

Week One: Getting Started

I am delighted to take this journey with you!

Over the next several weeks we are going to dive into the who, what, where, when and why of you. Who are you? What value do you provide your audience? Where is your audience? When do your clients/readers need you most? Why are you qualified to do what you do and write what you write?

When we think of brands, we usually think of large corporate entities whose brands are ubiquitous. Starbucks, Nike, and Patagonia all have strong brands, each brand represents an experience as well as a promise. We trust brands because we know what to expect—that Starbucks latte will be the same no matter where in the world you order it. It's a promise we've come to depend on.

What's your promise?

How do you want people to describe you? What products do you want to be known for? What experience or feeling do you want your customers to have when they interact with your brand? What do you want them to do?

Your brand is a combination of authority, personal style, and visibility.

Over the course of the next six weeks we'll be working closely together as you follow the targeted steps that I've created to help you develop and refine your personal brand. As you answer these questions, I'd like to challenge you to DREAM BIG. Write perfect world answers. Even if you think, "oh, I could never do that," write it anyway.

Give yourself permission to be creative and ask for what you want—if you have the courage to dream it, you are that much closer to making it happen. Part of what we're doing here is planting a seed—the seed for your success!

IDEA: Set up a Pinterest inspirational board. As you find visuals that speak to you or that embody the right feeling, pin them to your board. When you're ready to put all of this together, you'll have a big jump on your visual direction.

P.S. Your heartfelt answers will help me get to know you better, be honest, even if it feels uncomfortable. Your answers are private and will not be shared with anyone.

* Required

1. Email address *

2. Your Full Name

3. Phone

4. What genre do you write in?

5. Please list your three most recently published books. Amazon links would be ideal.

6. What are you working on now?

Why Are We
Branding You?

I want to know why you are branding yourself; this will help us make the best choices and ensure that you meet your goals.

7. Why have you decided to invest money into your personal brand?

8. Why are you passionate about what you do?

9. Do you spend your free-time researching and educating yourself and reading what others have to say on your topic?

10. Are you developing your brand because you need to make money, or because you really love what you do and can't wait to share your knowledge and product/service with the world?

Mark only one oval.

- ☐ Make money
- ☐ I love what I do
- ☐ Both

11. Is your writing career full-time or a hobby?

Mark only one oval.

- ☐ My writing is a full-time career
- ☐ I write in my spare time, I also have a full-time job.
- ☐ I write part-time, I also work part-time in another field.
- ☐ My writing is a hobby

12. Do you want to be well-known for your area of expertise? Why?

13. Do you want to famous?

14. What do you think you need the most help with in developing your brand?

15. Which elements of your brand are you unclear on?

16. Which elements of your brand are you the most clear on?

Your Goals

What do you hope to accomplish in the next year? Begin thinking about the next three years. Five years. Your goals could be to make money, sell books, establish yourself as an authority, or land yourself on the Ted Talks stage. We'll talk more about your vision in the next section, but right now, I want you to establish your immediate goals, the engine that is driving this branding project. Why are we doing this? What are your top three goals? (Examples: build credibility, sell more books, become a paid speaker.)

17. Goal #1:

18. Goal #2:

19. Goal #3:

What's
your
budget?

Your budget is the thing that allows you to make forward motion and find success. You have to honor your budget or your dream will quickly become your burden. There are three parts to your budget: financial, time, and emotional.

Financial: decide how much you can afford to spend; it's often true that you have to spend money to make money, you must also be smart about it or you'll find yourself broke and burned out very quickly. Setting a budget in place early on ensures that you make solid decisions that support your business on every level.

Time: consider how much time you have to invest, while allowing enough time for the things that renew you and make you happy. If you're burned out, it will show in the work you produce.

Emotional: this is perhaps the most critical and the most over-looked part of your budget. How comfortable are you with sharing? How comfortable are you in front of a camera? How comfortable are you with technology?

We need to consider all aspects of your budget in order to develop a realistic plan that will work for you now and into the future. If you are uncomfortable being on video, then a weekly video is a bad plan, if writing blogs makes you break out in hives, then a weekly blog is also a bad idea. On the other hand, maybe you have great ideas and the money to invest in an assistant who can turn your ideas into blog posts and articles! As part of your brand, we are building a strategic marketing plan that will establish your authority, build your online identity and solidify your personal style. If anyone piece of this plan causes you stress, you'll avoid it and you'll never find the success you seek.

20. Financial Budget: the amount of money you have to comfortably invest this year

Consider the amount of money you can comfortably invest in your brand and marketing efforts (during your building stage as well as maintaining and supporting that brand).

21. Time Budget: how much time do you have to invest weekly?

It may be helpful to consider how much time you have to invest in stages. For example, you might want to invest more time now, during your building process, and then reevaluate your time again after your launch. Please be kind to yourself. You can always invest more time when you have it, but if you over budget, you'll find yourself in burnout mode and your passion will quickly become your burden.

22. Emotional Budget: how comfortable are you sharing personal details with readers?

23. Emotional Budget: do you enjoy writing content for blogs and articles?

24. Emotional Budget: how comfortable are you being on camera?

25. Emotional Budget: how comfortable are you having your photo taken?

26. Emotional Budget: how comfortable are you speaking to a live audience?

27. Emotional Budget: how comfortable are you developing and leading workshops?

28. Emotional Budget: do you enjoy posting to, and following social media, if so, what platforms are you most active on.

29. Emotional Budget: do you enjoy learning new tasks and using technology to make your life easier?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ I'm willing to learn, but would rather get professional help when it comes to learning and employing new technologies

30. Do you know how to cut and paste using the shortcut keys on your keyboard.

Mark only one oval.

- ☐ Yes
- ☐ No

Diving Into Your Brand

Sometimes the best way to understand your brand is to begin asking yourself critical questions—think about your goals, who you are (who you want to be), what you do, what you're selling, and who you serve.

The following questions provide a snapshot and a springboard from which we'll build your brand. We'll review these together, part of our process is to find the right answers to these questions, so don't worry if you're not sure how to answer, guessing is totally acceptable.

31. What do you do? The fact of the matter—I write books, I educate, I inspire, I entertain, I offer service X....

32. What is the most important thing you can help your audience achieve?

33. What makes you unique and sets you apart from your competition?

34. For non-fiction authors: Top five questions your audience is asking.

35. For non-fiction authors: Top five questions your audience should be asking.

36. For non-fiction authors: Top five advice tips you can offer someone unfamiliar with your message.

37. Have you learned anything about yourself from answering these questions?

38. Were any of these questions more challenging than others?

Next Up: The You of Your Brand

You've taken the first steps in building a powerful and lasting brand. We're going to go even deeper in Part Two and talk about your superpower! The thing that makes you unique and special.

This content is neither created nor endorsed by Google.

Google Forms