organise the world's information and make it universally accessible & useful'

Virgin's Mission: 'To embrace the human spirit and let it fly'

Youtube's Mission: 'To provide fast and easy video access and the ability to share videos frequently'

Coca-Cola's Mission: "To refresh the world...To inspire moments of optimism and happiness...To create value and make a difference."

For ease initially, we will break our statements into two: 'vision' and 'mission' statements. These will give us focus and bring us back to what we want to achieve.

Your VISION STATEMENT

This states what you are building, who you are building it for and the difference it will make. We want a bold but simple statement that is a vision for the ultimate brand you want to build, but is broad enough that it doesn't restrict you.

When people or hear our vision statement, we want the reaction "Wow, that sounds amazing! How do you do that?" (that will then lead on to you giving your mission statement!)

The Vision Statement wants to be around 20-30 words - so it's easily memorable - not too complicated and fussy.

To help you, here are some examples:

'I am building a global revolution to transform the lives of 1,000,000 spirited people to lead them from run down to resilient'

'I am building the world's easiest to use website creation resource for trailblazing leaders who want to go global with their message to help them increase their income and impact'.

'I am building a community of women who are ready to contribute together as a force for good, creating profound lasting positive change in themselves, others, and this incredible planet.'

All of these examples state clearly what they are building and who they are building it for and what difference it will make.

So what are YOU building and who are YOU building it for, and what difference will it make?

Write out your Vision Statement now.

Your MISSION STATEMENT

Next, we will create a 'Mission Statement'.

This is the 'how' - how you will make your vision happen - what action will you take to create this?

Examples of Mission Statements (the how):

'To provide life coaching resources to an online community of men & women who are ready to change their lives.'

'To provide powerful marketing training for aspiring heart-centered leaders to instantly increase authority, wealth & global reach.'

'To provide coaching for unfulfilled mums to help them discover new purpose, monetize their ideas through a personal brand, and attract the deep fulfilment and abundance they truly deserve into all areas of their life.'

'To give entrepreneurs the most powerful 'HOW TO' strategies to dramatically increase the trust, credibility & value of their business'.

So HOW will you achieve your Vision? **Write out your Mission Statement now.**



Understanding How To Talk To Your Niche

So you now know who's attention you want to get with your marketing, let's get clear about how to talk to them...

Your Brand Personality - what will it be?

You are many things. Your personality may change depending on how life is for you, but you probably have a dominant state - the state you spend more time in than any... am I correct?

Some people are always positive and see the silver linings, some people are constantly finding the humour, some people are super-compassionate, some people are just curious...

So how do you show up most of the time?

You need to decide what are going to be the personality traits of your brand? And then stay consistent MOST of the time.

You need to ensure that the personality you bring forward is one they can rely on and makes sense with your chosen audience.

For example, we can be more than one identity, for sure, but if your ideal audience love to be pushed hard to be their best and that makes them feel empowered, you may not want to lead with a gentle, understanding brand personality, as this is not what they want and they may perceive you as weak, lacking the boldness and leadership they are looking for.

However, if your audience is very spiritual a dominating, brash personality may be off-putting - so know your audience and stick to a brand personality that appeals to them!

So what are the personality traits you have that will fit beautifully with your brand and audience?

Take 5 mins to think about that NOW...

Then...

When you talk to them, predict their pains and understand them. Write copy that makes them feel like you know them.

Don't use 'overdone' words like 'Find Your Purpose', it isn't going to move your business forward. Why? Because no-one feels alluring when you tell them something that everyone else has told them, plus no-one wakes up in the middle of the night thinking "Gosh, I really must find my purpose!" So it doesn't resonate. It's more likely that what they are really waking up thinking is about is the fear of getting to the end of their lives and feeling insignificant and worthless or failing their children. So write about THAT instead.

So now return to the Avatar questionnaire and take a moment to really absorb what you discovered about your ideal clients - what do they fear? what are their dreams? how do your perfect audience want to feel? what emotions do they want?

Make sure your marketing makes them feel them.

Make sure your communication is about THEM, because people are selfish - they want to know what's in it for them IMMEDIATELY. So they'll be looking for things that appeal to them. In your copy, make sure you use the word 'YOU', not 'I'.

Always talk to the person they long to be...enhance the identity they desire. Just talking about features of products and services won't cut it.

People aren't on Social Media to BUY - so try not to use the B word - it cheapens what your doing! Instead, Remind your followers why they are following you. How you can benefit them and where they can get more of those delicious tidbits of helpfulness!

You need to consistently & frequently showcase outstanding content. You need to make your target audience know you make their lives better. Add fun stuff - make them laugh and astound them! - stuff they'll share with their friends!

If your target audience is mums, share hilarious posts and vids about motherhood that they will relate to... Share other tips on how to be a great mum... google 'funny mum stuff' or whatever.... You may have heard about the 80/20 rule, well, only talk about your actual product or service a max of 20% of the time!

There is a separate training on persuasive copywriting, so for now in this training, we'll leave it there.

Your Tagline

Not everyone has a tagline, but I recommend you do. Your tagline encapsulates your brand message in a single phrase. However, that can often be tricky to do! So here are 3 ideas to get you started...

1. **A promise:** So it might be a level of service that you are going to deliver. When you promise a certain level of knowledge, skill, service, it creates certainty for your customers. For example, one of DHL's taglines was "Excellence. Simply delivered."
2. **Values:** You could alternatively, use your top values as your tagline. I'm sure you've seen this many times. For Example Brendon Burchard uses his values 'Live. Love. Matter' in his personal brand. It comes from his story - his own life story and it makes sense because these are the values that he stands for and we immediately understand what his brand is all about.

3. **Enhanced Identity:** Create a tagline that immediately enhances the desired identity of your ideal customer: An example is BMW - 'The Ultimate Driving Machine' - and who wouldn't want to own the ultimate driving machine? This tagline creates a feeling and makes the customer feel more like the person they long to be.

So, can you create a tagline that encapsulates what you are about?

Take time now to create 1-3 tagline ideas for your brand

So, That's It For Now!

Ok, so there you have it.

You understand your own values and understand that the easiest way to get new customers is to engage with and build rapport with other people who share them.

You have a passion that you can share, which you have also found a way to link to your product line.

You have a mission and vision that gives you an overall direction for your brand and is your driving force to keep you moving forward and motivated when the going gets tough.

You are clear about your perfect customers - who they are and how to engage them.

You recognise your natural abilities and how you need to work with them not against them to speed your success.

You have a tagline that encapsulates your brand in a single powerful phrase.

So you have the foundations of your BRAND. So what next?

Well, there are the visual elements of course, however we will be covering these within future Solopreneur Success Hub trainings - so look out for those...

But before we finish for today, let's briefly look at how to market your brand online.

Remember you assessed your natural abilities, well this is one area where understanding what you are naturally good at pays off!

There are so many ways to market your brand online, but only some will be a natural fit for you.

Remember, marketing to your strengths is going to move you forward a lot faster than the procrastination and time wasting involved in contemplating and preparing to do something that is simply not your thing.

As I said before, I am not saying don't learn new skills, but I am saying only rely on them once you have the belief you are good at them. Practice new skills in a non-pressured environment and in the meantime, consistently produce excellent content using your natural abilities.

For example, if you are scared of live video, but love to write, then focus upon blogging and email marketing for the moment - get really, really awesome at it! Read books about great copywriting and take that thing you're already good at and become excellent - because you can! ... In the meantime, you can practice doing videos in a safe environment - perhaps within the SSH Facebook Group, where you can get supportive feedback, then, when you feel confident and ready to stretch, and you are sure you won't procrastinate, THEN branch out into that arena.

The same would be true vice versa... if you are confident on video but hate writing - you don't have to blog and do email marketing to succeed. Focus on video and get really really good at making videos, doing live videos and editing videos! Create an awesome youtube channel or get known for your Facebook or instagram lives!

Perhaps you are nervous to do videos but are happy to podcast or create webinar trainings where you are behind a computer... if so, do that! There really are no rules. People have built successful businesses using all of these marketing methods.

Just bare in mind your target audience and what they may want. If you are finding a lot of people sign up having watched your videos, perhaps you should consider more videos, or if your webinars are popular - don't ignore that information - do more of those. Be alert to what works with your perfect customers.

There will be trainings covering all of these aspects over the following weeks and months, so you can explore what you are good at and learn to be excellent, whilst you also practice new skills...

And just a couple of other points before we finish...

Bear in mind that every niche has a buying cycle... for example, you may find that if your are marketing to mumpreneurs, school holidays are not the best time to launch a new product or service, in fact you may see an obvious drop off in sales as they are distracted with their children.

Consider your perfect customers and their lifestyle - when are they most likely and least likely to buy.

Also, when posting on social media or email marketing, remember the 80/20 rule. Make sure you use just 20% of your content to promote your brand, and dedicate 80% to content that really interests your audience and engages them in conversations about the things they are really interested in. Attraction marketing works because you are offering real value to your customers and potential customers and you already have shared passions through which you can build rapport and relationships. Make sure that your sales posts are sandwiched between lots of value such as humorous posts they can share, 'how to do this' posts, inspirational videoa and posts, links to interesting news items, questions they can engage with, and the like... People aren't on social media to buy, they want to be entertained...

Only by discovering who your audience is and what your audience is really interested in and responding to those needs, will your brand be able to maintain a consistent, sustainable, and engaging online social media and email marketing presence.

Conclusion

So we have focused on understanding how to create a brand and how to market that brand in a way that will play to your strengths and attract your ideal audience. I hope that you now have a greater understanding of how to operate from a space of attraction marketing so that you can relax about the outcome and know that the right people will find you... and when they do, they'll be keepers because they're not joining you through discount prices that the competition may beat tomorrow, but they're joining you through deep connections, meanings and purpose and THAT... leads to loyalty and a sustainable business.

Clare x

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