

STAND OUT!



A NETWORK MARKETER'S GUIDE TO CREATING
YOUR PERSONAL BRAND

Networking Artistry

A NETWORK MARKETER'S GUIDE TO CREATING YOUR **PERSONAL BRAND**

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STAND OUT!

PERSONAL BRAND IDENTITY

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PERSONAL BRAND IDENTITY

With the internet and the widespread adoption of social media marketing, many network marketers and home based business owners have been going online to find new prospects to promote their product or opportunity.

Unfortunately, many of these new people jumping on the personal branding bandwagon do so without fully understanding the scope of the strategy. And even worse, most are doing it WRONG.

Brand You, not your Network Marketing Company.

What many beginners do, and actually a lot of veterans too, is they go online and “vomit” their company and products all over their social media pages and blogs.

“My debt free company this”, “my patent pending weight loss pill that”, “my miraculous super juice this” and so on.

That might work short term because friends and family seeing your posts are “liking” it just to show support. Eventually they will get sick and tired of it and you will begin repelling them instead of attracting them. Why? Because people love to buy but they don’t like being sold to.

It’s important that you understand this. So I’ll say it again and this time in bold for effect.

“People love to buy but they don’t like being sold to.”



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YOU ALREADY HAVE A BRAND.

Think of it this way. How would you feel if a salesperson knocked on your door trying to sell you the same product, over and over again, day after day? That's essentially what happens when someone constantly plasters their social media with their opportunity and products.

Not only will people get sick of it, but that will become the reputation and perception of your brand.

"How could that be, I don't even have a brand yet!" Well, actually, yes you do!

Branding is the relationship between you and your audience. And it is not you who creates your brand. Your brand is created by how your business is perceived by your audience.

If you have interacted with even ONE person about your business, your brand is being created. Again, not by you but by your audience.

And if your audience's perception of you is someone who constantly plasters their products and opportunity all over Facebook, well, I'm sorry to say, that's your brand.



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BRAND YOU INC.

Now I'm not saying that this is you and that you use the "vomit" tactic. But if you have done this, or are still doing it, the first step is to stop!

The next step is to understand that, your business is not your network marketing company or the products or services that you sell.

Your business is YOU as in YOU Inc. And that's who you should be branding, YOU, not your network marketing company.

First impressions are critical for your success. If all you keep doing is splattering your opportunity all over social media, people's impression of you will be, "not this again..." and will either start to ignore your posts, unfollow, or unfriend you.

If people visit your blog for the first time and all they see is you talking about and trying to sell your products they will leave. Why? Remember our phrase?

"People love to buy but they don't like to be sold to".

And when they visit your blog for the first time, that's how you'll be remembered and that's how your brand will be perceived. Do you really think they will come back to your blog?



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So now you may be asking, *“How do I brand myself correctly then?”*

You brand yourself by providing value through education. You want visitors to come to your blog and think, *“wow, this person gives so much value. I really appreciate it. I think I’ll start following her”*.

That’s the impression you want them to have of you and your brand. You want to be perceived as an expert and authority. The go-to resource and solutions provider, when they have problems that need to be solved.

So... now I hope you understand why it’s important to brand YOU, and to be seen as an authority and solutions provider.

This guide is designed to help give your brand identity that professional, polished look to match the value driven content you’ll be providing.

Remember first impressions count and the visual representation of your brand identity is another important factor of how your brand will be perceived.

So let’s begin.



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COMMON BRANDING MYTHS

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COMMON BRANDING MYTHS

Before we get into developing your identity, I feel it's important to address some common misconceptions first.

There are a number of misconceptions about what personal branding is and how it can be used, so before you proceed with your own, it's important to address them.

1. Branding is not your logo, website or design in general.

While visuals play a large role in branding, that's not where branding begins or ends.

Nor are they what solely defines branding. They are just elements for your audience that helps with the recall and recognition of your brand.

If you recall, "Branding" is the relationship between you and your audience. And it's your audience that determines your brand, not you.

2. Branding is not just about social media.

Social media today has changed the landscape of how we do business and marketing and is an absolute must to incorporate into your business.

However, that doesn't mean you can conduct your business using only social media.

Social media should be used to grow and engage with your audience but your ultimate goal is to get them to your blog/site.



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COMMON BRANDING MYTHS

This is where the real magic happens and where people will receive your value driven content, and become more aware and accustomed to your brand. Your blog is also where many transactions will take place. So posting an occasional status or post on social media is not enough.

3. Personal Branding is not a Short-term Strategy.

Personal branding is not something you just spend a few weeks setting up and then sit back and watch the money start to flow.

On the contrary. It's important to understand that personal branding is an on-going, future-focused strategy that will require months, maybe years of continuous effort.

Remember, branding is the relationship between you and your audience. The process of that relationship building will start out slow at first, and most of it will be you providing value to your audience.

You will continue to do this until your audience develops enough trust in your brand to start engaging or buying from you. Even when they do develop trust, it's imperative that you continue providing value or you can lose that trust.

Like with any marketing strategy, results are largely dependent on the amount of time you spend on it. So be patient, be consistent, work hard, and eventually that time will pay for itself.



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PLANNING YOUR BRAND IDENTITY

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PLANNING YOUR BRAND IDENTITY

There's the saying, "**Fail to plan, plan to fail**".

This is a very important concept, not just for business but for any endeavour in life.

Yet as important as planning is, many network marketers don't take the time to develop any form of plan for brand strategy.

Or if they do it's more of an afterthought and they just plop some colors and fonts together without any thought put into it, and call it a day.

Not only is doing it this way unwise, it can also go against you too. Remember first impressions?

Branding begins with a plan, which requires a lot of researching and brainstorming, so that's what this guide is designed to do.

Planning out your brand identity will require you to identify the unique aspects of both you as an individual and your business. What makes you different? What value can you provide that your competitors can't?

These aspects will all be weaved together in a way that is consistently expressed in everything you do, say and create.



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If you don't take the time to think this out, do you think your audience will do it for you? No, they'll just move on to the next person.

Branding identity is everything that represents your brand. Everything from your voice, blog posts, videos, website, and visual style all factor in.

When going through these questions, take your time and do some serious soul searching. Some questions will require more thinking and digging than others, so if you get stuck, just move on to the next and come back later.

The answers you provide will be the foundation to the identity of your brand and business.



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QUESTIONNAIRE

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QUESTIONNAIRE

1. What's the name of your brand? If branding YOU, your name should be your brand.

2. What's your working tagline? (Again it's ok of you don't have one yet)

3. What's the URL of your website? Should be your name if branding yourself. (i.e. janesmith.com)



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QUESTIONNAIRE

4. What would you say are your top 3 greatest skills/talents in life? (Yes, you have at least 3!)

5. If your friends and family were doing a parody of you, what would they use as your 5 most overused phrases?

6. What quirks, idiosyncrasies or habits make you a one-of-a-kind? (YES, you are one of a kind!)

