

CLASS 2

BRANDING ROADMAP & ACTION GUIDE

For Launching Your Purpose-Driven Business

WHY IMPORTANT:

- How many people do you have on a weekly basis reaching out to YOU about your business?
- Getting more people reaching out to you!
- This does not take away from warm market. You are always looking for people you can serve. Inspire. Your skills with your market will only make this work. It is all about CONNECTION.
- It marries it.
- You now have a brand/a business in the marketplace that offers transformation.
- Talk to people you know. Yes, but people we know take us for granted.
- How to have an endless stream of prospects reaching out to you. I look on my calendar and it is automatically booked.
- We all know it takes several touch points to have people to come to a yes decision. In this, we are having all the touch points be automatic. So we are having more conversations with the right clients.

PURPOSE OF DOING BRANDING THIS WAY:

1. 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 means everything is yours, not your company. Yourname.com, your own email address. This allows you to keep the advertising of anyone else you may have contacted in the past to go to one simple domain site rather than typing in a long string for a web address, which increases likelihood of misdirection, them finding another rep, etc.)
2. This is in alignment with your purpose
3. People buy people, first.
4. Allows you to build out multiple streams of income
 1. For instance, when I built out my brand of networkingsavvy.com while I also was building my network marketing company, I had the following income streams:
 1. Residual income as a distributor
 2. Income as a consultant to network marketing companies
 3. Coach to other network marketing teams
 4. (Plus had companies and distributors sending me all kinds of free products & networking with top distributors in the industry, some of whom became a part of my downline)
5. Builds security and protects you from the volatility of the industry and your company
6. Protects you from people saying, "You're doing another company?"

REVIEW (FROM CLASS 1 & TIME MANAGEMENT CLASS):

1. (Time Management Module). Are you creating a Hell Yeah Life? How you are living? Regularly clean up your calendar. Remember, people will be attracted to the way you are living and the way you are showing up in life.
2. How you are showing up in the world will be the most magnetic part of you. Don't forget that. Be fully YOU.
3. 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!
4. 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.
5. How did you identify your purpose?
 - ☐ Your story
 - Clues:
 - Where is there the most energy/emotion when you speak
 - Where are people most impacted when they hear it
 - What parts are most meaningful and impactful in your own life
 - What are the themes over the course of your life and repeats in the various stories in your life
 - ☐ Your Struggle
 - You've overcome in your life or are currently overcoming--this is the Hero's Story that draws everyone.
 - ☐ Your soapbox
 - Your soapbox is anything that gets you fired up. This is where your passion gets to come loose:
 - It is something you have a distinct opinion about that
6. What is your purpose? How do you help others (how you are going to inspire and give into the lives of others)?
 - Remember: Pain Island to pleasure island transformation (your company is only the vehicle)

- Fill in the blank:

I am a _____ who helps _____ to _____ (pleasure) without _____ (pain).

FACEBOOK BANNER/WEBSITE BANNER CREATION:

Checklist of everything you need to visually represent you on your banner:

- ☐ Headshot
- ☐ Professional Title (optional)
- ☐ Transformation statement (how you help others)
- ☐ Webdomain of yourname.com (or whatever you choose to use)
- ☐ (Provide samples to your designer that match others you like and that embodies the essence of your message or story.)

Examples:



SET UP YOUR BUSINESS PAGE (FAN PAGE)

Strategy:

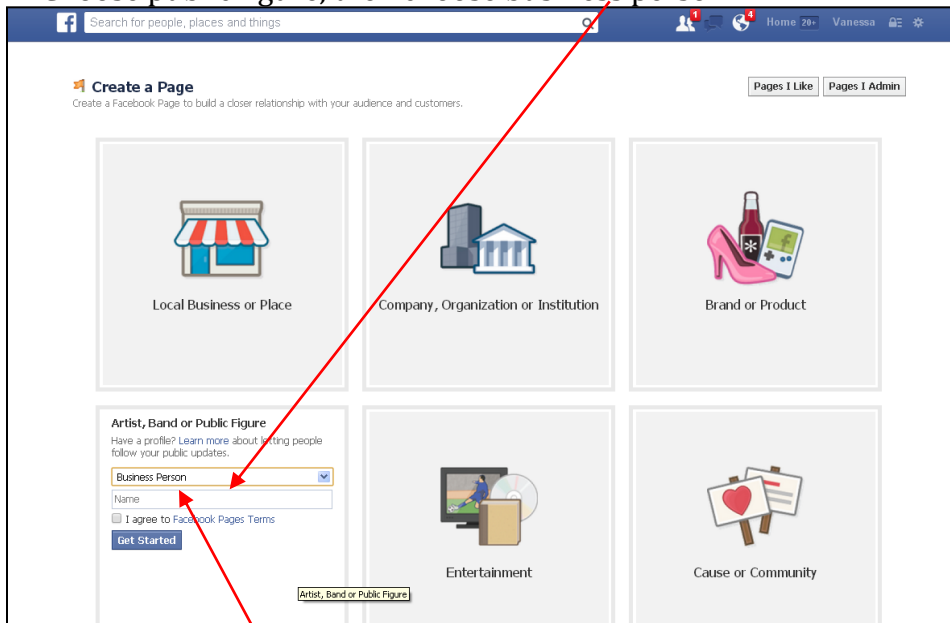
- Benefits: Can run ads in the future
- Allows you to build an asset
- Central place to communicate
- Your personal page still ends up being a main place for interaction and engagement

How to:

1. Go to Facebook and in the right hand top corner under settings, select “Create a page”



2. Choose public figure, then choose business person.



3. Enter in your name

- ****Please Note: Can only change the name of your page 2x, Choose wisely!
- I recommend your domain name. So vanessahorn.com or just your name.

4. Can change the description, multiple times. Play around with that.

- Make it your transformation statement.
- Others focused.

- Put the link to your domain right away.
- Example: I help direct sales professionals grow businesses of purpose, passion, & profit w/o losing their friends, family or soul. <http://www.networkingsavvy.com/>

TO SECURE YOUR WEB DOMAIN:

Checklist:

- Go to godaddy.com and buy your name as a [.com] domain.
 1. I suggest getting your name vs. a business name for several reasons:
 - Your name allows you to build your brand over time.
 - You can expand and grow.
 - You can change directions.
 - You can build and still sell a business with your name by licensing the use of your name.
 2. Tips when buying your webdomain:
 - 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. For instance, when I bought vanessahorn.com, I also bought vanessahorne.com and when I bought networkingsavvy.com, I also bought networkingsavy.com. For profitwithhonor.com, I also bought profitwithhonor.com.
 - 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).

WHAT YOU WANT ON YOUR WEBSITE:

Checklist:

Baby steps:

- A place where you capture their name and email (email at minimum).
 - THIS IS YOUR GREATEST ASSET. This allows you to stay in communication with them.
 - Most simple sites have a way to capture name and email that you can keep the names on your list and email out manually through your email.
 - Think of a gift that is in line with your brand that gives them something of value in exchange for their email.
- A place where they can contact you or book a session with you (make clear it is complimentary, and make it clear the value of the session).

Advancing steps:

- An email marketing system that integrates with your optin form.
 - Mail chimp is free up to 2,000 names
 - I recommend sendpepper.com for paid subscription (allows you to upgrade to more robust features over time as your business grows)
- An automatic calendar booking tool after they apply for a session. I recommend timetrade.com.
- A survey that allows you to ask them so qualifying questions on your site. (This will generally come with your email management system.)

SETTING UP A SIMPLE WEBSITE:

Choose One (Options: Baby steps to advancing steps)

- ☐ Use the replicated site you may already have from your company.
 - The cons of this is that it does not show up on Google searches and you look like everyone else with that company. Many do not have a way to capture name and email nor allow you the ability to personalize extensively.
 - The pros of this is that you have something ready to go.
- ☐ Use weebly.com to set up a simple site or landing page
 - The pros of this is that it is really easy to use.
 - The cons of this is that it is not easy to transfer the site to your own hosted site.
- ☐ Use landingpages.net to build a simple landing page site.
 - Pros of this is high converting, proven layouts. Transferrable to be hosted on your own wordpress.org sit in the future.
 - Cons, not a lot of flexibility with design images.
- ☐ Built (or have built for you), a simple wordpress.org site (many templates available for use).
 - Pros, easily changeable, you own, you host, you grow, etc.
 - Cons, time or money to have built out. Have to pay a separate hosting cost.

LAUNCHING YOUR PURPOSE=DRIVEN BUSINESS & TELLING YOUR STORY:

Relaunch your business based on your purpose.

(Turn around and help your team members to do the same to relaunch their business).

Advertise your on-line launch date and what you will be teaching/giving.

Choose One or Do All over time: (Options: Baby Steps to advancing steps)

- ☐ Write it out
 - VanessaHorn.com about for example
- ☐ Tell it on a call
 - Resource; FreeConferenceCalling.com allows you to manage the call via the web, allows you to have people call into a number to listen to the recording, or allows you to download as an mp3 or share it with others by sending it to them or embedding it on your site
- ☐ Tell it on a Google hangout
 - Example: Ingrid Bloom's Google Hangout
 - If you broadcast it, it will automatically record it as a YouTube video you can use on your Facebook page and on your website
- ☐ Tell it in front of a group of people and record it auditory or better yet via video
- ☐ Create a video to tell it
 - Example: ChloeRain's video on kickstarter

FUNNEL:

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

FACEBOOK TIPS FOR ENGAGEMENT:

- Do not forward other people's stuff.
- Download and upload or write your own stuff.
- Have it be in line with the messaging of your brand/transformation that you offer others (You become the go-to on that topic.)
- Edify others (side-line, upline, downline), everyone. Generosity and goodwill will come back to you.
- Not broadcasting--engaging. (Notice my engagement with others on my posts. Tag their name.)
- Post lifestyle pictures. Pictures of where you are going on trips you've earned, etc. Your team, your success, etc.
- Personal banner be something that capture that "I'll Have What She's Having!" (Or, "I'll Have What He's Having!" spirit. Your personality, your personal life, etc. Put something about your business on it (minimally your domain), so that people know you are up to big things in the world.
- On your page put up quotes and things related to your business

RESOURCES:

Basic:

- Fiverr - \$5 to have virtually anything done
- Weebly.com for simple, free website creation
- Gmail.com for email
- Mailchimp for email list management.
- Freeconferencecalling.com for free calls (record and download and put on your site)

Advanced:

- Sendpepper.com for email list management (can grow in the future to OfficeAutopilot which is robust management system with membership site, affiliates, and shopping cart).
- Odesk
- Elance

My designers:

- Me :)
- Temo Xopin (found on FB)
- BeBe designs (found on 99 designs)
- Ranilo (found on 99 designs)