

Excerpt from "QUICK-START SECRETS TO A NEW COMPELLING PERSONAL BRAND"

Social Media has transformed the way we live and work in more ways than we can imagine. The rules of marketing have changed so dramatically that most business owners have come to realize they are required to learn a whole new set of rules, strategies and systems in order to thrive in our ever-evolving economic climate; those who embrace the change will be poised for success.



This dramatic change in today's economy requires us to raise our marketing savviness while matching the needs of the NEW sophisticated consumer. The marketing systems and strategies I coach will develop you into a savvy business marketer that speaks to this sophisticated consumer using social media and online marketing.

It is here where the term "*Social Reward Economy*" begins. We are rewarded personally, emotionally, financially, and spiritually via sharing our lives with others on the platforms of Facebook, Twitter, LinkedIn and YouTube - the four main channels of social media.

In the following pages, my intention is to help shift your mindset in how the power of a personal brand will change the entire foundation of your business and how you experience Social Media (mainly Facebook). I find when you can strategically use Facebook in a streamlined, systematic, time-saving manner while implementing your authentic, transparent brand - all the other media channels will make sense and do well for you.

I so enjoy seeing the "light" go on in my client's eyes (and hearts) when they get to the point of realizing how transforming it is to show up in the SPOTLIGHT with confidence, savvy and ease while they navigate their personal brand on the pages or Facebook, Twitter, LinkedIn and YouTube.

The technology and tools of Social Media are used more wisely and more effectively when your authentic voice and image speaks clearly to your correct audience who totally get you and come to KNOW, LIKE AND TRUST you. People take action when they are in that place. ☺

With that, I give you an excerpt from my 34-page "*Step into the Spotlight*

*with Confidence, Savvy, & Influence: **QUICK-START SECRETS TO A NEW COMPELLING PERSONAL BRAND, NOW!** - How to INNOVATE your marketing to THRIVE in our SOCIAL REWARD economy”* where by using Facebook’s newest custom and smart lists to effectively communicate with the right audience, you are can confidently market with excellent results.

The Secret to Prosperity

If you want 1 year of prosperity, grow grain.
If you want 10 years of prosperity, grow trees.
If you want 100 years of prosperity, grow people.

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Engagement is the name of the game as you build social currency.

I am focusing on Facebook specifically here: we are building relationships on this virtual platform on your personal page *first* - then it's the fan page to promote the business life, promos, programs, merchandise, packages, articles, websites, photos, videos. They work in tandem with each other, (they are not separate), but first and foremost it's human connection by delivering authentic, transparent content.

I hear this all the time (no fault of your own) *"I want to keep my personal page separate for family and friends and use only the fan page for my business."* This is the OLD MINDSET and strategy of OLD marketing: never mix business with personal.

This will keep you frustrated and at a slow growth (if any at all) and will not progress you forward into today's powerful marketing channels.

This is where Social Media has changed the ENTIRE game of marketing. We live in a SOCIAL REWARD economy where sharing our personal brand is of the utmost important because we now have these social networks to connect like never before!

Your personal brand on your personal page is MORE important than your fan page! I know. It's probably the first time you read that.

"Thinking of yourself as a brand is no longer an option; it's a necessity."

Gary Vaynerchuk, NY Times Bestselling author, CRUSH IT, wine expert and webTV host.

Why? People want to connect with people and not be sold every day! It's no different than offline when you meet people. You never SELL them first. You build the relationship first, right?

No different on Social Media. Deliver YOU and build relationships and you will see business coming your way!

The first task you must have in place before any results can happen is to make your content "marketable" - YOU as YOUR BRAND; that authentic, transparent *fabulous brand!*

One last point about your brand; have you heard of the wine expert Gary Vaynerchuk? You can find him on Facebook. He's a hoot! Gary made a name for himself and became the "Social Media Boy Wonder" because he catapulted his family's retail wine shop into multiple millions by bringing it online and using Social Media to build it with a personal brand. Highly recommend his book, *CRUSH IT!* He covers also the importance of being a brand today to make it as an entrepreneur in our social reward economy and gives plenty of technology suggestions and inspiration.

Engagement Topics That Work!

Your Personal Branding At-a-Glance Checklist: For Conversational Facebook Topics That Inspire Engagement & Interest

Personal branding in business today is not a luxury; it's a necessity if you are to hedge the competition and stand out among the sea of entrepreneurs who are marketing without a personal brand.

As savvy business owners today, we are actually delivering a brand; not marketing a business. Why? Your personality and everyday thoughts, feelings, and events create your brand in order to build the *know, life and trust factor* while using social media.

"People don't care how much you know until they know how much you care." -Anonymous

I am referring again to your personal page at Facebook, Twitter and LinkedIn. Your personal page is *paramount* in effective personal branding and marketing. As I mentioned earlier, please do not leave this out of the equation because you may think you are not supposed to "mix business with personal." Quite the contrary. The fan page is 100% business; but it's your personal brand that captures the emotional resonance of your relationships online.

When we move our offline life to an online presence (virtual world) we aspire to be as authentic and transparent as possible in order to build relationships that eventually convert to clients.

I am encouraging you to *raise your standards* in how you market so that you are in alignment with the way our NEW economy is requiring us to be and do. In other words, "social reward economy" first and foremost.

The name of the game with social media is *engagement*. *We aspire to talk "with" our communities not talk "at" them as we post and inspire interaction.*

My clients consistently ask what's the most simple way to begin to raise my standards and how do I inspire engagement? I start with "content is king/queen" and even more so - compelling content is best! (Topics that Inspire - in the eBook!)

Here's what you must do first. Define the compelling YOU.

Ok, now I know you may be saying, "Does my life really need to be told? Are the every day personal and business struggles, successes, and challenges really make a difference for others?"

Yes. More than you'll ever know. Trust me, read on.

Here's an example of the how a client's fairy tale love story that she never saw as part of her husband's brand was the in-road to relating to his market. He is a Master Healer and Coach with extraordinary credentials and experience. He was launching his own business after being under contract with a seminar company for years. He had an established market where his 80/20 rule (more on this in the next section) was upscale women single and married. Their healing needs had to do with relationships. What woman does not have a dream to be married to a man who adores her still after 14 years of marriage and make his family number one in his life?

In the personal branding session using the same questions I am about to ask you, we found his biggest passion and joy was his "honey." What I found out was their love story was divine intervention that continues to be a beautiful journey. Here's his persona and profile: Tall, handsome, compassionate, kind, loving, masculine, affectionate, sexy, strong...well you get he is a woman's ultimate dream man who balances his masculine and feminine energies well and it shows up in all his trainings.



Now, what do you think worked well on his Facebook profile wall postings after I coached them with compelling content that attracts interaction, engagement and speaks to who he is authentically while relating to his women market who is in his friend community?

Anything related to the “love of his life” and family. Here’s the feedback the following week from that client,

"Hi Marla! Just wanted to send you some well-deserved appreciation. Tim has implemented the untapped focus you uncovered for us, and gotten the highest interaction EVER on his Facebook page. Thanks for all your help..."

So let's get started with you!

For more details how to get started on creating a compelling personal brand and use it strategically, please go to <http://bit.ly/quickstart-secrets>