



PERSONAL BRANDING AND
BUSINESS BUILDING

WORKBOOK

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Completed by _____

Date _____



brandiD Creed

IT'S your life. Figure out what you're good at and what you're not. Dig deep. Discover yourself. Know yourself. It will give you the insight to navigate the life you want. **DEFINE** who you are and who you want to become. Be authentic – it's your biggest differentiator. Tap into your soul, find your purpose, get on your path. There will be roadblocks. Overcome them. **LISTEN**. In the stillness you will hear a voice that guides you, directs you, reveals decisions, options, choices – that's your intuition. Take the time to develop it, rely on it. **BE** patient and kind with yourself yet live with urgency. Set far-reaching goals and soon-to-reach ones. Learn how you best learn. **FEED** that desire to educate yourself, to build new skills and strengthen the ones you already have. Stay curious. **LEARN** from failure and never give up. Instead, give in to the learning that results, discover new strengths within, then...try again. **DON'T** let the lack of money or the lack of time slow you down. Don't let where you were born or what you were born into slow you down. Don't let the naysayers slow you down. You can achieve anything you set your mind on. **SURROUND** yourself with goodness. Fill your inner circle with positive, supportive people who have your back during highs and lows. Find ways to be inspired and to inspire. **STAY** humble. Joy lives in humility and happiness lives in joy. Don't be afraid to be big, to become big, to reach success however you define it. **CREATE** your life as a mosaic; disparate experiences that, when combined, make a unique and beautiful work of art – you! **THIS is your chance, today, this minute. NOW, GO!**

WELCOME!

People often ask me what is “personal branding.” Some say it’s your unique promise of value, others describe it as your personality. I describe it as a combination of who you really are – with marketing. Sounds simple, right? The deep introspective work that goes into identifying and defining your personal brand takes time and a fearless attitude. It’s a deep dive into your soul and a necessary step to building a powerful brand presence.

The visual components of personal branding are where things get a little more creative and fun. Through colors, fonts and aesthetics we find ways to subliminally communicate what lies within you to the outside world.

Personal branding is about communicating and marketing your authentic self. It’s not showing off or boasting, it’s not being self-centered or ego driven. It’s simply knowing exactly who you are and articulating your value proposition consistently, clearly and constantly.

Over the past decade I’ve been reading, researching, culling and studying with some of the best and most innovative minds out there. Then, I combined that collective wisdom with practices that I’ve developed to help me build my business. The outcome of all that intellect is wrapped into a framework that I’ve been using with people successfully ever since.

This workbook will be helpful for you if you are starting a new business, launching a new product or building your personal brand.

Enjoy!



EXTERNAL FEEDBACK

SET UP YOUR 360 ASSESSMENT TOOL

(Approximately 30 minutes)

The 360 Personal Brand Assessment is a one-of-a-kind, web-based tool that will let you know how others perceive you as a brand, and help you understand your brand's unique strengths.

Developed by personal branding pioneer William Arruda, in consultation with marketing and branding experts along with behavioral psychologists, the assessment results offer insights into your existing brand. You'll gain a better sense of the qualities you want to highlight, the strengths you want to build on, the visual elements of your persona and the key messages you want to communicate.



Dig deep,
understand yourself then
be YOU. It's your biggest
DIFFERENTIATOR!

LIST YOUR TOP BRAND ATTRIBUTES FROM YOUR 360 RESULTS:

Step 1 - Take your Self-Assessment

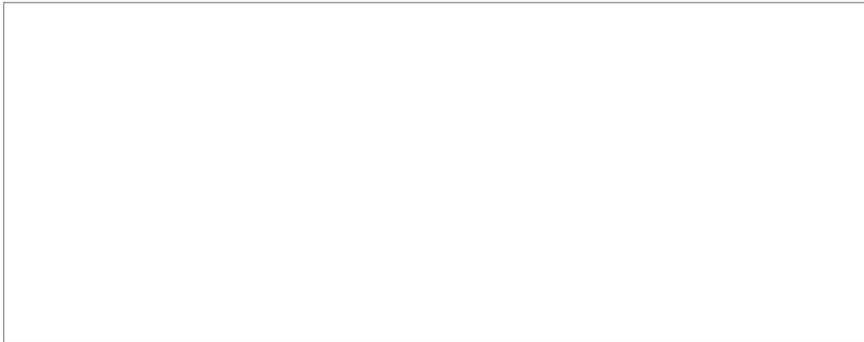
Step 2 - Send the 360 Assessment to at least 25 people in your network. This can be friends, family, colleagues, clients, patients or acquaintances.

Step 3 - After collecting responses and data for 10 days or more, request your final report. (note: you must be signed up for pro version. Email info@thebrandiD and we would be happy to sign you up for one.)

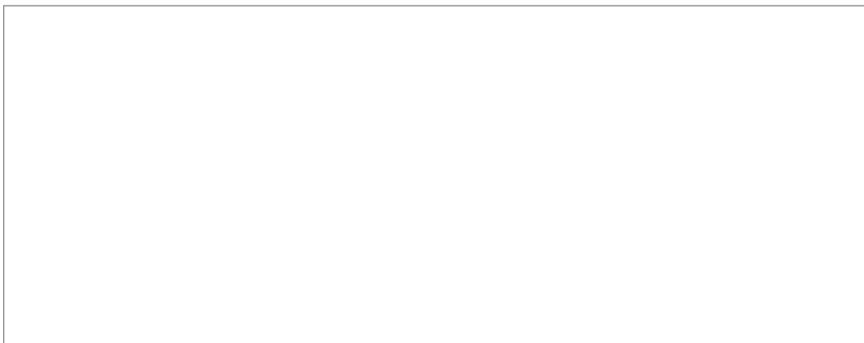
Step 4 - List your top 10 answers.



Step 5 - What insights did you learn about yourself?



Step 6 - Did your self assessment match what others said? If not, how were they different?



UNDERSTAND YOUR PAST SO YOU CAN MOVE FORWARD

IDENTIFY YOUR BODY OF WORK

Think through your work history, timeline and the sequence of events that led you from one job to another. What were the threads that tied your various work modes and opportunities together? How did you move from one professional opportunity to another and what were the factors that led to your transitions? Were you agile and innovative?

Book suggestion: [Body of Work](#) by Pamela Slim.

EXERCISE 1:

WRITE DOWN EACH JOB YOU'VE HELD AND THE REASONS YOU TRANSITIONED IN A LINEAR (EITHER HORIZONTAL OR VERTICAL) FORMAT.

The most
difficult thing is the
decision to act, the rest is
MERELY TENACITY.

—Emelia Earhart

EXERCISE 2:

TAKE A LOOK AT YOUR RESUME AND IDENTIFY WHAT YOU LIKED, DISLIKED, AND THE LESSONS LEARNED FROM EACH OF YOUR PREVIOUS JOBS. List each job separately with the responses correlating to each.

EXERCISE 3:

IDENTIFY THE COMMON THEMES IN EACH OF THE AREAS YOU OUTLINED IN EXERCISE 2 - LIKES, DISLIKES AND LESSONS LEARNED.

EXERCISE 4:

WHAT ARE YOUR MOTIVATED SKILLS? These are the skills you enjoy using the most. To identify your motivated skills think about times in your life that you worked at something – either at work, at home or through a volunteer opportunity where you were engaged in something so gratifying that you lost track of time. If you were getting paid for this time you were thinking, “I can’t believe someone is paying me to do this!”

Pick two or three projects, scenarios or situations where this happened to you and identify the challenge you were working to solve, the actions you took and the results or benefits you delivered.

Write down what it was that made YOU so good at it. Which of your skills did you use to accomplish these tasks? THOSE skills are your motivated skills and you should try and utilize them as much as possible.



DIGGING DEEP

Some of these questions may sound very basic but, often, we've never taken the time to answer them for ourselves. Now, it's your turn...

EXERCISE 1:

WHAT ARE YOUR VALUES? What key beliefs do you hold sacred and what matters most in your life? Identifying and articulating your values serve as decision-making guideposts for your personal life much like corporate or organizational values help guide actions and decision making at companies and organizations. Examples of values can be humor, integrity, faith, and innovation. Below are two exercises as well as a list of values to help you identify your core values.

Exercise A: Start by asking yourself, "What values matter most in my life?" and identify the key beliefs that you hold in high esteem (see list on next page to help you get started). Once you have an extensive and comprehensive list, then group like or similar values together (ex: intelligence, intellect and education). Next, identify the word or value that resonates most for you in each grouping. Put that one at the top of that list. Finally, rank the groupings from 1 to however many you have - number 1 being the most important to you.

LIST YOUR TOP 5 VALUES BELOW:



Abundance	Cooperation	Fidelity	Mastery	Restraint
Accessibility	Courage	Financial-independence	Maturity	Sacrifice
Accomplishment	Creativity	independence	Mindfulness	Satisfaction
Accuracy	Credibility	Fitness	Modesty	Security
Achievement	Curiosity	Flexibility	Motivation	Self-control
Adaptability	Daring	Focus	Mystery	Sensitivity
Adventure	Decisiveness	Freedom	Obedience	Sensuality
Affection	Dependability	Friendliness	Open-mindedness	Serenity
Affluence	Depth	Frugality	Optimism	Sexuality
Aggression	Desire	Fun	Order	Sharing
Agility	Determination	Generosity	Organization	Significance
Alertness	Devotion	Grace	Originality	Silence
Altruism	Dignity	Gratitude	Passion	Silliness
Amusement	Diligence	Growth	Peace	Simplicity
Assertiveness	Directness	Happiness	Perfection	Sincerity
Awareness	Discipline	Harmony	Perseverance	Solitude
Balance	Discovery	Health	Persistence	Sophistication
Beauty	Discretion	Heroism	Persuasiveness	Speed
Being the best	Diversity	Honesty	Philanthropy	Spirituality
Belonging	Drive	Honor	Piety	Spontaneity
Bravery	Duty	Hopefulness	Playfulness	Stability
Calmness	Dynamism	Humor	Pleasure	Strength
Camaraderie	Education	Imagination	Popularity	Structure
Care	Efficiency	Impact	Potency	Success
Carefulness	Elegance	Independence	Power	Support
Celebrity	Empathy	Ingenuity	Practicality	Surprise
Challenge	Encouragement	Inspiration	Pragmatism	Sympathy
Charity	Endurance	Integrity	Precision	Teamwork
Cheerfulness	Energy	Intelligence	Preparedness	Timeliness
Clarity	Entertainment	Intensity	Privacy	Traditionalism
Cleanliness	Enthusiasm	Intimacy	Pro-activity	Tranquility
Cleverness	Excellence	Introversion	Professionalism	Truth
Comfort	Excitement	Intuition	Prosperity	Understanding
Commitment	Experience	Inventiveness	Punctuality	Uniqueness
Compassion	Expertise	Investing	Purity	Usefulness
Completion	Extravagance	Joy	Realism	Variety
Concentration	Extroversion	Justice	Recognition	Vigor
Confidence	Exuberance	Kindness	Recreation	Virtue
Conformity	Fairness	Knowledge	Relaxation	Vision
Connection	Faith	Leadership	Reliability	Vitality
Consistency	Fame	Learning	Religion	Wealth
Contentment	Family	Logic	Resilience	Winning
Continuity	Fascination	Love	Resolution	Wisdom
Control	Fashion	Loyalty	Resourcefulness	Wit
Conviction	Fearlessness	Making a difference	Respect	Youthfulness
			Rest	Zeal

Exercise B:

STEP 1 Think through and describe the following in detail:

- What are your three greatest accomplishments?
- What have been your three greatest moments of impact or efficiency?
- What are any common rules or themes that you can identify from your responses?

STEP 2 Think through and describe the following in detail:

- What have been your three greatest failures?
- What have been your three greatest moments of inaction or inefficiency?
- What are any common rules or themes that you can identify from your responses?

STEP 3 Identify three or four brief sentences of advice you would give to yourself based upon these common themes:

STEP 4 Next, try and reduce them to a few words. For example: If your advice is: "Don't binge eat and drink heavily at parties" reduce that down to "everything in moderation"



STEP 5 Now the fun part! You need to test the value. Think of a situation where following your core value hurts you rather than helps you. For example you might think “Innovation” sounds good until you realize that your life thrives on stability rather than constant change. You have to think it through carefully. If you can’t identify a legitimate case where the value steers you wrong, you probably have a good core value.

This process requires focused time and thought so put yourself in the right mindset. Do this with someone you trust so they will provide you with honest feedback. It may require several discussions over weeks or even months. Your values may adjust and develop over time just as you do, so embrace the change.

List your top 5 values below:

As Mahatma Ghandi said, “Your beliefs become your thoughts. Your thoughts become your words. Your words become your actions. Your actions become your habits. Your habits become your values. Your values become your destiny.”

Source: Kevin Daum for Inc. magazine

EXERCISE 2:

WHAT'S YOUR VISION? Your vision is aspirational. It's also external. It's what you see as possible for the world because of your existence, your products or your services. Take a second or two and think about that BIG, lofty goal you are striving for. It may be a cause that you would like to see solved or one area of peoples lives that you want to transform or improve in the distant future. Try to keep your vision statement brief and succinct; saying a lot in just a few words is more difficult but yields more powerful results.

Vision statements can vary in type

Examples of the most common types are:

- Short, to-the-point vision statements.
Disney – To make people happy.
- Vision statements that are quantitative tend to use numbers and / or data as a striving point.
Nike – To be the number one athletic company in the world.
- Qualitative statements are based on attributes you or the company hope to possess.
Microsoft – At Microsoft, our mission and values are to help people and businesses throughout the world realize their full potential.
- A vision statement that uses role models as examples cites another company or individual such as:
Stanford University – To become the Harvard of the West.

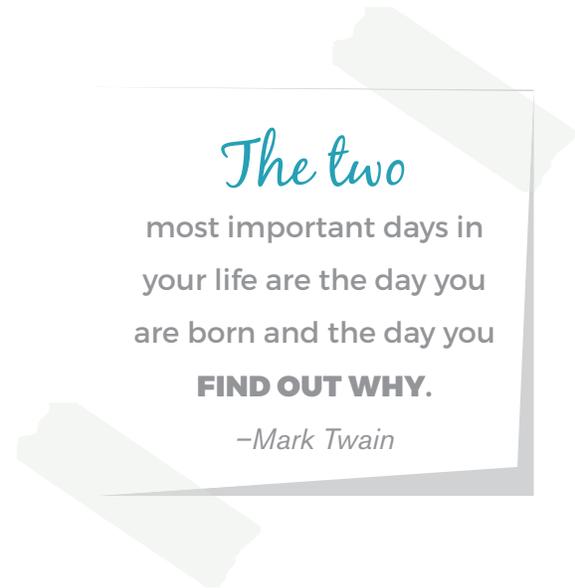
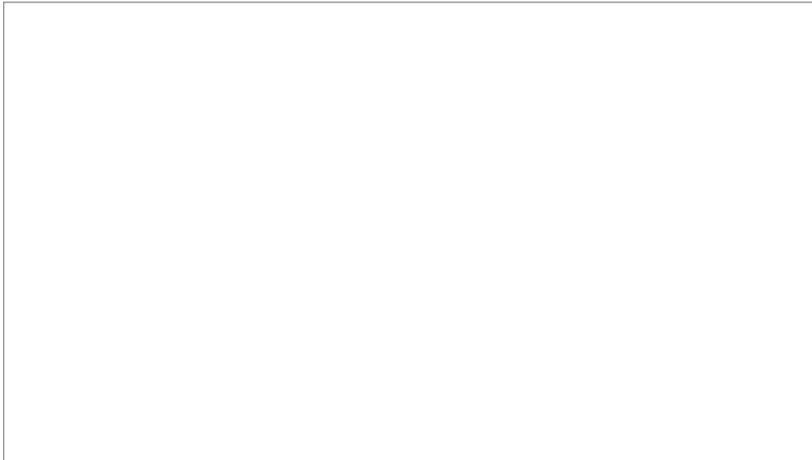
Here is an excellent post from [Hubspot](#) on writing vision statements.

When I was
5 years old, my mother
always told me that
happiness was the key
to life. When I went to
school, they asked me
what I wanted to be when
I grew up. I wrote down
'happy'.
They told me I didn't
understand the
assignment, and I
told them they didn't
UNDERSTAND LIFE.

–John Lennon

EXERCISE 3:

WHAT'S YOUR MISSION & PURPOSE? Your mission statement supports your vision statement. Your purpose is internal, it's your value proposition, it's the role you will play in helping the world realize your vision.



Examples:

Starbucks - To inspire and nurture the human spirit - one person, one cup, and one neighborhood at a time.

Virgin Atlantic - Our mission statement is simple, yet the foundation of everything we do here at VA Airways... to embrace the human spirit and let it fly.

Whole Foods - With great courage, integrity and love - we embrace our responsibility to co-create a world where each of us, our communities, and our planet can flourish. All the while, celebrating the sheer love and joy of food.

Facebook - To give people the power to share and make the world more open and connected.

Nike - To bring inspiration and innovation to every athlete in the world. If you have a body you are an athlete.

Click [here](#) to see more:

EXERCISE 4:

WHAT ARE YOUR PASSIONS? Identify your interests, activities or topics you love to talk about. Your passions give you energy and make you jump out of bed to spend time doing them. What are your passions?

EXERCISE 5:

WHAT ARE YOUR STRENGTHS? Many of you may have already read or taken StrengthsFinder 2.0. Tom Rath, one of the people who created the Gallup polls, developed it. It's by far one of the best tools out there to identify your strengths. Their philosophy is that you should work in your strengths rather than spending valuable time trying to improve your weaknesses.

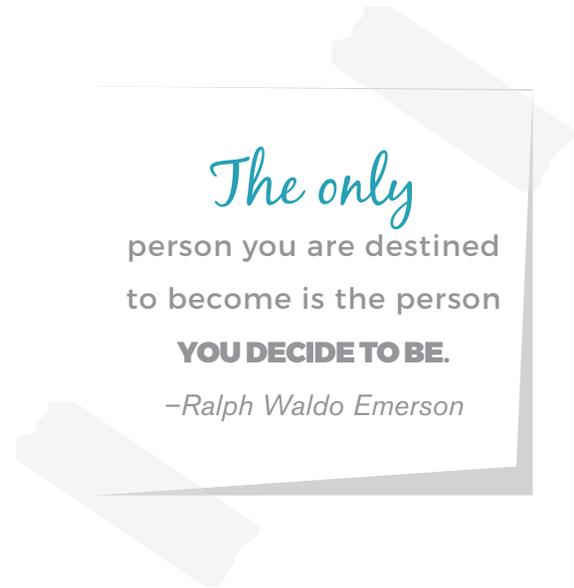
You can buy the book online or in your local bookstore which will include an access code to the web-based version of the Strengths Finder test. Alternatively, you can go directly to the [Strengths Finder website](#) and purchase the test for \$9.99. Take the test and list your Top 5 strengths below.

EXERCISE 6:

HOW DO YOU DEFINE SUCCESS? We all have a different definition of success. To some it may mean a certain dollar value in a bank account. To others it may mean owning their time - by having more freedom. Success might mean raising great children or living up to a certain career aspiration or aspirations - such as Executive Director or CEO. It can be a combination of those things or one singular item. What does success mean to you? Think about it - write it down.

EXERCISE 7:

WHAT'S YOUR LEGACY? If you were to read a feature article in a magazine that someone wrote about you long after you have retired what would it say about you? How do you want to be remembered? What do you want to leave behind? One day we're all going to take a look back and think - what have I spent my life doing, creating, building, etc? What do you want to be remembered for? What do you want to leave behind? It's difficult to think about this but something worth doing.



EXERCISE 8:

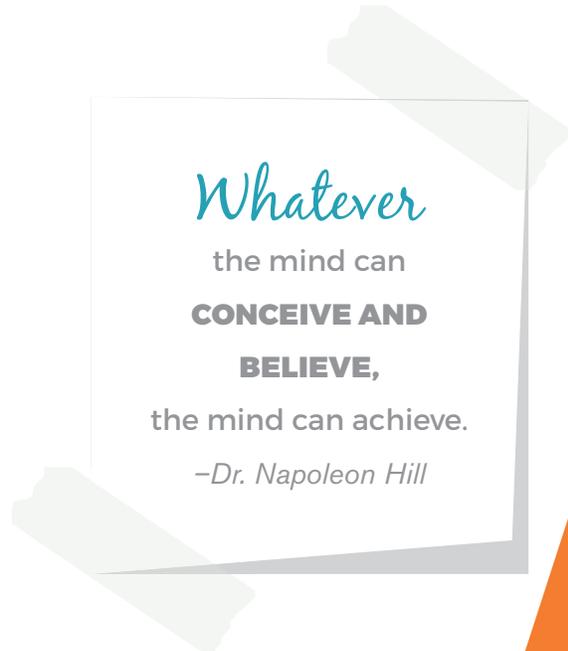
ARE YOU SETTING GOALS? Setting goals is the most important action item you can take in working towards and achieving your potential. In fact, studies indicate that people that take the time to identify their goals, write them down and put them someplace visible are far more likely to achieve them than those that don't.

Below are two techniques—SMART and Desire Mapping—to help you identify, establish and set your goals. Do the exercise for short-term (1 year) and long-term goals (3 to 5 years). Identify both your professional and personal goals in the space below.

1. The SMART Technique:

- **SPECIFIC** - Identify not just what you are trying to accomplish but also how and why. For example, a general goal would be to *start exercising*. A specific goal would be to *Go to the gym and work out three days a week so you feel better during the day*.

- **MEASURABLE** - Assess and articulate how you are going to measure progress toward achieving the goal you have set. Your goal is measurable if it answers: "*How much?*" or "*How many?*" For example, going to the gym three times a week.



- **ATTAINABLE** - Can you—or anyone—actually achieve this goal? A goal to lose 30 pounds in 1 week isn't achievable. But setting a goal to lose 2 or 3 pounds a week in order to eventually lose 30 pounds is more realistic. The success of reaching your weekly goals will keep you motivated.

- **REALISTIC** - Set an objective that you are motivated to achieve and realistically able to do. If you don't live near a gym, for example, you're not likely to achieve the above goal, and should rewrite it to focus on at-home workouts. Remember to set your goal high enough to stretch yourself. If you find you have achieved your goals too easily, set the bar higher next time.

- **TIMELY** - A goal should have a timeframe associated with it (i.e. go to the gym three times a week all semester long); by anchoring your goal within a timeframe, you set your subconscious mind into motion to begin working on it. With no time constraints, there is no sense of urgency to reaching the goal.

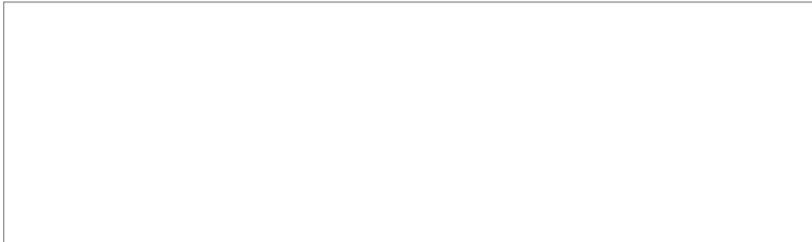
Pick a small task that you can do daily, consistently, and start doing it today to help you work towards your bigger goals little by little.

2. Desire Mapping:

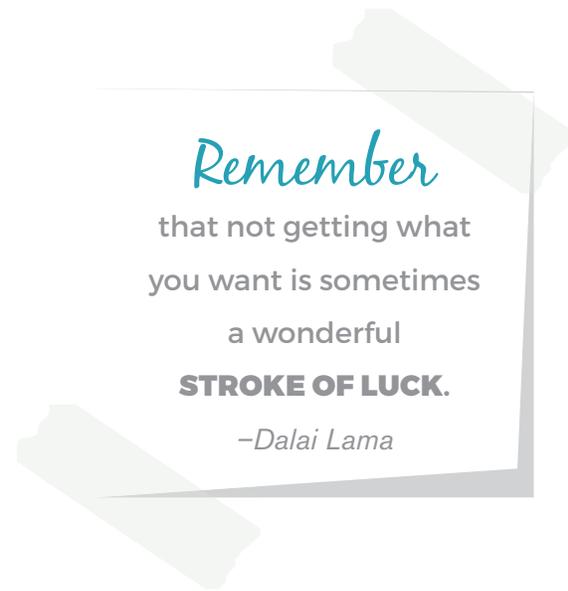
Another approach is called Desire Mapping. Unlike SMART, the concept is to focus in on core desired feelings (feeling healthier and energetic, feeling financially secure) instead of focusing on specific goals - (lose weight, make more money, land a new job.)

Author and entrepreneur, Danielle LaPorte feels that goals that are outcome based are externally focused and driven. Using the core desired feelings approach our motivations come from within. Don't chase the goal - chase a feeling she says.

Match your soul with your goals - what do you need to do to have what you want in order to feel your core desired feelings? Check out the 20 min video at bit.ly/desiregoals



Congratulations on doing some deep introspective work. It's not always easy to get to the very root of our motivations, dreams and desires. But it is essential. Only by knowing who we are now, can we create a meaningful, and achievable, future.



LOOKING AHEAD

EXERCISE 1:

DESCRIBE IN DETAIL YOUR IDEAL DAY:

WHAT IS AN IDEAL DAY LIKE FOR YOU?

The goal of The IDEAL Day Exercise is to create a clear image of the way you want to experience your life. Visualize yourself moving through your ideal day, from the moment you open your eyes to the moment you go to bed. Then, write down what you see.

Here are some questions to help you frame your day. But think beyond the questions...dig deep. They are by no means all-inclusive. The goal is to eventually make it as detailed and personal as you can.

- How long did you sleep?
- What time did you get up? How?
- Where are you in the world?
- What does your living space look like?
- What is the weather like outside, temperature?
- Who are you with? Who are you not with?
- How do you feel? What does your body feel like?
- What is your state of mind?
- What do you spend the majority of your day doing?
- How much do you "work," if at all?
- Who do you spend the day with?
- What do you eat and drink throughout the day?
- What self-care practices do you engage in? Exercise, meditation, etc.?
- What do you do as the day moves into evening? With whom?
- What time do you go to sleep? What is your bedtime ritual?

EXERCISE 2:

DESCRIBE IN DETAIL YOUR IDEAL PROFESSIONAL OPPORTUNITY OTHERWISE KNOWN AS YOUR “GIG.”

Some questions are listed below to help you get started thinking through your day. The more detail you provide the stronger the results of this exercise.

- What’s the environment like?
- Who are the people you are working with?
- What are their roles?
- What is your role?
- What is their personality like? What are their skills and how do they complement you and your skills?
- What does your day-to-day work consist of (meetings, phone calls, Skype sessions, creative work time, writing, financial planning, etc.)?
- Are you working from home or an office? Describe your setting in detail.



BUILDING YOUR BUSINESS' FOUNDATION

This is where we start to take your groundwork, and lay the foundation for your business. Are you ready?!

Starting a business is exciting and all engrossing. I literally wake up thinking about some aspect of my business almost every day. But starting a business can also be daunting. As you launch or grow, remember two things – persistence pays off and you will learn from EVERY mistake. Here are a list of questions to work through and steps to take to launch and build your business.

1. WHAT TYPE OF BUSINESS ARE YOU STARTING?

2. WHAT WILL YOU NAME IT? Picking a name is part creative, part practical, part vision-oriented and part luck. It's one of the most crucial steps in developing your new business because the name you select is part of the brand you are creating and communicating. It's the cornerstone of your brand so choose wisely. Be patient...this takes time.

Some things to consider are:

a. Exit Strategy – It's counterintuitive to think of the end as you are beginning but for the sake of creating the right brand you should. What's your potential exit strategy? Will you ever want to sell your business to someone else? If yes, then don't name it after yourself because the minute you are no longer associated with it the value will drop significantly.

b. Freestyle brainstorming – What adjectives or actions do you associate with your business? What outcomes? Put them all on a whiteboard, different words will trigger different names for your business. Survey and brainstorm with your friends and family.

Nothing
is impossible, the word
itself says,
"I'M POSSIBLE!"
–Audrey Hepburn

c. Domain & social media availability – Once you think you have a few good names selected check and see if the domain names as well as the Twitter name and Facebook page are available. Use [GoDaddy.com](https://www.godaddy.com) to see what domain names are available; if they aren't, GoDaddy suggests alternative similar suggestions.

d. Trademarked or not – If the URL is available then check if it is Trademarked already. Go the [US Patent & Trademark](https://www.uspto.gov) website, and click on “Trademarks” to search for a trademarked name.

e. Last resort – If all the above are not falling into place don't worry, move onto some of the next questions. Your name will come to you when you least expect it, so allow the creative process to take form in your mind. Always have a way to jot down any ideas when you are out running errands, in bed, exercising, spending time in nature, or wherever you happen to be. Your best ideas can come when you least expect them!

3. HOW WILL YOU DELIVER YOUR SERVICES OR PRODUCTS?

Can you work from home or do you need an outside office, storefront or warehouse? If you are offering a physical product what logistics are involved?

4. WHO IS YOUR IDEAL CUSTOMER? Take the time to define your “IDEAL customer” on the next few pages. **DO NOT SKIP THIS EXERCISE.** At the beginning you will likely work with anyone interested in buying or paying for your services. But as you grow, you will become more selective about whom you work with for several reasons. Clearly identifying your customer will also help you target your marketing. In fact, the more targeted the marketing is, the more results you will see from it.

Note: New entrepreneurs are sometimes hesitant to define their customer because they think it will limit their client base. Clearly defining your ideal customer does not prevent potential customers that do not fit your profile, but allows you to focus your marketing efforts where they will have more impact.

IDENTIFYING YOUR IDEAL CUSTOMER

DEVELOP YOUR IDEAL CUSTOMER PERSONA

Who is your ideal customer? Take the time to develop their persona by clearly defining their character and creating their story. Write down the story of your new persona because it will make your messaging more valuable and reliable. Once you have completed this exercise review the persona frequently and regularly, this will help ground your marketing and make it more impactful.

List all your potential “ideal” customer categories.

List the demographic details, traits, characteristics and attributes of each of your ideal customers.

What do they have in common?



Once you have identified the commonalities of your ideal customer develop a real-live persona for him or her (SHIM).

Name _____ Age _____

What is their occupation? _____

Are they happy or frustrated with their career? _____

Where do they spend their free time? _____

Are they married, in a relationship or single? _____

What are their hobbies? _____

Where do they live? _____

How far did they take their education? _____

If employed, have they been at their job a long time or a short time? _____

Write your ideal customers story:

What publications does SHIM read? _____

What social media does SHIM use consistently? _____

What does SHIM do when they are online? _____

What are SHIM'S interests and passions? _____

Who most often influences SHIM? _____

Think about SHIM'S typical day. Describe it in great detail. Answer questions such as what time does SHIM wake up? How does SHIM spend the day? How does SHIM spend the workday? What is SHIM'S home-life like? Get into as much detail as possible around SHIM's ideal day.

If SHIM could wish for 3 things what would they be?

1. _____

2. _____

3. _____

Do you think SHIM has any regrets in life? What might they be?

If SHIM were to become your customer what do you think are the reasons SHIM would select you or your product? _____

What might make SHIM feel vulnerable in working with you? _____

How can you alleviate any discomfort, lack of trust and build a super strong customer relationship with SHIM? List 3 actions you can take.

1. _____

2. _____

3. _____

Get to know SHIM and what makes him/her tick.

Each time you create new marketing materials or marketing tactics read your customer persona to help put you in the right frame of mind to create for SHIM. The more you are serving, creating and acting on behalf of your customer persona the stronger your messaging and materials will be. Remember to stay focused and targeted.

5. WHAT'S THE COMPETITIVE LANDSCAPE?

a. Exercise 1: Do a Google search for your industry or service. What results are on the first 3 pages of that Google search? Do another Google search with a slightly different approach to your industry or services. What are the results on the first 3 pages? Continue to do this until you start to see some common names. Those are your biggest competitors.

b. Exercise 2: List and research the companies that keep coming up in your Google search on an Excel file. Create a series of tabs to be able to compare 1.) What they are offering or selling, 2.) The price points, 3.) What credentials they have to be selling their product or service, 4.) Their differentiators, 5.) How are they selling it? Others things to note: how attractive is their website? Is their copy well written? How can you do things better or different than your competition?



6. WHAT ARE THE PRICES OF YOUR SERVICES OR PRODUCTS?

Associating the right price to your products or services is one of the hardest tasks of starting a business. Some ways to develop the right price points include:

a. What are your competitors charging for similar services and products?

b. What value will you place on your time and expertise?

c. How much money do you want to earn annually?

d. What is your cost to conduct business?

e. What are the average margins in your industry?

f. If you are providing services think through the process - will others on your team need to help you deliver the services? What will you have to pay them? How much time will it take you to work with your team if you have one? How much time will it take you to prepare for client meetings and communicate in between them?

- g. Don't forget to include tax, shipping and handling if it's relevant to your model.
- h. A helpful article about setting your price if you are a service provider.

"A writer once charged an executive \$300 for writing a letter to stockholders about a rather complex situation. "But it took you less than an hour to write the letter. Why are you charging me so much?" asked the executive.

"It did, indeed, take only about 45 minutes to write your letter," the writer replied, "but it's taken me 20 years to learn how to write an effective business letter that quickly."

Legendary automaker Henry Ford once asked electrical genius Charlie Steinmetz to build some generators for his factory. One day the generators ground to a halt, and the repairmen couldn't find the problem, so Ford called Steinmetz, who tinkered with the machines for a few hours and then threw the switch. The generators whirred to life—and soon Ford got a bill for \$10,000 from Steinmetz. Flabbergasted, the tightfisted carmaker inquired why the bill was so high.

Steinmetz's reply: "For tinkering with the generators, \$10. For knowing where to tinker, \$9,990." Ford paid the bill."

Source: Valerie Sokolosky www.valerieandcompany.com



7. **HOW WILL YOU ATTRACT POTENTIAL CLIENTS?** Will it be by word of mouth, networking, mail or email campaigns, local advertising or something else? This question will be easier to answer if you were able to take the time to define your ideal customer.

8. **HOW WILL A POTENTIAL CUSTOMER FIND YOU AND CONNECT WITH YOU?** Some methods might include your website, social media, phone, email, or in person.

9. **WHAT TOOLS DO YOU NEED TO PROFESSIONALIZE YOUR SALES PROCESS?** What will you offer to your potential customer if you are a service provider - marketing sheet, proposal, contract, scope call or questionnaire?

10. **HOW WILL YOU CONTINUE TO COMMUNICATE WITH YOUR POTENTIAL CUSTOMER?** How will you keep that conversation going? What are the elements of your ongoing sales funnel?

There is no
greatness
without a
PASSION TO BE GREAT,
whether it's the aspiration
of an athlete or an artist,
a scientist, a parent, or a
businessperson.

–Tony Robbins

- 11. SHOULD YOU CONSIDER PAYING SOMEONE ELSE TO DO A TASK THAT IS NOT YOUR CORE COMPETENCY?** Keeping your administrative workload light and your super power skills in action can increase your revenue. Consider outsourcing tasks such as accounting, billing, and anything that is not your super skill or that you enjoy. What can you outsource?

- 12. WHAT ARE YOUR BILLING TERMS AND YOUR GENERAL TERMS?** For example, what are your non-negotiables or facts of conducting business with your company? What's your return policy? If you are a service provider how will you protect yourself from getting "stiffed?"

- 13. WHAT DOES YOUR PROPOSAL LOOK LIKE, COMMUNICATE AND WHAT DOES IT INCLUDE?** Have you addressed your client's challenge/need? Does it include benefits in addition to the features of your product or service? How can you show credibility – testimonials, a short bio including work experience or past successes?

Align

who you are with what
you do and you will
become what you
NEED TO BE.

– Jonathan Fields

14. WHAT NEEDS TO BE ON YOUR CONTRACT TO SEAL THE DEAL? Have you defined the scope and your company's responsibilities clearly? Are the payment amounts and schedule included? Is there a timeframe?

15. WHAT STARTUP COLLATERAL DO YOU NEED TO LOOK PROFESSIONAL?

- a. Business card
- b. Letterhead
- c. PowerPoint or Keynote template
- d. Website
- e. Marketing brochure or one sheet
- f. Pricing sheet

16. IS YOUR LEGAL HOUSE IN ORDER? Some things to consider is your need for various contracts to legitimize your business, trademark your name or materials. [Visit SBB](#)

CREATING AND MARKETING YOUR BRAND

EXERCISE 1:

HOW DO YOU SHOW UP ONLINE?

Visit www.OnlineIDCalculator.com and take a quick quiz.
What are your results?



EXERCISE 2:

WHAT'S YOUR ELEVATOR PITCH? Try the formula below.

Step 1 - What three or four key words describe your essential qualities, quickly and clearly?

Step 2 - What is your essence factor, the core of who you are?

I know I am in my element when:

Step 3 - What is your guru factor, the knowledge that you hold and the skills that you possess?

People recognize my expertise in:

Step 4 - What is your superstar factor, the qualities that set you apart? (This factor is how you get things done or what you are known for.)

People comment on my ability to:

Step 5 - Review those components. An elevator pitch is a short, compelling description of you (or your business). Beware of jargon or empty statements.

Example: I provide innovative, leading edge solutions designed to help you with your mission-critical objectives.

Remember: Be authentic!

WHAT'S YOUR ELEVATOR PITCH? WRITE IT BELOW.

EXERCISE 3:

WRITE YOUR BRANDED BIO. How do you write your “branded bio”? It’s very difficult to write about yourself and if we’re working together...we’ll write it for you. Questions that will help you or us write your branded bio:

1. List your work highlights or achievements, using action words to begin each one. (For example, “Increased sales by 10% over the previous year.” Or “Introduced new HR initiatives that increased employee engagement, and reduced turnover.”

2. List any educational achievements.

3. List any “credibility boosters” – articles you’ve written or have been written about you, volunteer work, memberships, certifications, etc.)

4. What differentiates you from the competition?

5. What are some of your hobbies and interests?



6. Favorite books

7. Favorite or inspiring quotes.

8. Interesting story or circumstances you have overcome to get to where you are:

Desire

is the key to motivation, but it's determination and commitment to an unrelenting pursuit of your goal – **A COMMITMENT TO EXCELLENCE** – that will enable you to attain the success you seek.

–Mario Andretti

CONGRATULATIONS FOR MAKING IT THROUGH THIS WORKBOOK.

That was a lot to think about and think through.

You are well on your way to building a successful brand and business if you've gotten this far. Now it's time to add the irreplaceable ingredient of implementation and action – massive, consistent, persistent action to bring your ideas, concepts and new business forward.