

Beginners course on:

**Building your Brand, Starting your
Empire, making Money selling your Services**

STEP BY STEP GUIDE

TO PERSONAL BRANDING

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1

DEFINING MOMENTS: BE YOU

THOUGHTS

“You are what you think”

“If you think you will succeed, you will. If you think you will fail, you will”

Internal Thoughts are powerful - Start with introspective thinking!
It's important to define who you are. To really sit down and to get to know yourself and write down what your skills, strengths and passions are.
Imagination is a great tool for you to really broaden your minds borders.

ACTION 1: Read these action quotes aloud to help you get started:

“Just Do It” - NIKE

“I'm not afraid of failure, because a baby can walk through falling...”

“I might not know how to get there, but I sure am going to do something about it...”

“Nobody cares, just work hard”

“I am a success for taking action, no matter how many times I fall down, I will get up achieve my goals and dreams.”

“I win at everything that I do.”

“My Brand, is a reflection of my values and my life.”

“I am not ordinary, I am on this earth for a purpose and I will make my life count.”

Feels good doesn't it?

Yea it does... it's your mind in action!

I want you to notice something... You are reprogramming your mind for success. Whenever you feel down, remember this lesson, you are in control, so take action, or stay as you are.

Small Win: Write down positive quotes and read them out loud every morning. Stick it up somewhere and reprogram your mind.



2

CURRENT SITUATION

WHERE YOU ARE VERSUS WHERE YOU WANT TO BE.

OK lets work on YOU!

Tell me, who are you?

What makes YOU different?

Or are you the same as everyone else?

Of course not, you are UNIQUE! Let's get that down on paper.

So many people don't have CLEAR-CUT goals, that's why they are just drifters.

ACTION 2: Figure out who you are

1. Write down your values and beliefs.
2. Prioritize them.
3. Identify your Passions.
4. Identify your ideal traits.
5. Find out from others who they think you are.

Small Win: Write it down and stick it up somewhere.

ACTION 3: Write down (as many as possible) thoughts on WHO you are, and WHAT makes you DIFFERENT?

ACTION 4: Write down what you think PEOPLE RIGHT NOW think about you?

ACTION 5: Write down what you WANT people IN THE FUTURE to think about you?

NB: If you haven't taken these action steps, do them now. Don't be one of the 85% that just doesn't take action. If you want your life to be different, to change, You are going to have to step up to the challenge and complete these action steps. So JUST DO IT. Take ACTION and see the results.



3

ROLE MODELS: SHADOW A WINNER

THINK OF OTHERS TO EMULATE.

It can help to look up to people as inspiration and to follow in their footsteps, but in the end you need to be yourself and stand out on your own.

- Who do you want to be like? List them.
- Take a deeper look into their lives.
- Rank the people with careers similar to your aspirations.
- Learn the steps they took.
- Make adjustments to improve on their paths.
- Where do you want to go?

If you don't have Role models that's fine, the point is to look at the end goal, at that person of success and imagine how it will be, how it will feel, to be there!

Remember you are the sum total of the 5 closest people you surround yourself with.

It is said that if you take the average income of the 5 people closest to you, that is about what you are earning.

Grab your pen, get a book and write down:

ACTION 6: Who are your role models, or what does that success look like for you?

ACTION 7: Write down what YOU think you need to do to get there?



4

CHANGE IS POSSIBLE

WHAT DO YOU DO? SKILLS, TALENTS. WHAT MAKES YOU DIFFERENT?

The thing about life is that where you are now, the financial situation, the emotional situation and the way you THINK, can all change. Think about it... did Donald Trump become who he is by chance? Did Michael Jackson just start to dance and perform like that? The answer is no.

Small Win: Write it down and stick it up somewhere.

ACTION 8: Write down the skills and talents you have right now.



5

DRESS THE PART

Presentation is key.

Think about a present, gift. Do you just give the gift like that, or do you wrap the gift in beautiful wrapping paper, with a bow tie?

The same applies to your brand, your products, and even your body.

Stop hurting your brand by wearing things that hurt your brand.

How does it feel when you wear something nice?

Wearing quality clothes that make you stand out also does something to your mind and the way you feel.

If you don't believe me, go try on that suit, or beautiful dress and watch how you change on the spot.

If you want to be successful start by changing your mind, go out and dress like a success.

It is believed that an expensive suit can give you superpowers.

But don't go spending all your money on a suit, start by putting away 10% of your income on your wardrobe and grooming, because that money will multiply itself in more than one way over time in those sales.

Key points:

- Remember to smile and be positive, it attracts people.
- Invest in your appearance. Rather than going to the mall and buying many cheap items of clothing, go and buy 1 quality item. Look after your hair, look neat, and stand out.

Dress "half up" When you go out, don't over dress, but under dressing will also hurt your brand image. So dress half up: someone that dresses half up usually gets recognized as someone more in charge or more of an advisory level.



6 FIGHT LIKE A WARRIOR: THINK LONG TERM SUCCESS

If you don't fight for yourself, no-one will.

You need a life that supports you in the long run. If you just focus on right now, and forget about the future, you might hurt yourself or those closest to you.

Remember this is a journey, a life long journey and not a sprint.

You must look after your health and eat well. Eat food that builds you up.

You must take action and make it a habit.

The Journal of Labor Research shows that employees that exercise make 9% more than those that don't, isn't that a good investment!

What is the point if you become a success on one level but all your other levels are so low you can't even see them. If that pillar becomes weak, you might fall and crash back down on the others as well.

Let me give you an example. If you just focus on selling and building your business and you fight like a warrior to make a success in your wealth, but you forget to train your body and exercise, you can start losing your energy, and that harms your wealth.

Be focused on all areas of your life.

- Eat healthy.
- Train your body.
- Stay hydrated.
- Train your mind.
- Be a success in relationships and with people.
- Be a success in your business and wealth.
- Get enough sleep.
- Get positive, lose the negative.

It is time, right now, to change you. Say after me.

Right now, I am focused. I am ready to change my life.



To be a success in all areas of my life.

Now get a piece of paper and write down what's for supper, what are you going to do for physical fitness, what are you going to do in each level of your life, to be a complete success in all areas.

S.M.A.R.T GOALS

DOCUMENTING AND MEASURING PROGRESS

S.M.A.R.T. stands for: specific, measurable, achievable, results-focused, and time bound.

You need to ensure you are specific about what you are wanting to achieve.

Small Win: Write down your goals and stick them up somewhere.

***ACTION 9: Write out the specifics relating to your goal.
(What are you hoping to accomplish and how will you do this?)***

ACTION 10: Write down measurable. How will you know when the goal has been reached?

ACTION 11: Write down why you believe it is possible to achieve your goal. (Knowledge, skills etc.)

ACTION 12: Write down the results you are wanting to come out of the completion of this goal.

ACTION 13: Write down a timeline and deadlines to hold yourself accountable

(make these realistic but not too easy – you need a sense of urgency).



8

BASIC MARKETING

WHERE ARE THE PEOPLE?

Let's make this extremely simple.

Marketing is a meeting between two people that make a transaction and exchangement.

Define who your Target Market is by answering these questions:
Who is going to pay you for your services/products?

ACTION 9: Write down Your Marketing Strategy.

How are you going to get your services/ products in front of people?
If you are starting out and don't even have 1 customer, then you need to focus on going straight to your Target market.

The first thing you will need to do is Research Who Exactly your target Market is. Who will PAY you for your services / product.

If there is no one that will pay you, then you need to change your service or product.

Find out as much information as you can about these types of people and start gathering the information and looking for patterns. Look for things like "my target market likes investing in themselves, they are always on the lookout for Quality information that will make them better at what they do."

Once you have identified these people, your target Market, think of creative ideas on how you can get in front of them. You have a service/product that can help them, now is the time to get it in front of them and make money and help to meet their need with your value.

There is an important point we want to make here, for people starting out.

Get your business in front of your customers as quickly as possible, the more time you spend on other things is time you're wasting. For example: rather than posting a photo about a quote, post something about your product/service, or rather than creating a twitter account for your business, go out and get customers that you have identified and are in your target market, and get your product and service in front of them as soon as you can.



9 YOUR BRAND

BRANDING 123 GO!

1. Logo (Simple. clean. fresh. and Unique)
Remember if you're starting out, don't fuss over this area, you will change it.

The important thing is to sell your services or products. You need to have a brand/name and then go out and do the marketing of your services.

2. Social Media (1 - 2 Max for beginning)
 - A. Facebook
 - B. Instagram
 - C. Twitter
 - D. Others

Tools to use to create a professional Brand Image:

1. Photography.
2. Software.
3. Business cards.
4. Emails + Email signatures.



10 ONLINE

GET ONLINE AND START SELLING YOUR SERVICES.

Create value. Understand people's pain problems and communicate your solution to helping them overcome these problems.

Using Platforms such as:

- Website
- Facebook
- Social Media

When using social media you need to ask yourself:

- How do you want to be seen?
- How do you want people to perceive you and communicate to you?
- What do you have to offer to others?

Trends in Social Media:

1. **Social Media investment is becoming a necessity, not a luxury**
(for people starting out, focus on getting 3 paying customers first)
2. Social Media on-going content is vital
3. Be everywhere your customers are
4. Storytelling is key
5. Be mobile friendly
6. Response engagement is important

Make sure you always stay positive,
do not make the mistake of getting tangled up in online drama,
venting online is a no no. It's not the place to pick a fight,
rather it is your place to put yourself out there in a positive light.



11

OFFLINE

GET OFFLINE AND START NETWORKING!

Why get out? Why make the effort?

Surely online communication and interaction is just as good...?

The truth is, it's not. Face to face encounters with others allows you to build a bond of trust with them.

Think about it.

Why do we make use of emoticons?

We are trying to communicate online in a way that we are only truly able to do offline.

Connecting with people on this level will show them you have nothing to hide.

That you are confident and that they can trust you.

So do it!...

- Go to functions
- Go to events
- Get outside
- Meet new people
- Grab Business cards
- Take Photos of yourself with other people.
- Upload your "networking images" ONLINE



12 BUILDING YOUR BRAND WITH CONTENT

BUILDING YOUR BRAND WITH CONTENT CONTENT CONTENT CONTENT.

Every single piece of content you share should support your brand image. Make sure your content has value and is relevant. Focus on producing and sharing engaging content that addresses the needs and interest of your target market.

1. Share Photos and Videos

Use images and videos to generate awareness and capture attention.

2. Write Stories and Blog

Use story writing and blogging to connect with people in a real authentic way. This forms trust and people will choose to work with people they trust.

3. Show your talents/ skills/ works

Use the methods mentioned above to really show off your talents/ skills and works. Put yourself out there and let them know what you have to offer.



13 CONTACT

KEEP'EM ROLLING IN!

Have links to how people can get hold of you.

Always keep investing in your brand to help make it stand out and look PROFESSIONAL.
Reinvest in your BRAND.

FeedBack

We would love your feedback on this ebook if you have any suggestions
please email them to Hello@brandmefamous.com

Kindest regards

Brand Me Famous Team

The *Academy*
BRANDME
FAMOUS
helping you build your brand