

WELCOME

Profit
with
Honor



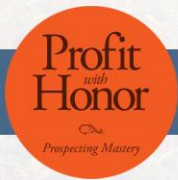
Prospecting Mastery

CLASS 



Today's Class:

The Branding Roadmap



Why is this important?

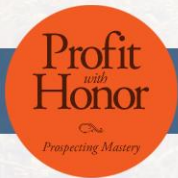
- **Attract an endless supply of prospects**
- **Automate parts of the lead generation process to make your life easier**

Review from previous classes:

- How you are showing up in the world will be the most magnetic part of you. Don't forget that. Be fully YOU.
- Come from a heart of service, a heart of fully honoring others and being present to them and their world. THIS IS HOW YOU CONNECT!
- How you are living. Clean up your calendar. Are you creating a Hell Yeah Life? (Time Management Module). Remember, people will be attracted to the way you are living and the way you are showing up in life.
- Tap into the power of your purpose – this is what will inspire others and have the right prospects reach out to you because they CONNECT with your story.
- How do you help others (how you are going to inspire and give into the lives of others):
 - Pain Island to pleasure island
 - I am a _____ who helps _____(just like you) to [pleasure] without [pain].

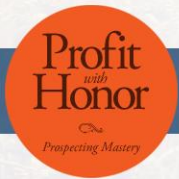
Today:

**We are launching your
purpose-driven brand!**



What are we branding?

YOU!



Purpose of Doing Branding This Way:

- Start building your asset of YOU, your name, and your position in the market (here's how you stand out from every single other network marketer out there).
- This is in alignment with your purpose
- People buy people, first.

Purpose of Doing Branding This Way:

- Allows you to build out multiple streams of income
- Allows you to run ads, if you ever want to in the future
- Builds security and protects you from the volatility of the industry and your company
- Protects you from people saying, “You’re doing another company?”

How is your weekly activity sheet?

Weekly Activity Sheet

Name _____

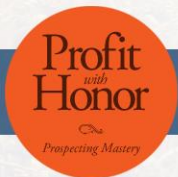
Dates _____

Week # _____

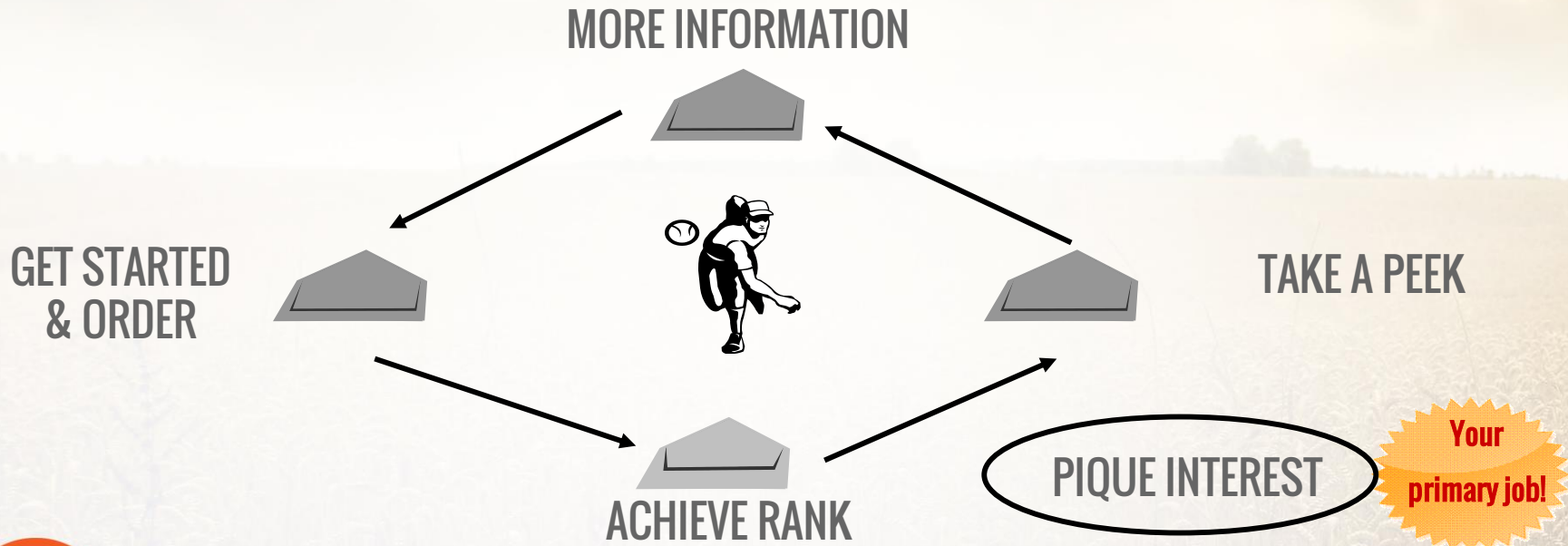
Contact List for the Week New contacts or follow-ups with whom I did not previously connect.	Phone #	Pique Interest	Take a Peek	More Information	Close	Helped Rank	Notes
		initial contact date	First Base date	2nd Base date	Third Base date	Home base date	
1 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
2 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
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5 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
6 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
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9 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
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15 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
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20 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

"Successful people are willing to do what unsuccessful people are not." | "Short-term sacrifices for long-term rewards."

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vanessahorn.com



Process of the Baseball Diamond



Designed to get you more leads

Qualified leads coming in



Weekly Activity Sheet

Name _____

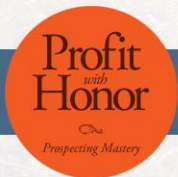
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Week # _____

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18 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
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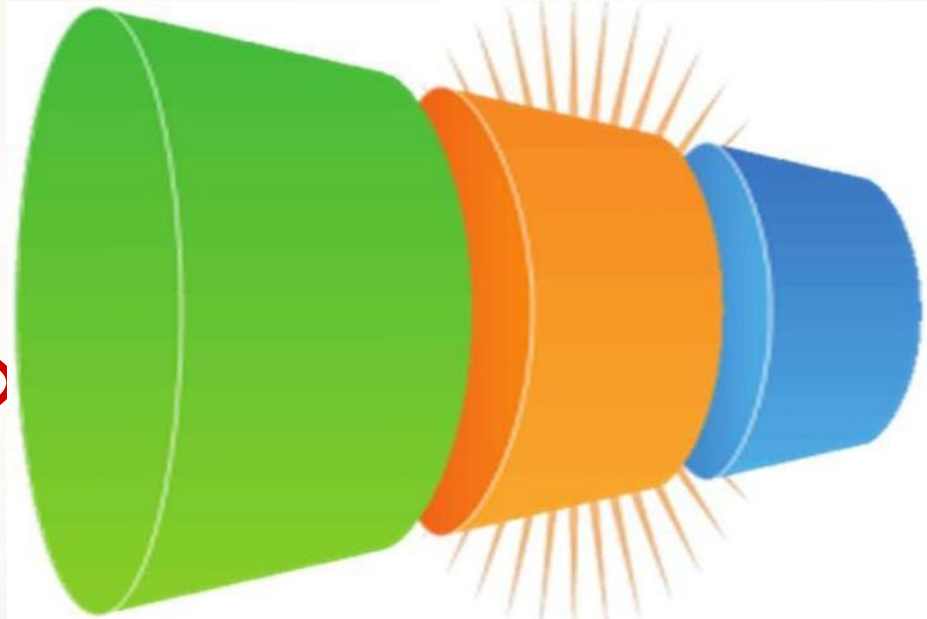


New Concepts

- **Baby Steps - Imperfect Action**
- **Front End - Lead Generation**
- **Back End - Automation + Process**

New Leads Coming In:

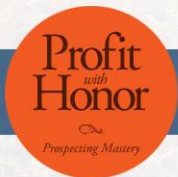
- Speaking
- Networking
- One-on-One
- Online



- Customer
- Business Client
- Connector

For an Endless Stream of Prospects

- Facebook Business Page - GOLDMINE



Profit With Honor Training #2

Facebook Fan Page Funnel

Create Your Facebook Fan Page Banner (include your headshot, title (optional), transformation statement (how you help others) and domain name.)

Invite friends to like your page.

Book the date of your launch

Set up event for your launch

Invite Friends to Event

Personal Page

Banner Image Capture:

- I'll Have What She's/He's Having!
- Personality
- Parts of Your Life
- Domain listed

Title (flexible)

Link to your business fan page

Vanessa Horn

speaker, author, business coach

Be your happiest, most authentic self.

Do work you love & be paid handsomely for it.

Tap into your highest purpose.

Vanessa Horn

Update Info Activity Log

Timeline About Photos 516 Friends 5,000 More

Update Info · 8

About

Inspiring & Empowering Entrepreneurs at Vanessa Horn

Status Photo Place Life Event

What's on your mind?

Lisa Sandoval Iwasaki

Personal Page

Banner Image Capture:

- I'll Have What She's/He's Having!
- Personality
- Parts of Your Life
- Domain listed

Title (flexible)

Link to your business fan page

Vanessa Horn

VANESSAHORN.COM
Vanessa Horn *because you were designed to shine*

Update Info Activity Log

Timeline About Photos 554 Friends 4,996 More

About

Inspiring & Empowering Entrepreneurs at Vanessa Horn International

Status Photo Place Life Event

What's on your mind?

Industry Examples

Example of Expert-Branding

The image shows a screenshot of a Facebook profile for Christy Dreiling. The profile header includes the name "Christy Dreiling" and a search icon. The profile picture is a professional headshot of Christy Dreiling. Below the profile picture, the name "Christy Dreiling" is displayed, along with "1,496 likes · 824 talking about this". To the right of the name are buttons for "Like", "Message", and a settings icon. Below the name, the bio is listed: "Business Person", "Mother of 3 boys, Wife, Arbonne International Independent Consultant Executive National Vice President, Actress, Model & Film Producer & B.A. in Divinity". To the right of the bio is a "Likes" section showing a thumbs-up icon and the number "1,496". Below the bio, there are links for "About" and "Suggest an Edit". At the bottom right, there are links for "Photos" and "Likes".

Christy Dreiling

1,496 likes · 824 talking about this

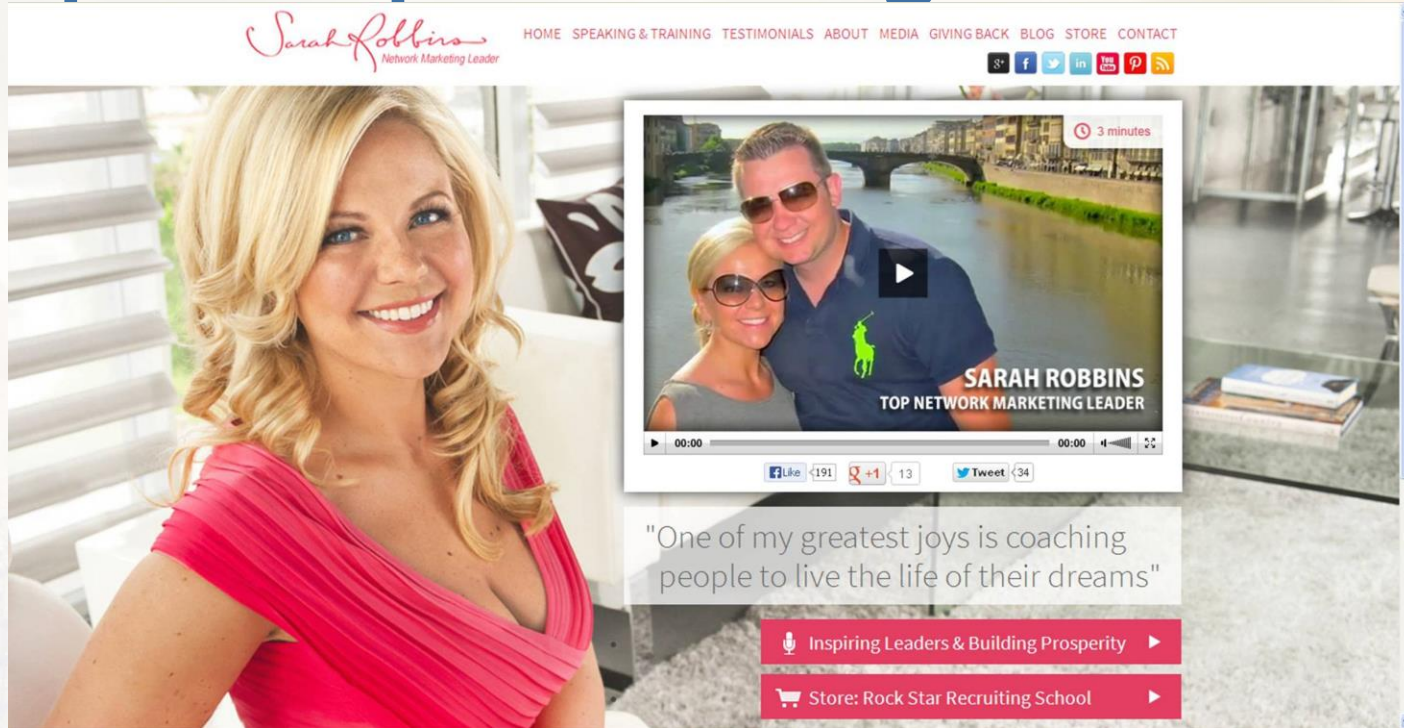
Business Person
Mother of 3 boys, Wife, Arbonne International Independent Consultant Executive National Vice President,
Actress, Model & Film Producer & B.A. in Divinity

About - Suggest an Edit

1,496

Photos Likes

Example of Expert-Branding



The screenshot displays the website for Sarah Robbins, a Network Marketing Leader. The header features her name in a cursive font and the title "Network Marketing Leader". The navigation menu includes links for HOME, SPEAKING & TRAINING, TESTIMONIALS, ABOUT, MEDIA, GIVING BACK, BLOG, STORE, and CONTACT. Social media icons for YouTube, Facebook, Twitter, LinkedIn, Instagram, Pinterest, and RSS are also present.

The main content area is dominated by a large, high-quality portrait of Sarah Robbins, a blonde woman with a bright smile, wearing a vibrant pink dress. To the right of her portrait is a video player. The video thumbnail shows Sarah and a man in a dark polo shirt with a green polo player logo, standing by a river. The video is titled "SARAH ROBBINS TOP NETWORK MARKETING LEADER" and has a duration of 3 minutes. Below the video player, there are social media engagement buttons: "Like" (191), "+1" (13), and "Tweet" (34).


Below the video player, a quote is displayed in a light grey box: "One of my greatest joys is coaching people to live the life of their dreams". At the bottom of the page, there are two red call-to-action buttons: "Inspiring Leaders & Building Prosperity" and "Store: Rock Star Recruiting School".

Example of Expert-Branding

The screenshot displays the Dani Johnson website with the following elements:

- Header:** Dani JOHNSON logo, navigation links (Login or Register, Shopping Cart, Contact Us), phone number (866.760.8255), and "ORDER BY PHONE".
- Hero Section:** A large image of Dani Johnson with the headline "Expert Business, Money & Relationship Advice To Live *The Uncommon Life*". Below the headline is the text "Dani Johnson - As seen on ABC's Secret Millionaire".
- Lead Generation:** A call to action: "Get 5 FREE Success Videos plus THE DAILY FIX free e-letter straight from Dani to your inbox". It includes an email input field, a "Get Free Videos!" button, and a privacy notice: "We respect your privacy".
- Navigation:** A blue bar with links: ABOUT, RADIO, BOOKS, PRODUCTS, FREE TRAINING, EVENTS, TESTIMONIALS.
- Featured Offer:** "3 days Only THE ULTIMATE DEBT-ELIMINATING BUNDLE WAR ON DEBT / DEBT ELIMINATION AND FINANCIAL INDEPENDENCE PROGRAM" with a "CLICK HERE" button.
- Latest Updates:** A post titled "Overcome Your Past To Unlock Your Future!" dated July 23, 2013, by Dani Johnson. The text reads: "Have you ever been in a situation where your background seems to dictate your current life and your future? I certainly have. I remember when I was young and ignorant, but I ...". It includes social sharing icons for Like, Send, Tweet, and +1.
- AS SEEN ON:** Logos for NBC, CNN, npr, and Forbes.
- Find us on Facebook:** A Facebook social plugin showing Dani Johnson's profile, a "Like" button, and a grid of profile pictures of users who like her page.

Example of Expert-Branding

JESSICA  HIGDON

[home](#) [testimonials](#) [blog](#) [contact](#)






10k Per Month from Facebook!
Enter your Name and Email below to receive my Simple Formula for recruiting over 100 people and generating hundreds of leads through facebook!

Enter Your First Name

Enter Your Email

Get Instant Access

BONUS: My Facebook Scripts! The top ten closing questions to get people asking YOU about your business

Example of Expert-Branding

The screenshot displays the website for 'Power Couple' featuring Nick & Ashley Sarnicola. The navigation bar includes links for 'About', 'Press', 'Work with Us', 'Network Marketing', 'PC-TV', 'Giving Back', and 'Action'. The main header features a photo of the couple, the 'POWER COUPLE' logo, and social media icons for YouTube (38k) and Facebook (Like). A 'SHARE' button is also present. A central section titled 'WATCH THE POWER COUPLE TRAILER' contains a video player showing a group of people on a stage. To the right, there is a 'Subscribe' form with an email address input field and a 'Subscribe' button, and a 'Connect' section with social media icons for Facebook and Twitter.

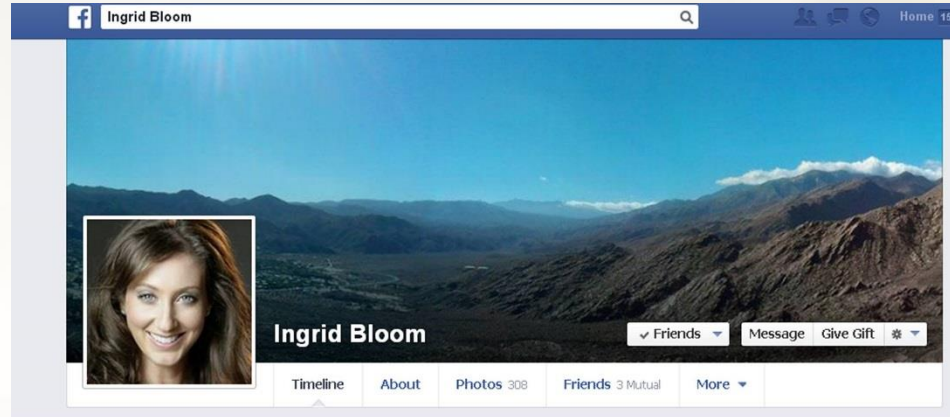


Checklist for Facebook Fanpage:

- Headshot
- Title (optional)
- Transformation statement (how you help others)
- Webdomain of yourname.com (or whatever you choose to use)
- Website

Example

• Before:



• After:



VH VANESSA HORN

Example

• Before:



• After:



VH VANESSA HORN

Example

• Before:

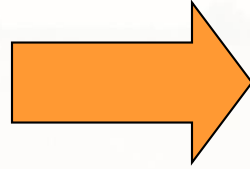


• After:



VANESSA HORN

What is your transformational statement?



To Secure Your Webdomain

- Go to godaddy.com and buy your name as a .com domain. (ie. vanessahorn.com)
- I suggest getting your name vs a business name for several reasons:
 - Your name allows you to build your brand over time. You can change directions without being tied to a particular company or brand name. But it is fine to buy a business name.

Tips for your domain

- Buy .com at all costs, even if you have to do a variation of your name (middle initial, a hyphen, etc.) The next most desirable would be .net.
- If you have a tough spelling of your name, I suggest buying the common misspellings, as well.
- Do not worry about all the extras that Godaddy will offer you, just buy the domain name.
- Once your website is set up, you will either call godaddy.com or go into the domain manager yourself and you can forward your new domain (yourname.com) to the website you want it to go to. I recommend forward with masking (that just means that at the top of the browser, it will always say your name, rather than the destination website).

We

- Buy .com at all costs, even if you have to do a variation of your name (middle initial, a hyphen, etc.) The next most desirable would be .net.
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Example of Expert-Branding



VH VANESSA HORN

PROGRAMS COACHING SPEAKING REVIEWS ABOUT

NETWORKING
SAVVY
FREE VIDEO SERIES

ANSWERS TO FREQUENTLY ASKED QUESTIONS &
QUESTIONS YOU SHOULD BE ASKING
ABOUT NETWORK MARKETING

NETWORKING
SAVVY
VIDEO SERIES

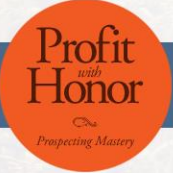
FIRST NAME

EMAIL ADDRESS

SUBSCRIBE

DISTRIBUTOR CLIENTS INCLUDE:

Immunotec ACN Alexa Saly (WHERE BEAUTY BEGINS) ARBONNE AVIARA creative memories



Example of Expert-Branding

HOME BLOG COACHING PROGRAMS EVENTS SUCCESS STORIES ABOUT CONTACT SUBSCRIBE

VH VANESSA HORN
NETWORK MARKETING STRATEGIST, SPEAKER & TRAINER

COACH | SPEAKER | TRAINER
INSPIRING & EMPOWERING
ENTREPRENEURS



FREE "BE SAVVY" VIDEO SERIES

Answers to
Frequently Asked Questions &
Questions You SHOULD Be Asking
About Network Marketing



Enter Your Name & Email Below:

Send it Now!



Are you ready to have fun, grow &
create the life and business you've
always wanted?



Catch Vanessa at our next live event.

- Q&A