

Branding Yourself
In this Social, Mobile, Global World
Monday Call, March 7, 2016

- TNL – March 8th at 7:30 Pm CT at Mannatech Corporate Offices or www.mannatechlive.com - Speaker Merri-jo Hillaker
- Mannafest April 6-10 Dallas Texas... Plan to be there - <http://mannafest.com>
- Check out the Mannatech Roadshow this week... check on events.mannatech.com Dr. Nugent will also be in Phoenix on March 11th at Hilton Garden Inn Phoenix Airport, 3422 E Elwood St., Phoenix, AZ

1. What are the Statistics?

- a. Online sales in the US expected to reach \$523 billion in next five years
Forrester Research
- b. “US Cross Channel Retail Forecast 2015-2020” predicts online sales will grow an average annual rate of 9.32% over the next 5 years
- c. Forrester projects an additional 26 million shoppers will be browsing and buying from retail sites by the end of this decade. Shopping on phone will be source of major growth.
244 million consumers browsed or bought online in 2015.
- d. Mobile devices influenced more than \$1 trillion in total purchases in 2015.

2. Developing a Personal Brand: similar to product branding

- a. Overall goal: to differentiate yourself so you can attract a following
- b. Process is to define your brand and brand attributes
- c. Positioning your brand in different ways than your competition
- d. Managing all aspects of your personal brand

3. 6 Step Process

- a. Clearly define your goals and objectives. Attract followers and eventually lead them to Mannatech?? Who is your target market?
- b. Conduct research. What can you learn from others? Who are your competitors and what are they doing to brand themselves?
- c. Determine your brand attributes
What adjectives do you want people to associate with you? and why?
In what niche market do you want to become known?
- d. Assess your current state: How do people currently perceive you? What is the biggest gap between current you and the person you want others to perceive you to be? What needs to change and why?
- e. Create your game plan. It should include more than just social media. Defining yourself is not just intangible but also tangible: attire, hair, hobbies, behavior, verbal and non-verbal communication.
What specific social media aspects will you use to convey you? Twitter,

LinkedIn, Facebook, blogs. Purchase your full name as a domain name. Then you add your picture and your links to your chosen media platforms so people can communicate with you in their choice of mediums.

How you will use each one of those...

f. Manage your brand. Protect it by proactively managing it. Always reinforce your market niche. Don't create a mismatched brand by conveying different or competing attributes in various social media outlets.

Remember the 3 C's of branding: Clarity, consistency, constancy.

4. How do I GET STARTED on my Identity?

a. What is your unique value? Your unique message.

Understand you are the BRAND. Must get a clear, target.

Clearly define your value, your purpose, your message.

b. **“Start With Why”**...great book to read by Simon Sinek

People don't follow you for your “what” rather your “why”

“The goal is not to do business with everyone who needs what you have, but to do business with those who believe what you believe.”

c. 9 Good Questions to pontificate on...head to the lake and spend hours thinking.

(1) What causes or people are you drawn to?

(2) What topics are you most passionate about?

(3) How could your interests serve others?

(4) What is something you do naturally well and others come to you for advice/help with?

(5) What is one thing you could do every day, even if you didn't get paid?

(6) What are some unique characteristics you possess?

(7) What are your strengths? Abilities?

(8) How do you enjoy using/expressing these strengths/abilities?

(9) How could you use your abilities to serve others around a topic that is of great interest to you?

5. Next step: who is your target market?

a. Can not be anyone and everyone; if you could work with one person, who would this person be?

b. Pick an age group for your Social on line presence

c. Pick products:

In other words can not have all the Mannatech products...athletes, skin care, wellness, weight loss...Yikes!

d. Understand the PAIN...what is the PAIN in this group of people

What are their top 3 issues?

What is their “top of mind issue?”

e. How will your message/brand serve this group?