

Harness Your Brand

Monday Call, October 26, 2009

- Chicago: Make the commitment now!
- Live Life to the Fullest Prospecting Webinar every Monday at 8 PM CST - <https://www2.gotomeeting.com/register/490712259> or go to www.mannatrain.net and click on the link on home page.

Based on article by Dave Saunders

1. Understand who you are

a. What are your core values

Examine the value list attached as a starter

Choose the top five that best describe you.

b. Examine how you are showing up in life

Do these values come out in your everyday life?

Do you have work to do?

c. Another reason this is important:

You are the attractor fact

Until you shift, you will attract people like you

SO, who needs to change first?

d. So paint your canvass; create your brand

2. Be Authentic

a. Authenticity creates transparency between you and others

b. Helps you develop authority which keeps the audience coming back

Do not hide your marketing and try to sneak up on a person

The voice sounds flat and formal without any heart.

c. Your “backstory” helps you build relationships because it shows people you are a real person.

Who are you? What led you to your interest in health? Why are you sharing with others? Your motives other than money.

As you build this in your communication, your position of authority will increase with your audience.

Ex: Rather than just unload the story of wellness on your customer, sounding cold and calculating, share your heart on what it has meant to you personally without tying in disease.

“This connection is essential to your brand.”

3. Be Relevant

a. Being relevant is showing your customer, audience that you are interested in them.

You understand them and from that point may be able to help them.

Think of yourself as a coach and put yourself in your “players” shoes. Take time to think of what others are going through. Be sensitive to them.

b. People are becoming more and more immune to traditional marketing so avoid bravado. Instead, enter their world and make a connection.

c. Match the feelings of your audience: if they are disappointed, commiserate. If they are celebrating, rejoice. Once you have jumped in their circle, then lead them to the topic you want to discuss with them.

If you are not sure what your audience needs, find ways to ask.

4. Be Consistent

a. Poor self-awareness can lead to impulsive reactions which results in inconsistency in your brand. Inconsistency in your brand equals no brand.

b. Every action: a blog, an email, a phone message, a presentation, can take you off course. So as you undertake communication, check back on your values...is there consistency in what you are about to do with those core values? Take notice and readjust as needed.

c. Why is consistency so important?

d. When you mess up, correct it immediately and move on. Don't wait for others to recognize it.

5. Once you Have Your Brand, use it!

Online, you have numerous ways:

Answering questions on Answers.Yahoo.com or linkedin.com;

Writing Blog posts

Creating videos on YouTube with an easy to use Flip Video camera

Interviewing other experts in your field and creating your own podcast or live show on blogtalkradio.com.

“The world is waiting to meet you. Take a step today.”

List of Values

- Abundance
- Acceptance
- Accuracy
- Action
- Adaptability
- Adventure
- Ambition
- Authenticity
- Balance
- Beauty
- Boldness
- Compassion
- Competence
- Confidence
- Conscientious
- Contribution
- Courage
- Creative
- Dependability
- Determination
- Diligence
- Effectiveness
- Energy
- Enterprise
- Enthusiasm
- Excellence
- Flexibility
- Focus
- Forgiveness
- Freedom
- Fulfillment
- Generosity
- Gentleness
- Happiness
- Health
- Honesty
- Hope
- Humility
- Humor
- Imagination
- Independence
- Integrity
- Intelligence
- Joyfulness
- Leadership
- Love
- Loyalty
- Maturity
- Optimism
- Patience
- Peace
- Perseverance
- Persistence
- Prosperity
- Respect
- Self-Control
- Sensitivity
- Teamwork
- Tolerance
- Vigor
- Wit
- Zeal