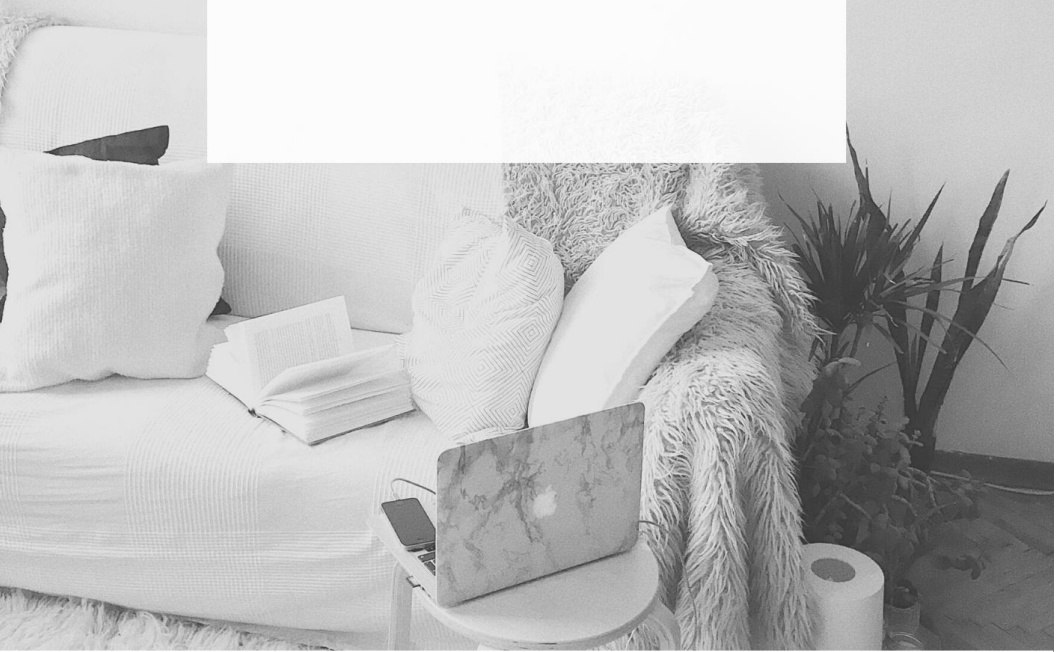


MICHELE DAVIS

PHENOMENAL BOSS PERSONAL BRAND EBOOK



**A Step-By-Step Beginner's Guide For Female Entrepreneurs
To Launch A Phenomenal Personal Brand For Business**

<https://marketinggemsolutions.com>



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Now Is the Time to Build Your Brand

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You know what a brand is. McDonald's, Apple, Lexus, MAC, and Rolex are all brands.

But do you know what a personal brand is? And, even more importantly, do you know how to build one?

If you answered, "No," to either of those questions, then this beginner's guide is for you.

Now, more than ever, you need a personal brand. If you want to stand out from the competition, attract new clients, and build a thriving business. With so much competition online and offline, it is extremely hard to get noticed. Most entrepreneurs start out selling, without realizing they must craft a personal brand to capture the attention of potential buyers.

If you're an entrepreneur, it's critical to devote at least some time each week to strengthening your brand. As you'll understand later, your personal brand is one of your biggest assets.

Your personal brand can take your business to places you never thought possible.

But you have to know how to build one.



Unfortunately, most business owners don't know how to build a personal brand. They either struggle with being the face of their company or they feel fuzzy on exactly what steps to take and what's involved in creating a brand around themselves.

That's why this eBook is so important.

I'm going to give you a blueprint that will walk you through the basics of building a personal brand such as:

- What is a personal brand and how do you build one
- How to develop your personal brand identity
- How to showcase your personal brand to reach people that are interested in your products and services

So are you ready?

Let's dive in.

Michele Davis



DON'T FORGET TO WATCH THE FREE PHENOMENAL BOSS MASTERCLASS

How To Create A Phenomenal Brand.

<https://marketinggemsolutions.com/phenomenal-boss-class>





Chapter 1:

What Is A Personal Brand?



First let's ensure we're all on the same page in terms of what a personal brand actually is.

A personal brand is much more than a logo or a color palette. A personal brand also goes far beyond having a nice-looking business card. A personal brand is not just about having a website with your name on it, although that's certainly part of it.

A personal brand is about who you are, what you represent, and what you do.

Your personal brand is how you present yourself, both online and offline, to the world.

Your personal brand is the image you put forth. It's what you stand for. Your values. What you're all about. The core of who you are as a person. Your personal brand is your secret sauce – the thing that sets you apart from everyone else. It's what makes you unique.



Your personal brand includes your:

- Visual Characteristics
- Values
- Unique Skills
- Experiences
- Stories
- Personality
- Image

And each of these features must be presented in an authentic, honest way to your audience.

Your personal brand centers around you as an individual. It's about what you bring to the table and the value that you offer. It involves the specific ways that you solve people's deepest pain points and biggest frustrations.

You may be tempted to think that only big companies are brands, but that's not true. Thanks to the internet and the power of social media, we all have the tools to build powerful personal brands for our business.

When you think about it, we all have a personal brand. In fact, you might say that every **person** is a brand considering your brand will develop with or without you.



People can say anything about you or your business and ruin your reputation instantly. So building a personal brand is a necessity to protect how you are perceived online and offline.

So because you already have a brand, your role is to actively take control of intentionally shaping your brand.

As Influencer Marketing Hub puts it:

You can either ignore your personal brand and let it develop organically, possibly chaotically, beyond your control, or you can help massage your personal brand to depict you as the person you want to be.

In other words, you're going to have a personal brand, whether you want to or not. Everything you share online, every review you receive, every email you send to your audience, every blog post you write, every live event you host - is all part of your brand.

Your content shapes the way people think about you and the image you put forth.

The question is whether you want your brand to develop on its own, with no guidance from you, or whether you want to actively control the process.

Obviously it is always better when you're in control of the process of building your personal brand.



So how do you actively build a personal brand? How do you get in control of the process? How do you ensure that your brand is helping to build your business?

That's what the rest of this eBook is about.





Chapter 2: Why Build a Personal Brand?



At this point, you know that you don't need to be a big company to build a personal brand. Here's the reality, every entrepreneur, coach, consultant, author, freelancer, etc. should be building their own brand. You also know, you have to actively shape your personal brand, otherwise someone will shape it for you.

So let's talk about some of the benefits of building a personal brand.





Personal Branding Allows You To Stand Out From The Competition



There are a lot of business owners selling the same thing you are online and offline. If you are going to have a chance to get leads on social media or have people visit your website, you have to stand out from the competition.

Your brand, values, expertise, and story all set you apart from your competitors.

Your competitors can't bring what you bring to the table.

They simply don't have what you have to offer. You're unique. Only you are you.

You have unique:

- Experiences
- Strengths
- Beliefs
- Perspectives
- Skills
- Insights

...that set you apart from everyone else. By showcasing these qualities about yourself, you have an opportunity to highlight your strengths to your target audience.



And as you exhibit all of these strengths, you distinguish yourself from all your competitors.

Think about Rolex and how they've set themselves apart from the competition. Because they've focused on being exclusively a luxury watch brand, they have set themselves apart from other watch companies, like Timex.

Rolex is the brand for those who want a luxury watch, while Timex is the brand for those who want a sturdy, relatively inexpensive watch.

By working relentlessly to build their brand, Rolex has distinguished themselves from every other watch company.

The more you work to build your personal brand, the greater edge you'll have over your competition. You'll stand out amidst the crowd.





Personal Branding Allows You to Charge a Premium Price



When you craft a strong personal brand, you can charge a higher price for your products and services because they're exclusive to you. One way to demonstrate the value of your brand is to create unique offers. This way your potential clients can view your offer as more valuable than someone that is selling a single item. Your services have to be viewed as something they can't purchase anywhere else.

The stronger your brand, the more people want your services. The more people want your services, the higher the price you can charge.

This is exactly why Nike is able to charge so much for their sneakers. They've spent years building their brand into a powerhouse. Nike sneakers have become a status symbol, and wearing Nikes says something about who you are.

This allows Nike to charge exorbitant amounts of money for their sneakers. The Nike brand automatically equals higher prices for sneakers.

You can take a page from Nike's book. By working hard to build your personal brand and showing how much value you bring to the table, you too can charge a premium price for your products and services.



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