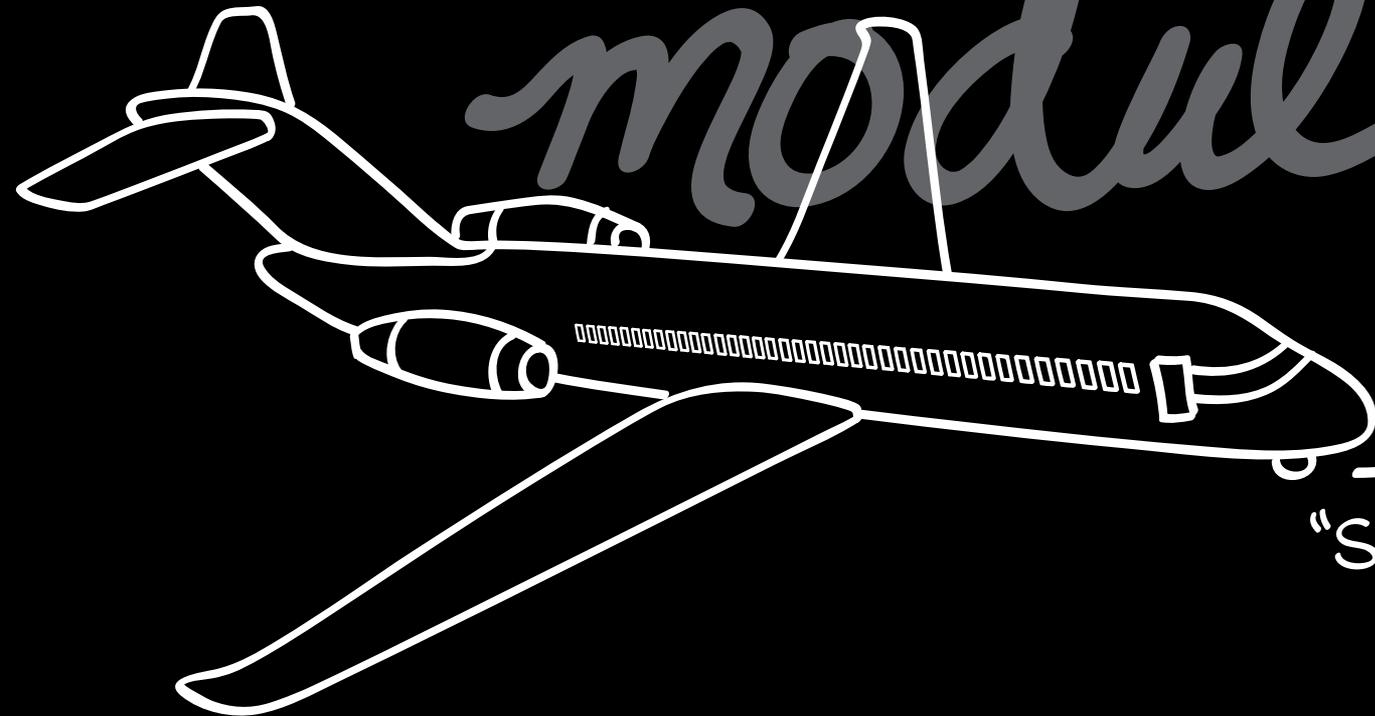




# module 1



MODULE ONE: YOUR FOUNDATION  
"SYSTEMS CHECK"

**CHAPTER 3**  
**Develop a Personal Brand**



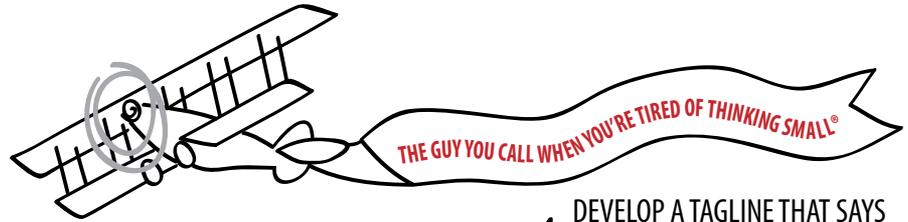
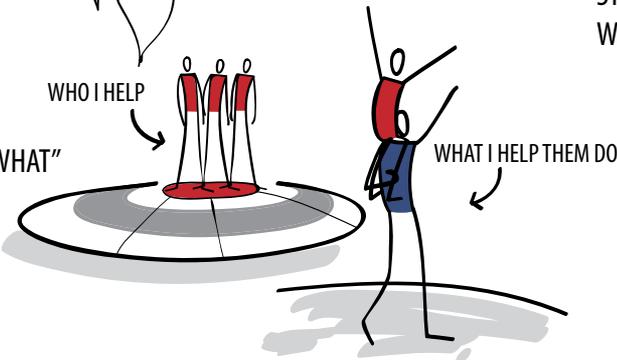
# DEVELOP A PERSONAL BRAND

DEVELOP THE COMPONENTS OF YOUR PERSONAL BRAND THAT DETERMINE HOW YOU WILL BE KNOWN IN YOUR MARKET



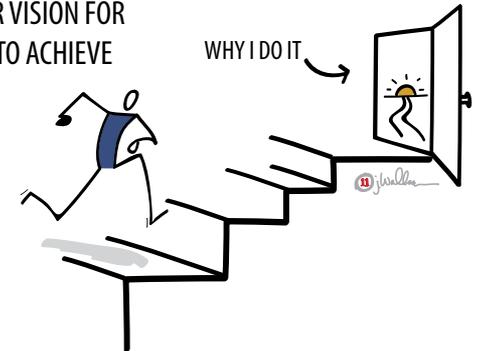
1 DISTINGUISH YOURSELF FROM EVERYONE ELSE

2 DEVELOP YOUR "WHO AND DO WHAT" STATEMENT: WHOM YOU HELP & WHAT YOU HELP THEM DO



4 DEVELOP A TAGLINE THAT SAYS SOMETHING ABOUT WHO YOU ARE

3 DEVELOP YOUR "WHY YOU DO IT" STATEMENT: YOUR VISION FOR WHAT YOU HOPE TO ACHIEVE



## 1.3 DEVELOP A PERSONAL BRAND

*Every time you suppress some part of yourself or allow others to play you small, you are in essence ignoring the owner's manual your creator gave you and destroying your design.*

—Oprah Winfrey

Having established your target market and identified their urgent needs and compelling desires, the big result you help them get, as well as the benefits of the investable opportunities you offer, you are ready to develop a plan for deciding how you want to be known in your market—in an irresistible and unforgettable way.

You will do this by developing a personal brand. There are three components to your personal brand.

# Don't Blend In — Distinguish Yourself

A personal brand will serve as an important key to your success. It will help clearly and consistently define, express, and communicate who you are, who you serve, and why you have chosen to dedicate your life and work to serving your target market so that you can attract your most ideal clients and not those who are less than ideal.

Personal branding is far more than just what you do or what your web site and business cards look like. It is you—uniquely you. It allows you to distinguish yourself from everyone else: what is unique about who you are, what you stand for, and what you do. Blending in and marketing yourself like others in your field can be tempting. It gives the illusion that it's a safer thing to do. But it won't be you, and you won't get booked solid.

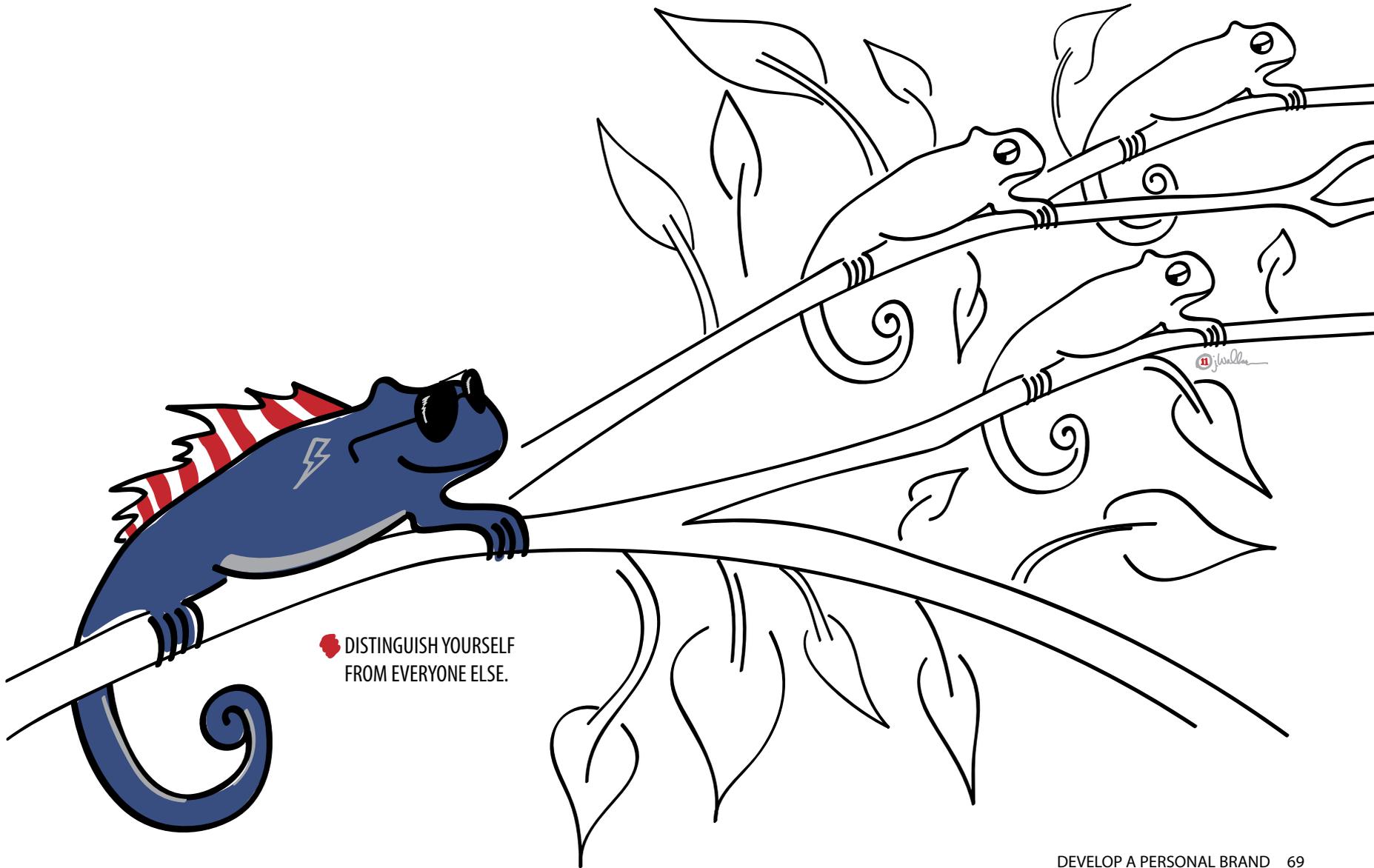
Your brand is about making yourself known for your skills and talents. More than that—your brand is about what you stand for. Successful people find their style, build a brand based on it, and boldly express themselves through that brand. To let the world see your true, authentic worth is powerful and it makes you memorable.

The more bold, authentic, and concise your personal brand is, the more easily you'll attract those you're meant to work with.

That's how a personal brand works—it defines you, but first you must define it. Your personal brand will give you the ability to attract fun and exciting clients who understand and get you. And you get them. Develop a personal brand that looks like you, thinks like you, sounds and feels like you—one that is instantly recognizable as your essence.

It should be:

- Clear
- Consistent
- Authentic
- Memorable
- Meaningful
- Soulful
- Personal



• DISTINGUISH YOURSELF  
FROM EVERYONE ELSE.

# Have You Watered Yourself Down?

Before we begin to craft your personal brand, it's important to address any blocks you are inadvertently creating that may hold you back from achieving success. I know it can seem unusual to discuss personal blocks as they relate to personal branding, but this is your life we're talking about. You want to play the biggest game possible, don't you? Of course, you do. The following questions can help you gain clarity about how you want to be known in the world. Consider them seriously.

The greatest strategy for personal and business development on the planet is bold self-expression.

Are you fully self-expressed? Again, I know this may seem like an unusual question. But I ask it because to create a gutsy, passionate, ardent, provocative, courageous, valiant, vibrant, dynamic, luminous, and respected personal brand, you must be fully self-expressed. You can't hide behind the shingle that you've hung over your door and you can't water yourself down in any way, shape, or form. If you do, you won't be of interest to the people you're meant to serve.

As a business owner, you probably already work on your business—creating the framework that supports the business itself, such as setting up an automatic marketing system—and work in your business, serving your clients. How you brand yourself is equally critical and is a reflection of how you work on yourself.

Have you compromised yourself or watered yourself down in any area of your business? For example, have you been in a business situation where you walked away feeling like you settled for less or compromised your integrity? You may be thinking, "I don't sell out. I've never compromised or sold out." If you haven't, you are unique. It's completely normal to compromise yourself or to be out of integrity from time to time. We all are.

It will serve you well to know exactly where you have run into trouble in the past. Since working independently and starting and running your own business is challenging, you can eliminate a lot of pain and surprise right now by acknowledging the issues you may have buried or have had a difficult time confronting in the past.



🔴 DON'T WATER YOURSELF DOWN,  
OR YOU WON'T BE OF ANY INTEREST.

 @janelle

# Written Exercise 3A

## LIVING OUT YOUR TRUE COLORS

*Use the visual worksheet on the next page for the following exercise.*

**STEP 1:** Tap into instances in your business life where you've felt alive and vibrant—fully self-expressed in your true colors. Everything you did just flowed. Draw on all of your senses. What was happening at that time that made you feel so alive?

**STEP 2:** What about the flip side? In a business context, list the ways in which you've sold out, settled for less, or compromised your integrity, either now or in the past. When did you “do what everyone else was doing” at the expense of being true to yourself?

**STEP 3:** Now compare the two areas, the ones where you sold out and the situations in which you felt most fully self-expressed.

- How can you change your behavior to speak boldly and from a place of free expression so that you're working in situations that make you feel fully self-expressed?
- How will you communicate to make sure you stop compromising or watering yourself down in the future?

WRITTEN EXERCISE 3A

# TRUE COLORS

WHAT HAPPENS WHEN YOU DO,  
OR DON'T, LIVE OUT YOUR TRUE COLORS



**1** INSTANCES I'VE FELT ALIVE  
LIVING OUT MY TRUE COLORS

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**3** HOW I MIGHT CHANGE MY  
BEHAVIOR OR COMMUNICATION  
TO STOP COMPROMISING MYSELF

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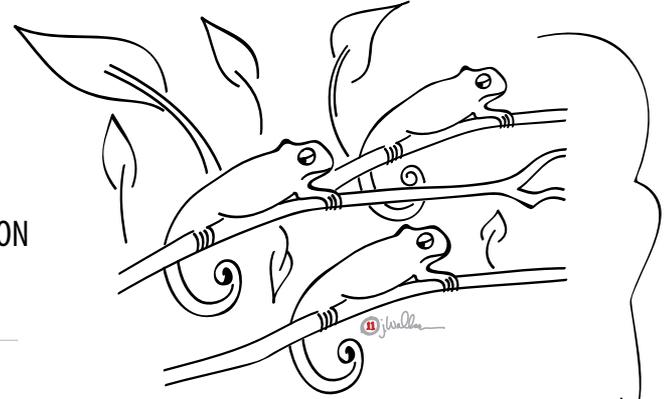
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**2** INSTANCES I'VE SOLD OUT  
& SETTLED FOR LESS

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# Written Exercise 3B

## SITUATIONAL BOLDNESS

*Use the visual worksheet on the next page for the following exercise.*

**STEP 1:** Start with a few situations (fairly comfortable ones) in which you could practice speaking from a bolder and more self-expressed place. These ideas go in the far left column.

**STEP 2:** Write down a few more situations (that seem a little more difficult) that you'd like to work up to speaking more boldly about. Write these thoughts in the middle column.

**STEP 3:** Really challenge yourself now. What are a few situations that would be stretch goals for you, where you could be more bold? Write these thoughts in the right-hand column.



# Clear Intentions

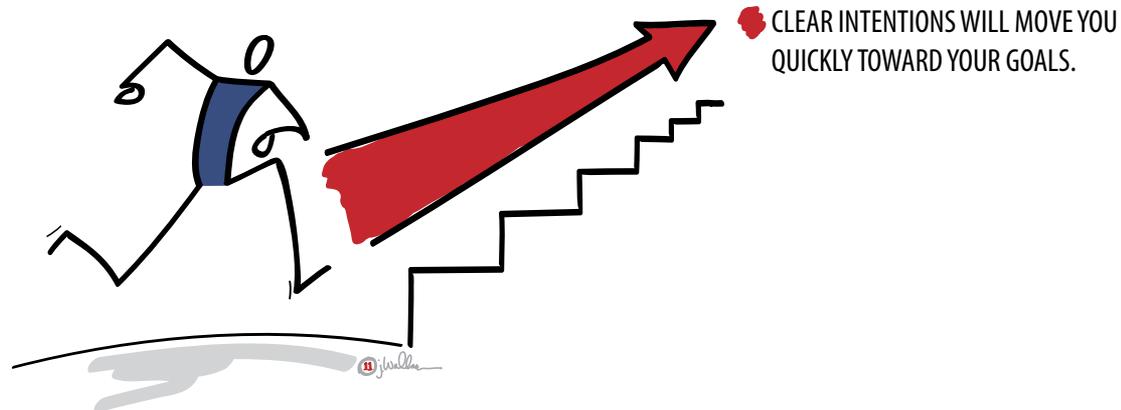
There are two reasons for the exercises you're doing. The first is so you can help clients understand how you can help them. The second is so you can make sure that your personal and professional intentions are clear.

Clear intentions allow you to gracefully and confidently move toward your goals. Conflicting intentions will undermine your success without your even knowing it. They will hold you back from your dreams. They are the mother of energy drain and confusion. From a perspective of a personal brand identity, conflicting intentions will eventually lead to a bland message and a less successful you.

Here's a story to illustrate this concept. My father is an accomplished psychiatrist. I have always had great respect for him and his work. And, above all, I've always wanted him to be proud of me and my accomplishments. That's natural, right?

When I first launched my service business, I spent lots of time getting clear on my offerings and how I would communicate them to the world.

And then I did just that—or so I thought. I let everybody know what I was up to. However, not too much was happening. I got a few clients, but as I



mentioned earlier, I couldn't really pay the bills, and I certainly wasn't happy with the response I was getting. So a few months later, when I was at my wits' end, I did a formal evaluation of my brand. I started with my web site. I locked myself away and read every word on my web site from start to finish. I sat back in my chair, staring at the screen in amazement and shock. The entire feeling of the site was not really me—it was almost as if my father were talking. In fact, I was communicating what I thought he would approve of.

I shied away from being bold and brave and instead played it safe, secretly hoping that he would approve of what I was doing. So I had two very conflicting intentions. One intention was to build a wildly successful business and the second (my conflicting intention) was to make my father proud. The underlying dynamic was not to do anything that he wouldn't

approve of. And, here's the rub, if you think about it, many business problems are simply personal problems in disguise.

I had limited myself dramatically. I hadn't given myself the freedom to be truly me. I had been inhibited and unable to offer the full extent of my experiences, point of view, and passion. The result was a rather confusing and bland identity.

In order to set clear intentions for yourself, you must remove the conflicting intentions that you currently have. Your reality is created by your present intentions and action on them. If you want to change your reality, you must change your intentions. My vision for you is that, through this book, the intentions for your business, as well as your life, will become clear to you and to your clients.

# Written Exercise 3C

## GET CLEAR INTENTIONS

*Use the visual worksheet on the next page for the following exercise.*

**STEP 1:** Identify one of your most important intentions as it relates to your business.

**EXAMPLE:** I intend to book myself solid.

**STEP 2:** Take a good hard look within to see if you can identify any potentially conflicting intentions for the intention you identified. These are likely to be subconscious and more difficult to identify, and they are nearly always based on fear.

**EXAMPLE:** If I book myself solid, I won't have time for myself. Or, in order to book myself solid, I'll have to promote myself, and self-promotion will make me feel pathetic and vulnerable. Or maybe you want to book yourself solid but you think self-promotion is unappealing.

**STEP 3:** Identifying and acknowledging your conflicting intentions is the first big step in releasing them. Awareness is key, but not always enough to prevent conflicting intentions from affecting and blocking your positive intentions. The next step in the process is to identify the underlying fears. Once you've identified them, you can begin to take steps to relieve them.

**BOOKED SOLID ACTION STEP:** For this step, it's critical that you very carefully choose one or two sincerely and highly supportive friends to share your new insights with. They must be truly supportive and willing to help you change. Often as we begin to make changes in our lives, whether business or personal, some of our most dearly loved friends and family can feel threatened by the process of change. While they may consciously want you to be successful, they may have their own subconscious conflicting intentions and be highly invested in wanting to maintain their own comfort zone by keeping you in yours. These are not the folks you want to ask for help to do this exercise.

WRITTEN EXERCISE 3C

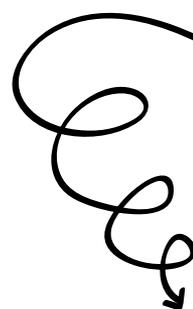
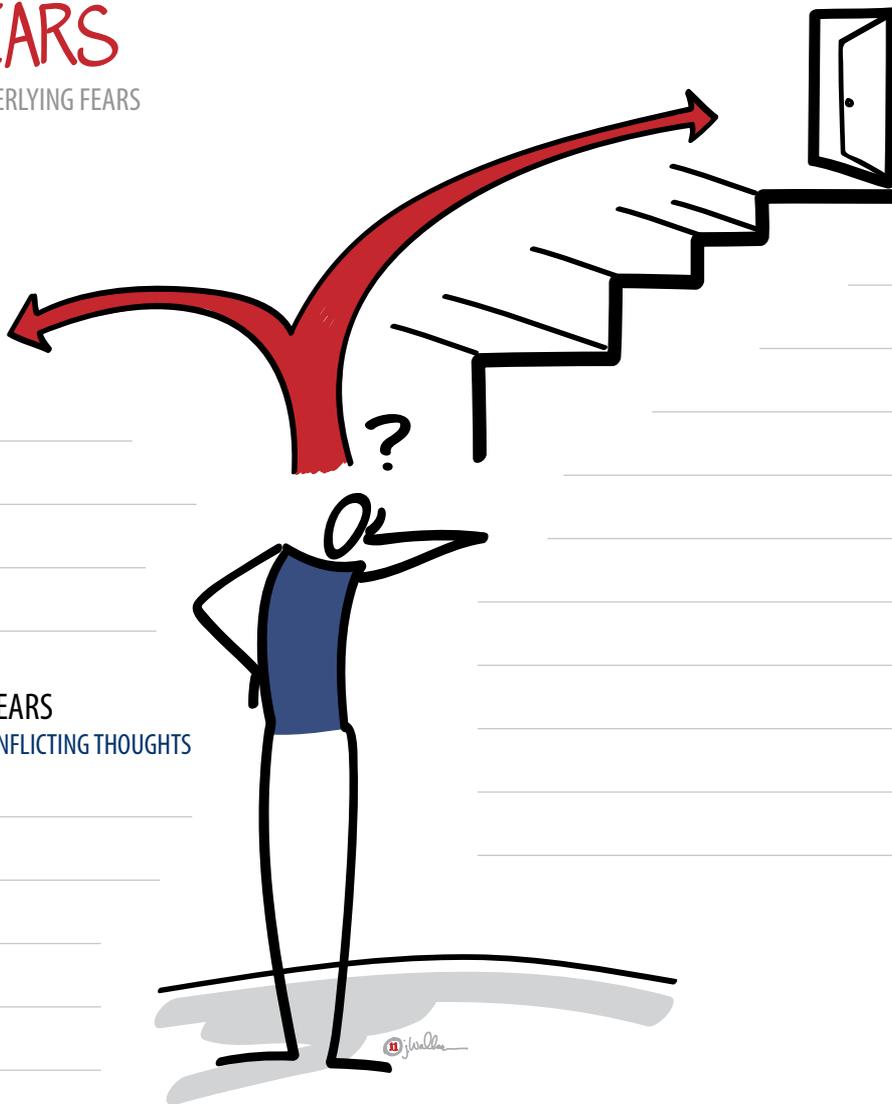
# THOUGHTS & FEARS

IDENTIFY THE CONFLICTING THOUGHTS & UNDERLYING FEARS THAT KEEP YOU FROM YOUR CLEAR INTENTION

**1** MY CLEAR INTENTION  
RELATED TO MY BUSINESS

**2** CONFLICTING THOUGHTS  
RELATED TO MY INTENTION

**3** UNDERLYING FEARS  
RELATED TO MY CONFLICTING THOUGHTS



# Written Exercise 3D

## DISCOVER YOUR HIDDEN TALENTS

*Use the visual worksheet on the next page for the following exercise.*

To know which secret quirk or natural talent is waiting in the wings to bring you wealth, happiness, and unbridled success in your business, answer the following questions:

**QUESTION 1:** What are the special talents that you are genetically coded to do? What have you been good at since you were a kid?

**QUESTION 2:** What do people always compliment you on?

**QUESTION 3:** What are three things that make you memorable? How are you unique?

**QUESTION 4:** In your personal life, what do you love or never grow tired of talking about?

**QUESTION 5:** When you are asked about your work, what would you never grow tired of talking about?

Many times we are too close to see the qualities or quirks that stand out to others. Send a few of these questions to different people in your life to get their responses about you and your personality. Not only will you start to see some of the same truths about who you are, but you'll get back the most touching and warm e-mails—I promise. Try it.

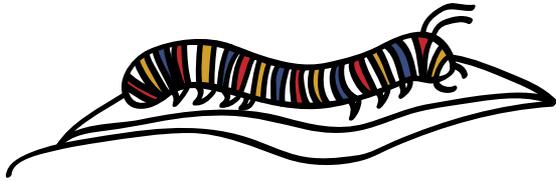
**BOOKED SOLID ACTION STEP:** Send an e-mail to five or more people (include friends, family, clients, neighbors, and acquaintances from all the different aspects of your life).

- Ask them to provide you with your top five personality traits or quirks.
- Ask for fun or unique experiences they've had with you.
- Tell them to be brave and not to be shy.

WRITTEN EXERCISE 3D

# WAITING IN THE WINGS

DISCOVER YOUR SECRET QUIRK OR HIDDEN TALENT THAT IS WAITING TO BRING YOU SUCCESS IN YOUR BUSINESS



**1** MY SPECIAL TALENTS  
THAT I'VE BEEN GOOD AT SINCE I WAS A KID

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**2** 3 COMPLIMENTS  
PEOPLE OFTEN GIVE ME

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**3** 3 THINGS THAT MAKE ME MEMORABLE  
AND UNIQUE

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**4** IN MY PERSONAL LIFE  
THINGS I NEVER GROW TIRED OF TALKING ABOUT

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**5** IN MY WORK LIFE  
THINGS I NEVER GROW TIRED OF TALKING ABOUT

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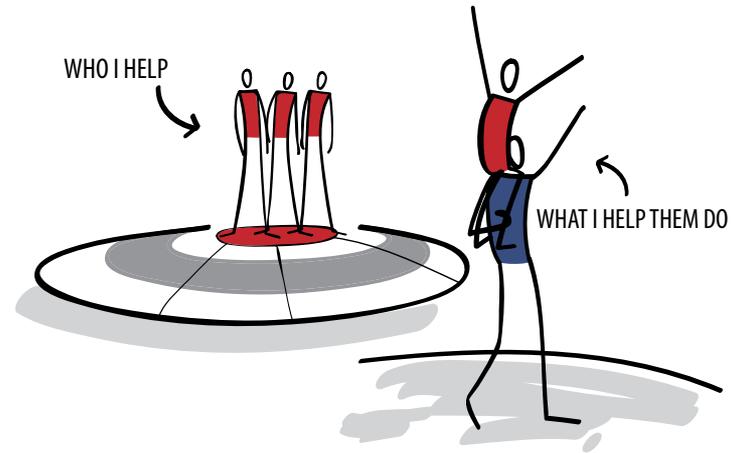
@jardle

# The Three Components of Your Personal Brand

As I mentioned at the beginning of this chapter, there are three components to your personal brand:

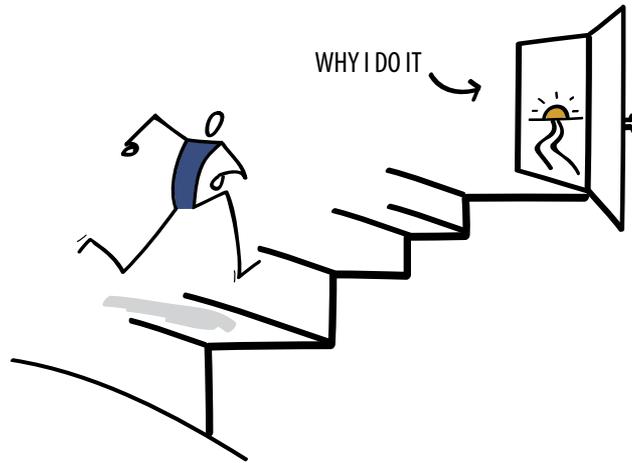
1. Your who and do what statement.
2. Your why you do it statement.
3. Your tagline.

I want you to laser-beam your focus on these three aspects of your personal brand until you feel totally and utterly fully expressed when you put words to your who and do what statement, your why you do it statement, and your tagline. The process may take a week or it may take a few months. It took me six months, but I didn't have this book to help me do it faster. The important thing is to give yourself the time to really give thought to it all.



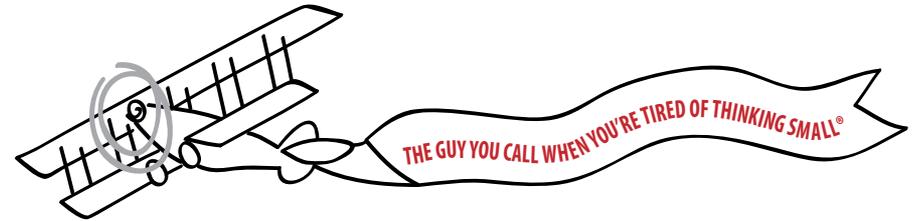
## YOUR WHO AND DO WHAT STATEMENT

Your who and do what statement lets others know exactly who you help and what you can help them do. It is the first filter that people will put you through when considering your services for hire. Your potential clients will look at it to see if you help people like them in their specific situation.



## YOUR WHY YOU DO IT STATEMENT

After potential clients identify with your who and do what statement, they will want to know if they connect with you on an emotional, philosophical, or even spiritual level. They'll want to know if they connect with your why you do it statement—the reason you do what you do, what you stand for. The reason you get up every day to do the work that you do. Those who resonate with your why you do it statement will feel it on a deep level and be strongly, almost magnetically, attracted to you. Many others in your industry will share your who and do what statement. Similarly, your why you do it statement and even your tagline don't necessarily need to be wildly unique. Just deeply meaningful to you—and to the people you're meant to serve.



## YOUR TAGLINE

I have become known as “The guy to call when you're tired of thinking small.” This is no accident; I've been saying this over and over since the day I realized that being “The guy to call when you're tired of thinking small” was a perfect tagline to represent and demonstrate my “why I do it” statement, that I want to help people think bigger about who they are and what they offer the world.

Your tagline, based on your why you do it statement, is something you'll never get tired of hearing. And the first time you hear someone refer to you by it, you'll want to cry tears of joy. You'll formulate one simple sentence that allows people to define you in a manner of your own choosing. You'll never get tired of saying it or hearing it because it's based on what you stand for, what's important to you. And, most importantly, not only will it very deeply and truly mean something to you, it will resonate with the people you're meant to serve. Reading or hearing your tagline will be the defining moment people need to decide whether to purchase your services, products, or programs.

# Written Exercise 3E

## DEVELOP YOUR WHO AND DO WHAT STATEMENT

*Use the visual worksheet on the next page for the following exercise.*

**STEP 1:** Who do you help?

Refer to your target market from Chapter 2. The first time around, just come up with something accurate and clear for now—make sure a five-year-old can understand it. List as many possibilities as come to mind. Finish this statement, “I help ...”

**STEP 2:** What do you help them do? What common problem do you help them solve?

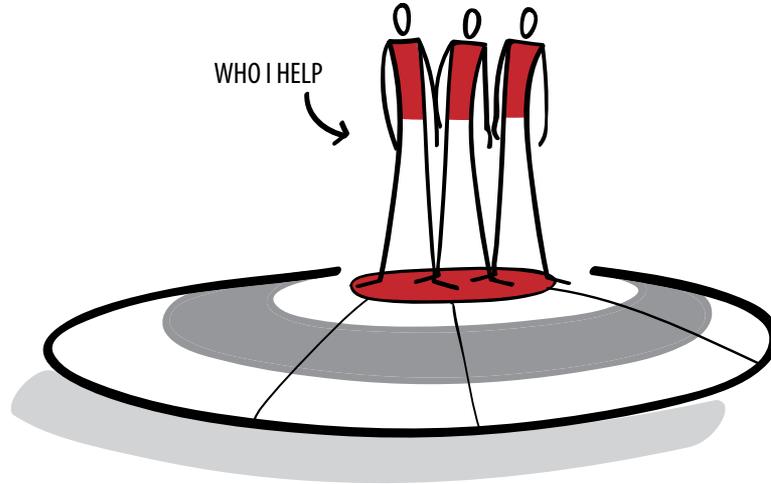
**STEP 3:** Now blend these together to get your “who and do what” statement.

**EXAMPLE:** I help ... service professionals get booked solid. (Or, for the five-year-old, “I help the store sell more stuff.”)

WRITTEN EXERCISE 3E

# WHO & DO WHAT

WRITE SOME POSSIBLE STATEMENTS TO EXPLAIN WHO YOU HELP & WHAT YOU HELP THEM DO



**1** I HELP... \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**2** WHAT I HELP THEM DO IS... \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Written Exercise 3F

## DEVELOP YOUR WHY YOU DO IT STATEMENT

It's time to step out of your comfort zone again. Set aside that inner critic and give yourself permission to think big—I mean really big, bigger than you've ever dared to think or dream before. Be your most idealistic, inspired, creative, powerful you.

*Use the visual worksheet on the next page for the following exercise.*

**STEP 1:** Why do you do what you do for the people you serve? What drives you to do it?

**STEP 2:** What is your purpose? What is your vision of what you hope to achieve through your work?

Remember, your work is an expression of who you are. List whatever comes to mind. Keeping the preceding in mind, craft a minimum of two possible “why you do it” statements.

**BOOKED SOLID ACTION STEP:** If your “why you do it” statement is not immediately and easily identifiable, get together with a group of supportive friends or associates who know you well and ask them to brainstorm it with you. It's often the things about you that are most natural and that you don't even recognize that become key elements of your why you do it statement. Having some outside input and a few more objective perspectives can make all the difference.

WRITTEN EXERCISE 3F

# WHY YOU DO IT

WRITE ABOUT WHY YOU HELP THE PEOPLE YOU SERVE  
& YOUR VISION FOR WHAT YOU HOPE TO ACHIEVE THROUGH YOUR WORK

**1** WHY I DO WHAT I DO  
FOR THE PEOPLE I SERVE

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**2** MY VISION FOR WHAT I HOPE TO ACHIEVE  
THROUGH MY WORK

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# Written Exercise 3G

## DEVELOP YOUR TAGLINE

Your tagline lets others know what it's like to be around you. It says something about who you are at your core, and it's the essence of what you want to achieve or experience in the world. Think of it as the bigger vision that is the inspiration for what you do in your business. Your why you do it statement and associated tagline is the way in which you want to touch others' lives in a positive and meaningful way.

You may have noticed that my tagline is not necessarily specific to my target market. It may resonate with many people; professional service providers aren't the only ones who want to think bigger about who they are and what they offer the world. But I've chosen to offer my services to this inspired group of people, not to every single soul on the planet. Your tagline is not necessarily about your target market; it's about the emotional connection you make with people in general and with your ideal clients in your target market. Many people serve the same target market you serve,

but your tagline is what will resonate with some people and not with others: It will resonate with those you're meant to serve.

Why have you dedicated your life to serving others? How do you want to make a difference?

If you don't want to make a difference, consider making your living as something other than a service professional. The operative word is service.

*Use the visual worksheet on the next page for the following exercise.*

**STEP 1:** Review what you developed in the previous exercise.

**STEP 2:** Write three to five possible taglines that represent and demonstrate your current favorite "why you do it" statement.

WRITTEN EXERCISE 3G

# YOUR TAGLINE

DEVELOP A TAGLINE THAT SAYS SOMETHING ABOUT WHO YOU ARE AT YOUR CORE



## POSSIBLE TAGLINES

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_
6. \_\_\_\_\_  
\_\_\_\_\_

# Rome Wasn't Built in a Day

Rome wasn't built in a day, and neither was my personal brand. I went through many, many versions, even one per month, before I got to a "why I do it" statement and tagline that worked for me. I didn't get caught up in trying to find the perfect brand message or positioning statement. I didn't worry about it because I knew I could change it. I knew that creating a tagline that represented what I stood for was a process and that I'd just keep changing it until I got there. If I didn't start with something, though, what would I have had? I'd have had nothing.

First I got clear on my who and do what statement, that "I help professional service providers get more clients."

Then I got clear on my why I do it statement, that "I want to help people think bigger about who they are and what they offer the world."

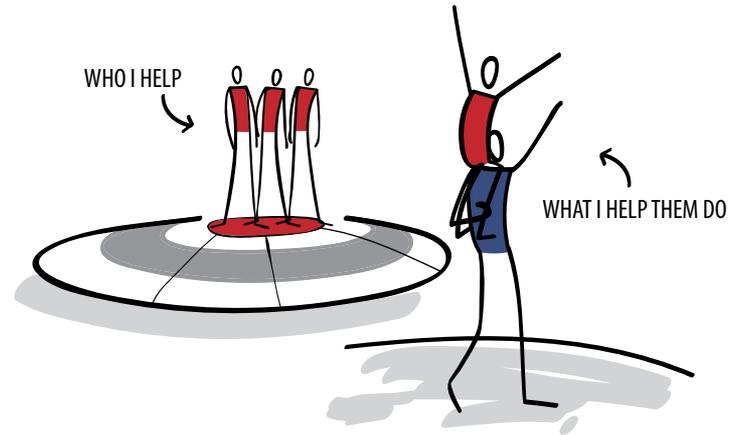
What took longer was nailing down my tagline. I worked really hard on trying to find it. It took about six months. I thought about it every day, but the amazing thing was that it came to me by accident. I was with a bunch

of people and we were masterminding and brainstorming about our businesses and everyone was talking about what they did. I was giving the others a hard time, teasing and questioning, asking, "Why would I hire you for that?" I was playing devil's advocate until finally, one of the women gave it right back to me and said, "Yeah, well why would I hire you?" I blurted out, "Because I'm the guy to call when you're tired of thinking small.®" Suddenly the whole room went silent, as if everyone was holding their breath. After a few moments the same woman shouted out, "Yes! That is so you!" Everyone in the room was cheering and the air was charged with excitement.

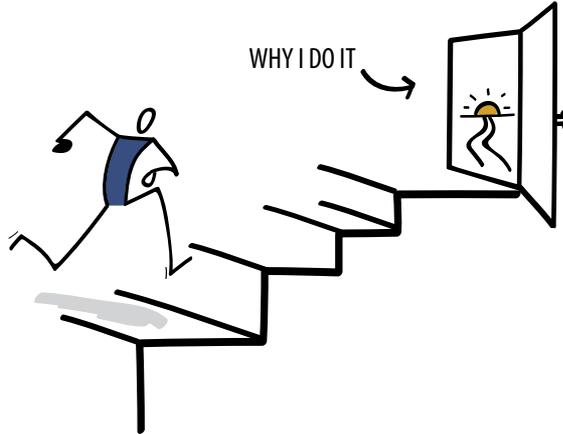
As I began using my why I do it statement and tagline to let others know why I do what I do, I found that the people for whom it resonated would immediately comment on how much they connected with it. Those who didn't get it, wouldn't. That's okay. It's all about attracting those people who are meant to work with you.



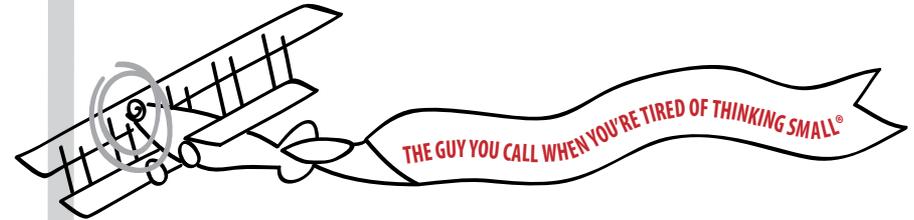
**1** DISTINGUISH YOURSELF FROM EVERYONE ELSE



**2** DEVELOP YOUR "WHO AND DO WHAT" STATEMENT: WHOM YOU HELP & WHAT YOU HELP THEM DO



**3** DEVELOP YOUR "WHY YOU DO IT" STATEMENT: YOUR VISION FOR WHAT YOU HOPE TO ACHIEVE



**4** DEVELOP A TAGLINE THAT SAYS SOMETHING ABOUT WHO YOU ARE

 jwaller