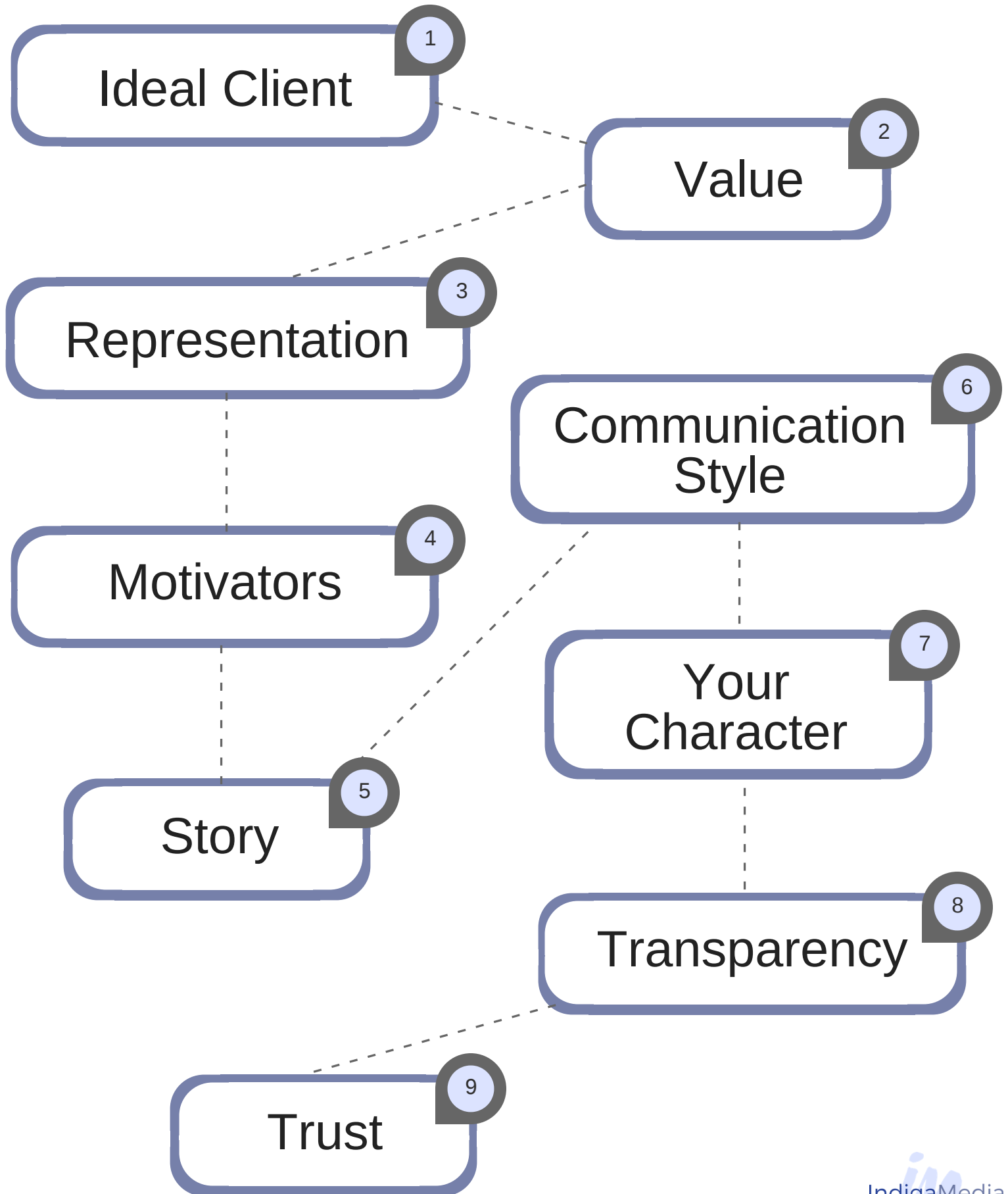


# The Personal Brand Formula



# The Personal Brand Decoder

1

## Ideal Client

Your ideal client must recognize his/herself in you.

A lot more work goes into discovering your ideal client. This is only a fraction of it, to help you communicate in a way that resonates with them. But don't assume that because you've done this, you have completely identified your ideal client.

	YOUR CLIENT	VALUES THAT ALIGN
Male/female/either		
Age range		
Education level		
Income level		
Biggest aspiration		
Where do they live? Urban, Suburban, or Rural?		
What do they really want to be like?		
What core values do your ideal clients have?		
What strong opinions do your ideal clients have?		

Now, from the above, choose 3 words that stand out most about your ideal client. (For example, are they about youthful energy, fun, and social; urban, hip, techy; conservative, professional, and intellectual... )

# The Personal Brand Decoder

## Value

2

What is your expertise - what do you consider yourself to be the authority on?

What results do you get your clients?

How do you do this in a way that is different from others in your industry? Is there something about how you work with customers to get them results, that is different from how others in your industry may do this?

How does a client feel after working with you?

Why should anyone choose to do business with you over everyone else in your market space? (It could be your experience, your credentials, your philosophy, your empathy, your directness...)

### Your Value:

From the answers above, choose 2 - 3 sentences that stand out most to you and write them below in a way that unifies them.

# The Personal Brand Decoder

3

## Representation

What do your products or services look like? If you have products are they slick and modern, or traditional? If you offer services, what do those look like in terms of being personal, professional, using the benefit of a group approach, using multimedia... etc.

How does the look of these products or services represent you, and what sort of sorts of personalities do they attract? Are you about a seamless technological experience, or a creative discovery and exploration? Are you about superior standards for a high level client, or about empowering the single mom. What are you a stickler about?

### What you represent:

From the answers above, choose 3 - 6 words or phrases that stand out most to you and write them below in a way that unifies them.


# The Personal Brand Decoder

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## Motivators

Similar to core values and core values can come from this for sure, but our focus is not so much on your messaging right now, as it is on your how you're positioning yourself. Messaging comes later. Right now, we're honing in on what makes you unique.

What is your WHY- the real reason the creation of this business/company? This is also your story -It is something that got you to where you are today, doing what you are doing to serve your clients.

What do you passionately stand for?

What do you believe - what's your philosophy - and how is that different. (Maybe you hate B.S. but are in an industry that is full of it, maybe you see how people have been teaching us something wrong about nutrition and you have an entirely new perspective and form of healing you offer your clients.)

### Your Motivators:

From the answers above, choose 3 - 6 phrases or sentences that stand out most to you and write them below in a way that unifies them.

# The Personal Brand Decoder

## Story

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This is where you let yourself be human. And quirky or with faults - clumsy or ego driven, even. Whatever it is sometimes that you may even feel shame about may be the very thing you need to let people in on.

Because it's likely that if you have this fault or feel this thing, then there are so many others who have or feel it as well. And those are the people who will hear you - and follow you - and become your clients.

List 1 - 3 things that are true about you now or about how you used to be, for which you feel or have felt any level of embarrassment or shame, but with full transparency, could really capture the respect of your audience. (Maybe you were on food stamps once or are an addictions therapist who used used to be a pack-and-a-half smoker, or a healer who is has dealt with alcoholism. What would happen if you revealed this to your audience?)

# The Personal Brand Decoder

## Communication Style

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What language are you speaking? We have a lot of experts out there who have immersed themselves in books and study and have these words in their head – Shop Talk – that they assume their audience has as well. Guess what - they usually don't.

So you either teach them, or don't use them. With that in mind, pick three words or expressions you use often - that may be unique ... So maybe you have a fun cool name for your audience, or coined a term, an original greeting, a way of saying "hello" that is different, an expression you always use.

3 Words, phrases, or messages that you use over and over again:

How do you speak to your audience? When you communicate what do you give off? (Professional, Intellectual, down-to-earth, low-key, direct, intense, raw and unfiltered, fun and energetic, spiritual?)

# The Personal Brand Decoder

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## Your Character

This is about your approach and the impact you have on your clients.

What do you want your ideal client to feel after reading your post, watching your video, or listening to you talk? How are they impacted by you? (Are they suddenly faced with a big reality check- no excuses, do they feel heard and understood, do they feel inspired, do they feel like running a marathon, do they feel nurtured...?)

Ask three people you know what they think is great and unique about you. Really, email them and when they respond, come back to this and write down the one thing each one says that stands out. (It will come in very handy later.)

**Write 1 - 3 things that people you know consider to be great and unique about you.**

What do you want people to say behind your back?

**YOUR THE MOST MEMORABLE THING ABOUT YOU.** What's the weirdest thing about you. Or the funniest, or dumbest, or smartest, or truest, or whatever. It doesn't have to do with what you offer at all. So you can claim to be the best online therapist out there, and to do EMDR, and blah, blah, blah.. But that doesn't make you different. (I have a client who is socially awkward. He uses this as an endearing factor that is now part of his brand.)

**Write 1 - 3 things that are most memorable about you, that you have heard friends, family and customers say:**



# The Personal Brand Decoder

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## Transparency

The final piece I'm sharing with you here is about transparency. And this is important. I spent years in traditional and digital PR, and that was when I learned the importance of transparency. Working for a major health care system, transparency was not exactly something high on the list of their execs and especially not their attorneys.

This is why there were scared to death to let me create a social media presence for them. I spent a full twelve months working with their leaders and legal department to make it happen. I worked with my marketer colleagues at Mayo Clinic, and brought them in to work with me on fighting for the cause of getting on social media.

Back then, in 2011, it was a bigger deal and social media wasn't the given it is now. There biggest fear was the idea of someone going online and giving them a bad name. Which is when I explained the need for transparency and how this creates trust in the community and in the end, places them in a much more favorable light.

Guess what that does---- well, it becomes part of your brand. And possibly one the most important things any business and expert can do to become a leader in their industry and gain a faithful following.

So my question to you is are you willing to be transparent or are you going to play this game where you need to show up at your perfect best every time and even pretend sometimes, that you're something you're not?

If you're not willing to be transparent, there's only so much success you'll have online. Because this is where you show up to real people - this isn't about an ad, and it isn't about an old school press release you're submitting.

# The Personal Brand Decoder

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## Trust

Final piece of this may be the toughest for some of you. Because it is so extremely intangible. It's about trusting yourself and who you are as something that is absolutely fabulous. For those who wince at this, I feel 'ya. I am even as I write going through the exact same thing. So as my coach and mastermind group empower us to do... "do it scared."

You may need to do some mindset work, yoga, meditation... whatever it is that can get you centered.

### ***Now, never ever try to be someone you're not.***

Because that will backfire. That's what this is all about and why you should go through this tool in its entirety. This is precisely about understanding how to position yourself by using your natural born personality, talents, skills, and gifts to create a brand that is so 100% natural to you, that your ideal clients fall in love with it... and ideally, so should you.

It doesn't mean you walk around with this massive ego and attitude. It does mean, though, that you show up as you are meant to be. Sometimes this requires taking that wide angle view, stepping out of your body, and seeing yourself as if you were someone else. Once we become comfortable with this – remember, I'm in it with you – then there's a shift and it becomes second nature. I know because I watch my clients go through this.

What happens is they start having fun while they are creating this amazing brand and business.

Doesn't that sound much better than fitting into someone else's brain, body, and brand and contorting yourself unnaturally?