**NOTE TO DESIGNER:**

NOTES FOR YOU ARE HIGHLIGHTED IN YELLOW IN THIS DOC.

I AM GIVING YOU ACCESS TO FILES IN MY GOOGLE DRIVE. IF, FOR SOME REASON, YOU CANNOT ACCESS THESE, LET ME KNOW.

ACCESS **THIS DOC** IN MY GOOGLE DOCS: https://docs.google.com/document/d/1kkceIOoWOxtA6OWiEq\_Ut4earDLfixfV\_mO6gxePYJg/edit?usp=sharing

DESIGNS I LIKE:

* A DESIGN I REALLY LOVE IS AN EBOOK BY ASH AMBIRGE, COCKSURE. I’D LOVE TO USE ELEMENTS OF THIS IN THIS BOOK DESIGN. https://drive.google.com/file/d/1AgGZA4a\_akrjtoIWNUT9SUyBctx2CGwa/view?usp=sharing
* I ALSO LIKE SETH GODIN’S, THE BOOTSTRAPPER’S BIBLE <https://drive.google.com/file/d/1MZQ1IfmUzjSh1Q4hZSuxZnyJj4xO1D5x/view?usp=sharing>

ACCESS TO PHOTOS ARE HERE: <https://drive.google.com/drive/folders/170Sj_gvaQEzijoDySSSyZd2TRKoH1xJu?usp=sharing>

My brand is NOT formal and corporate, but it's also not neon-pink and screaming at you. It's down to earth, hip, a bit modern but warm. It's about no BS and authenticity. The final deliverable should make the reader feel focused, smart, motivated and hopeful.

MY WEBSITE MAY GIVE MORE HELP: [WWW.INDIGAMEDIA.COM](http://www.indigamedia.com)

**The Personal Brand Formula**

**For Pharmacy Entrepreneurs**

***The quick n’ dirty guide to creating a unique personal brand that attracts your ideal clients.***

NOTE TO DESIGNER: PHOTO CAN HAVE SOMETHING LIKE THIS WRITTEN IN THE WHITE SPACE: Step it up, get noticed, and grow your client base.



I’m so glad you’re here! Before we start, a few things:

**WHAT THIS IS**

The Personal Brand Formula consists of the exact steps I take to create unique and authentic brands for my clients. It is also what will drive your entire marketing strategy.

**One mistake I see entrepreneurs make is to consider BRAND as a separate entity from MARKETING. These two essential elements of your business are deeply connected.**

Rather than giving you the elements of a brand, which is really the end product of this work – what I’m giving you here are the essential building blocks, designed to help you discover and unleash your unique brand.

This is what most people don’t tell you about because it’s the deep work that happens in the background.

**When you go through the steps to create your own brand, not only do you build a brand that attracts your ideal clients, but your marketing falls into place, and you finally learn what makes you stand way above the competition**.

Yes, it’s true. When you take the time to create your brand, your messaging and marketing strategy fall into place. And this formula is what gets you there.

**WHO THIS IS FOR**

**The Personal Brand Formula** is for you if you’re a **pharmacy entrepreneur** who is starting or already running a business or practice. You may be **moving a brick and mortar business online**; **creating a new business as a coach**, **patient advocate or navigator**; or **developing a service that will help your peers or patients**.

If you already have a business, you feel frustrated because you’re not attracting your ideal clients – the type of clients you know you’re meant to serve. And you don’t know how you’ll continue to expand your business.

If you’re in start-up, you understand that **now** is the time to nail down the right brand image and messaging so you can come out of the gate running, rather than wasting your precious time and money on tactics that don’t work.

Long story short, you’re ready to step it up, get noticed, and grow your client base.

**1 - START HERE**

Freedom, impact, and profit… one or all of these are the reasons you started, or want to start, a business...

But right now, you’re wondering how you’re going to stand out from all the online noise.

Facebook is supersaturated with experts and businesses offering very similar if not exactly the same things you do, which makes you doubt how doable and realistic this business thing really is.

Naturally, when faced with this, you rush to create a logo, a website, and a presence on social media. And this is when I start to worry.

Because that is COMPLETELY BACKWARDS!

It’s similar to a doctor prescribing medications to treat a patient’s symptoms without identifying and understanding what is causing them. The symptoms could be side effects of another medicine, the results of illness, or could stem from any number of issues.

Writing your website copy without knowing how to stand apart from others in your industry, position yourself as the expert, or the exact words and phrases that will get your ideal client’s attention is a big waste of your time and money.

When I see business owners do this, their eBook doesn’t perform as they expected, their website is dead in the water, and they can’t seem to get the right clients.

What I do for my clients, before I can even begin thinking about their marketing, is to DEFINE them… figure out who they are, what they’re about, and how to differentiate them so they’ll stand out from all the online noise.

This is the way to build a strong and authentic brand.

**2 - QUICK N’ DIRTY - WHAT BRANDING IS AND IS NOT**

NOTE TO DESIGNER - THIS SECTION CAN HAVE MORE OF A CREATIVE LOOK - SIMILAR TO AN INFOGRAPHIC BUT NOT TOO DIVIDED AND BLOCKY.  **BRANDING IS NOT**

Branding is NOT your logo, colors, and fonts. That is visual branding, and you cannot create that until you have defined your brand.

**BRANDING IS**

Branding is how you make someone feel after they’ve heard you talk, read your blog post, visited your website…

Your brand has an essence, a personality, a definitive way of communicating. Your brand tells your story, speaks to your ideal client in a language they understand and causes them to have an emotional reaction.

|  |
| --- |
| NOTE TO DESIGNER: GIVE THIS SOME SORT OF CREATIVE DESIGN TREATMENT, BUT DOES NOT NEED TO BE IN A BOX.  “Your brand is what other people say about you when you're not in the room.”  Jeff Bezos, the founder of Amazon.com |

When people know and trust your brand, they become clients. To have a credible and influential personal brand, you need to be able to articulate three things:

**WHO YOU ARE**

**WHAT YOU DO**

**HOW YOU DO IT**

Your personal brand will define how you present yourself on all your marketing platforms – on and offline. It's everything you and your team say and do. It's what you blog about, how you write, the photos you share. It's the message that comes through loud and clear every time, even when no words are uttered.

Without a brand, you fade into online oblivion.

This is your foundation and the BLUEPRINT for all you do.

**3. FOLLOW THE PERSONAL BRAND FORMULA**

NOTE TO DESIGNER: I HAVE ALSO SENT YOU A COPY OF THE PERSONAL BRAND FORMULA PDF- WHICH NEEDS TO BE REDESIGNED TO MATCH THIS PDF. THIS SECTION IS WHERE THAT FORMULA SHOULD BE PLACED. BUT, When redesigning the PBF, find a way to include the following descriptions under or next to each of the steps.

**1 - MOTIVATORS → Your WHY and the real reason you created this business.**

*This is what motivates you to serve people as you do, and the purpose behind your business. Because your personal brand must reflect your purpose and values, your mission, tagline, and messaging won’t align with you or communicate your real value. When this happens, you attract the wrong clients or none at all. When your purpose is driving your business, it flows much easier, and you are happy doing LIFE!*

**2 - VALUE → Your expertise and the results your clients get from working with you.**

*Your prospects must understand what you do and what you’re asking them to do. As time and attention span continue to decrease, people just won’t stick around long enough to research how you can help them. To succinctly communicate your value, you must know simplify who you are, what you do, and how you do it into a clear value statement. Getting this right means you also have a great bit of content already written for your website.*

**3 - Your Ideal Client → The client for whom you absolutely know you can serve at the highest level, and positively impact.**

*Your ideal clients must recognize themselves in you if you want to capture their interest. Creating avatars of your ideal client(s), helps you to create fictional people with real needs and personalities. This is an in-depth process of researching and understanding who you’re speaking to learn everything about them. Once you know their language, you can begin to speak it. And then they will listen.*

**4 - Positioning → The strategy you create to establish yourself as the expert, emphasizing ways in which you are unique to others in your industry.**

*To have a successful business that attracts the clients you love working with, you must position yourself as the go-to expert. Doing this right means knowing your value and having a simple and clear strategy to communicate who you are, what you do, and how you do it. Knowing how to position yourself guides and simplifies all of your marketing.*

**5 - Your Story** → **The relatable circumstances that brought you to create this business and run it the way you do.**

*Your story makes you human, unique, and relatable. It relays how a past situation led you to create this business. Your story might consist of one moment or a time in your life that changed everything for you. (Did you know that “About” pages are one of the most commonly visited pages on a website?)*

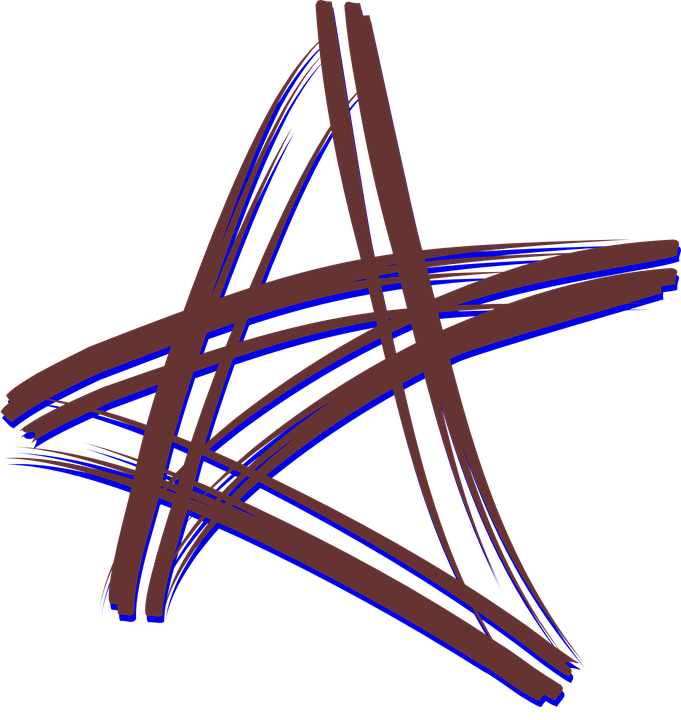
**6 - Personality → Of course you have a personality, but this is all about how you relay that, as a brand, to attract clients who are a great fit.**

*Your brand personality goes beyond just saying you’re a fun and lighthearted person. That must come through on your website, your social media, and all of your content. This is where you let yourself be human and even accentuate your quirkiness and faults. Doing this hard on your own, and often takes stepping out of yourself. Seems obvious, but most entrepreneurs I know start out by completely shutting out their personality and getting no traction as a result.*

**7 - Communication Style → The way you speak and how you engage with your audience.**

*Building a brand and producing great content to generate awareness, takes more than clear communication. You must learn and speak the language of your ideal clients for them to hear, understand, and engage with you. Many experts assume everyone understands their shop talk, but in most cases, their ideal client does not understand the industry-specific babble. When you know how to communicate, you can speak to your ideal client.*

NOTE TO DESIGNER FOR THE #8 - I threw in a star vector I found online, but not sure if this is ok. I would like this or something similar - looking like a marker, handwritten star to bring the eye to this.

**8 - Authenticity → Being human. Being real. Being transparent. **

*I believe that when you bring yourself – at your most authentic – into your businesses, you attract your ideal clients and are able to serve them AND YOURSELF to the highest degree. When you try to copy what others are doing online, you come across as phony, forced, and not believable. Being seen as who you really are can feel scary and will push you past your comfort zone. But this attracts your ideal clients, who want to work with someone real, honest, and relatable.*

**9 - Trust → People buy from and do business with people they trust, *but you must also trust in your own genius and expertise*.**

*Creating trust with your followers requires you to pay close attention to what you say, do, and offer. This is built on integrity, consistency, and authenticity. Not only do others need to trust you, but YOU must trust yourself. This means you must own your value, and believe yourself to be the expert you are. This often takes some mindset work and keeping close connections to like-minded entrepreneurs, who can boost your confidence and help you feel secure in what you’re doing.*

WHAT’S NEXT?

This is just the tip of the iceberg.

1. In the days to come, I’m going to help you to begin creating your authentic personal brand. **Be sure to check your email to make sure you’re getting emails from** [**michelle@indigamedia.com**](mailto:michelle@indigamedia.com) **and** [**info@indigamedia.com**](mailto:info@indigamedia.com)**.**
2. Meanwhile, test yourself to see how much of the Personal Brand Formula you already have under your belt. Pull out a notebook and start expanding on each of the elements here. And remember, this requires patience, practice, and being open to new perspectives.
3. Email me with any burning questions you have at [info@indigamedia.com](mailto:info@indigamedia.com). I’ll reply directly to you, and we can chat about it.

**ABOUT ME**



**I’m Michelle Rabell**, Founder, and CEO of [**IndigaMedia**](http://www.indigamedia.com/) and **Marketing for the People**.

**As a marketing strategist and coach**, I help conscious startup and small biz owners to create a unique and compelling brand and stand-out content to grow their business online... so they can be proud of the positive impact they are able to make in the world.

**I believe** that you can reach your goals, get people talking about your message, and have a unique brand that magnetically attracts the right clients… You just need the strategy and tools to make your vision come to life.

**I've worn several hats** in my marketing career, from copywriter to PR pro to director and co-creator of big visions. You name it – I've probably done it.

**When I walked away from my job** as a marketing director to start my own business, I never looked back. It was one of the most frightening, yet most empowering things I have ever done.

**The real reason I created my business** was to do what I love and work with people in whom I believe.

**Connect with me:**

Facebook: [www.facebook.com/indigamedia](http://www.facebook.com/indigamedia)

Instagram: [www.instagram.com/indigamedia](http://www.instagram.com/indigamedia)

Email: [michelle@indigamedia.com](mailto:michelle@indigamedia.com)