



HOW TO TURN YOUR PERSONALITY INTO ONLINE INFLUENCE, MORE CREDIBILITY & MORE CONVERSION

5 “Getting-Started” Tips to Creating a Clear, Compelling Personal Brand Positioning You as Client Attractive

By Marla Diann

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We live in the age of digital storytelling. Your brand is your story and the soul of your message that connects you to your audience. By building online communities from a place of giving - your marketing will soar.

For the passionate business owner, I coach, consult and inspire you to create a clear, powerful, and compelling brand that builds quality communities and relationships online expanding visibility and influence. I accomplish this by guiding you to deliver your authentic message and brand efficiently via my signature system that includes Social Media, a blog, and an ezine. I integrate Universal Law and mindset in the content for your powerful transformation.

My progressive coaching company is a perfect fit for those ready to monetize their personal brand with a Social Media and Online Marketing system and *revitalize their relationship with money*. Your relationship with money affects every aspect of your brand. Grab a seat and a good highlighter pen if you have not already, and enjoy the rich content I so passionately offer you! I am a personal branding and innovation expert, brand content strategist, and Money

Legacy mentor for small business and multi-million dollar entrepreneurs seeking to build the right audience for their message, targeted relationships, and generate higher revenues.

There is something so alluring, so inviting, and so enticing about a sexy, bold brand.

I define SEXY as confident, vibrant, alluring, appealing, empowering, talented, charming, intelligent, grounded, authentic, and inspiring. So what's the mystery behind exuding that sexy, bold, and vibrant brand? Celebrities have it. Artists of many kinds have it. World renowned authors, speakers, and leaders have it. You can, too.

It begins with your life and who you are; not what you do.

In evaluating my personal brand during a re-branding phase, I found my marketing message and branding had a "masculine" essence to it. As authentic as it was and it represented my talents and personality – there was something missing. It felt like the essence of what I was conveying or the words I used were more masculine and somewhat hard-edged *rather than a flowing, sensual, feminine powerful energy behind the message.*



I wanted more of me in my brand! What was missing?

I couldn't identify it until recently. It unfolded as the essence of living and experiencing ALL my six sensual senses – ***sight, sound, smell, taste, touch and intuition.*** This is the basis of my new branding process to bring you to your outrageous, sexy, feminine core!

A sexy brand inspires others to feel their emotions. (This is for you guys, too!)

Digital storytelling today (written, spoken or video) requires an emotional connection online in order to move people to an action. When your branding (you) can inspire others to take an action toward your offerings – you have emotionally connected to their needs, desires and dreams.

That is a sexy, bold brand. ***It's time to play bigger and bolder and FEEL more!***

It's time to ***embrace your spotlight with savvy, dignity and ease.*** It's time to create the business, money and life you are meant to live.

When a woman (and this can go for men, too) connects to her beautiful six senses, she lives what I call an ***ABUNDANT SIX SENSORY LIFE AND BRAND*** that ***feels juicy, fulfilling, vibrant, alive, empowering, and authentic!***

But one thing; this all begins with how you are IN relationship with money. Your brand integrity begins with your beliefs, behaviors and actions toward money. You are in business to earn a profit while living your purpose.

Here are 5 “get-started” tips to creating a clear, compelling personal brand positioning you as client attractive:

1. Why is storytelling so important to your brand?

Why is storytelling a key strategy to your compelling brand as a value driven business owner?

People connect to stories. They are humanizing. People can relate to brands through stories. We are looking to tell your core story via your brand that inspires others to take an action.

Your personal brand is your mark in the world as an authentic, natural, organic, expression of who you are. The content of your personal brand creates a strong **emotional connection** to the heart, mind, and spirit of your market.

This is where conversion happens.

Here’s what you must do first...define the compelling YOU.

Ok, now I know you may be saying, “Does my life really need to be told? Are the every day personal and business struggles, successes, and challenges really making a difference for others?”

Yes. More than you’ll ever know.

Humans are wired to empathize with other humans. When we read or hear an inspiring story - we can’t help but apply it to our own lives and seize the moment. The heart of your brand is your everyday stories, photos and videos you share on Facebook, your blog, your ezine, your Twitter posts and more. **People take an action when they are inspired.**

You want that post on Facebook or article on your blog to inspire and educate to move people to action. Between the quality product and service info you provide, by personalizing your brand this way, you are creating a connection – and with the emphasis on social and connection – big brands are not excluded from connection. We still work with people to make a sale happen and on-going customer service.



Take a look at the Virgin Brand with Richard Branson – he’s very innovative – very pro-social media and believes in connection in all his marketing channels. He may be a multi-billion dollar company – but he is a brilliant marketer making everything he does personalized. He is a lifestyle company with lifestyle products

and services. The Virgin brand core business areas are travel, entertainment and lifestyle and it consists of more than 400 companies worldwide.

So when someone asks me why does a corporate brand need to be personal – I’ll refer to Richard and his conglomerate, *Ivanka*



Trump and her retail & wholesale jewelry line, or Tony Robbins and the 12 companies he owns under the umbrella of Robbins Research International, Inc.

The innovation of marketing today requires brands of all sizes to personalize and humanize.

When your marketing is done in first person conversational and catered to your market's needs and lifestyles, now you have a winning combo – even if you are multi-million dollar enterprise.

Today's media channels make it easy to deliver a personal brand unlike pre-social media time when traditional mediums (newspaper, TV radio and magazines) required a publicist or agency to do the heavy work for you. Back in the day I had to plan, design, push, sell ideas and deliver content to the media on my client's behalf to acquire a decent write up or radio interview. Not anymore. You have all the goods at your fingertips with a creative spin and your authenticity.

Connection. The art of storytelling; it's in your DNA.

Your personal brand is your most powerful asset in your business. Why? It speaks to your emotional core. It connects you to your audience on your social networks and offline. ***It's the leading edge in marketing today.*** You can no longer separate your “personal” from your “business” while marketing. It's one-in-the-same. And we have the extraordinary power of Social Media to thank for that. Now, no need to worry when you read the word “personal.” It just means you personalize your marketing instead of “hiding” behind the business name.

Many still have a challenge transitioning their offline world onto the virtual world. And, rightfully so. It can be hard to wrap your head around this virtual world and expect people to “get” who you are. Today's marketing requires us to be very authentic and transparent using Social Media because of the nature of this virtual world.

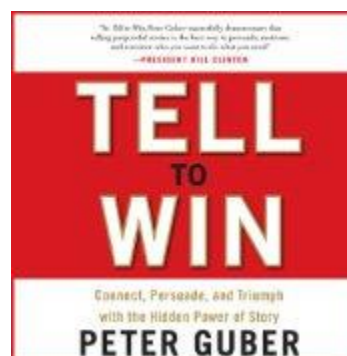
By delivering in authentic conversational form 1st person (all your marketing), we can translate our offline lives onto this virtual platform that offers outstanding networking and relationship building for our businesses. Essentially, I am giving you permission to be YOU in all your marketing! No “business” façade; the real you in savvy style – even if you think corporate is not supposed to. Trust me. ☺

Furthermore, it's the accumulation of your postings on your social networks that form your “personality” and your compelling story, which is your brand.

Here's the good news accentuated by Peter Guber - film producer, executive and Chairman and CEO of Mandalay Entertainment. In his book, ***Tell to Win***, he writes:

“There's a treasure to be discovered, and it's inside you. Built into your DNA are humanity's ten-thousand-plus years of telling and listening to oral stories. This veneration of story is a force so powerful and enduring that it has shaped cultures, religions, whole civilizations. Now through telling to win, you can harness this force to achieve your most cherished goals.”

Monetize what comes natural to you.



Tell your story and other stories with emotion. Bring the audience in. We are taking people from their head to their hearts as they listen (video) or read your content with the core of your personal brand at play.

When you master the art of storytelling, you can win at most endeavors because you are igniting the common bond: emotion; and **that will always move people to action.**

Peter continues...“Today everyone, whether they know it or not - is in the ***emotional transportation business***. More and more, success is won by creating compelling stories that have the power to move people to action.

“Simply put, if you can't tell it, you can't sell it.”

Let's begin with you. To start forming your personal brand, answer these four questions:

1. **What are your five leading personal qualities that define you the most?**
2. **What are five passions that light you up and magnetize people to you?**
3. **Five recent successes and gratitudes.**
4. **What were some of your most challenging times that resulted in a reinvention or upleveling of your life? (transformation)**

Speak your truth! Be you. Your mindfully chosen online communities will reward you by being loyal and committed to stick around for a while. And that's a sign of conversion. That is how you monetize YOU.

So go on...get out there and tell your story with dignity! Connect with your audience and they will be loyal followers and clients for years to come! (Yes, your products and services will be a

Social Media Savvy Success Tip: How to live your life more authentically, which will shine through your personal brand in all your marketing:

- 1. Invent your own life. Live according to your own ideals of happiness. Allow your imagination to set fulfilling goals for the new year and have the courage to go after them till complete.***
- 2. Live passionately. Radiate your vital energy; it's contagious and inspiring to others while raising the vibration around you as you pay it forward.***
- 3. Learn and evolve. Commit to continually learning something new about life, your business, and relationships. Evolve.***

focus of content on your fan page, Twitter and LinkedIn sites, too!)

2. Embrace Your Own Spotlight Before You Connect to Others

In a recent conversation with my 22 yr. old son, we explored how challenging it is to be more

authentic in front of hundreds with his new motivational speaking career working for world renowned peak performance coach Tony Robbins.

He and I talked about how learning to be emotionally intimate with yourself in a loving way must precede how well we can connect with others while on that speaking stage. It's so different from one-on-one. When you are in the **SPOTLIGHT**, something starts to happen.

As Taylor develops into a public persona speaking to businesses nationwide inspiring businesses and owners to invest in themselves via Tony's "**Unleash the Power Within**" 4-day training, he also realized he must "walk the talk" in his own life.

He understands if he's encouraging others to live a life of fulfillment in all areas, he knows his message must be authentic and transparent. In other words, he better live what he preaches!

I so relate with where he is. I had to learn over the last five years how to be more compassionate and loving with myself before I could be that to others while in the spotlight AND connect authentically. Not easy, but very rewarding knowing you are inspiring others to transform their lives.



This has everything to do with how compelling your personal brand can be.

The more I emotionally evolved, the more results occurred in my business including the money I created. In a sense, I cleared my energy field and raised my "vibration." Money is an energy first; not a tangible. **Money flows from our own energy consciousness.** Acronym for money, "**My Own Natural Energy Yield.**"

I share this scenario about Taylor because this is exactly what happens when you EMBRACE own your personal brand. **Start within before the outer manifests.** Before you can really excel at placing the SPOTLIGHT on you and your expertise online and offline, *we all must learn to be emotionally intimate with ourselves in a loving way before we can connect with others in a meaningful way.*

The blending of your business brand as your personal brand IS the secret to excelling in your marketing today. Emotional content ranks high on Google for your SEO, too!

3 tips for you to begin embracing your own brand that allows you to deliver YOU with confidence, savvy and ease:

1. You know those annoying tolerations you put up with every day? It's the small ones to the large things that *drain your energy* every time you see one? It can be a rug in your bathroom needing to be replaced, to the bike that needs a new tire, to the files on your desk needing to be filed or thrown out, to the drawer that needs to be cleaned out and the debts that have you stressed out. You get the picture. Make a top 10 list and begin clearing this energy in your life. Seriously, even clearing the smallest tolerations create big results for your life. Try it for 3 months. See what happens.

2. Invest in personal development with a mentor, coach, or via a book, live seminar or audio. I highly recommend **"Coach Yourself to Success"** by Talane Miedaner or any Tony Robbins training starting with **Unleash the Power Within**.

3. Develop a robust relationship with your higher power if you have not already. This means communicating with it as if it's your best friend (because it is). Invest in quiet time alone; then journal about what comes up.

Social Media Savvy Success Tip: It's time to let go of hiding or keeping your life so private from your clients, patients, or customers and be authentic and transparent when delivering your brand on Facebook, Twitter, Youtube and LI. Today's marketing requires YOU to be the brand - personal and business are one in the same. No longer separate.

The acceptance of being transparent is still a challenge for most clients who begin their programs. When they come to me - it's usually to learn the technical end of all this digital tools. But what they come to find out is - they have a fear or hesitation of being exposed - *living in the limelight* - living in a fishbowl, therefore preventing themselves from expanding their business.

No worries. Here are three tips to stepping out of your comfort zone and into the money zone:

1. Take it easy on yourself. Being savvy in Social Media means being classy about the content you post; not overexposed. Be selective about what you share, but always make it authentic and real. Personal Branding is more emphasis on your personality than your "personal" stuff. Yes, that means being emotionally vulnerable. Please no "putting on a show or facade" - just real daily content with class and confidence. Your friends and target market require the real you; it gives them permission to do the same. :)

2. Trust ...when you come from authenticity and transparency while using FB or Twitter, it's a natural human response for others to embrace all of who you are. We are all here with the same challenges, fears, concerns and more in life. Compassion is available and plentiful in your online communities. Reach out and RELAX.

3. Your willingness to express the person behind the business will reap rewards. Today's sophisticated consumer wants you to communicate in your own voice (verbal, visual, and written) while using Social Media. You create raving fans that know, like, and trust you (and promote you on Facebook & Twitter) when you post emotionally compelling content.

3. The Power of Influence, Credibility and Conversion

Media opportunities are always a smart form of building your personal brand and exposure. A

media interview or quote as a reputable resource in an article can generate curiosity and business leads. *Third party validation is one of the highest forms of marketing;* much like a testimonial.

One of my clients recently asked me for tips on how to distribute a press release in the most effective way. She wanted a time saving, proactive solution given the multitude of options. She's a smart, savvy, driven woman entrepreneur like many of you. Here's the advice I gave her...

One of the many powerful ways to build your credibility, influence and then conversion using your compelling personal brand is via 3rd party validation or what is commonly known as media coverage and media relationships.

During my 22 years in entertainment PR, I used simple systems to tackle what seemed like an overwhelming project of securing media coverage for my celebrities, visual and performing artists and creative professionals.

Traditional media coverage is TV, radio, newspapers, and magazines. Today we have the LUXURY of Social Media, blogs, websites and more online resources to add to the pot of media coverage.

Amazing opportunities, but overwhelming, right?

Here are my helpful insider tips:

1. Pick the mediums your target market profile reads or listens to (newspapers, websites, magazines, radio shows, interview TV shows -- GMA, CNN, Today Show etc). Know where they go for their entertainment, news, resources and solutions to their problems.



HOT TIP: you can use keywordspy.com to search for your topic and measure the reach of that topic with this tool. It uses Google to aggregate content for the site.

2. Know what topics a particular Journalist or producer covers. Read their columns and articles or listen to the radio show host and watch the TV show that takes guests. Jot down the name of these journalists and begin to build a list of media for your own target market.

3. Then here's the secret to making this media coverage task doable and more proactive: choose in batches of "Top 10" media contacts to approach via phone and email. Do a total of 30 contacts over a 3 month period where you approach them in batches of 10. Complete each follow up until you receive a yes or no. Give them news angle ideas that will be of interest to their audience. It's not about your product or service or event. It's about how your expertise will serve their audience. You are helping them with their job! Yes, if you want to use PRweb.com to distribute a general press release to a specific market and media - go ahead as a support to your campaign. But focus on going directly to the Journalist and "pitch" them your story/news idea.



Pitch them via phone and do it quickly! They have very little time. If you can't get them on the phone - leave a quick to the point

message and tell them you are emailing them your press release and story ideas. Tell them your email address so they can watch for it. Now, keep in mind, they are pitched all day long by hundreds of people, so FOLLOW UP is critical. Keep approaching each of the 10 till you have exhausted your 10 list and then move onto the next 10.

4. Be a resource for media in two ways. Build a collaborative relationship with media. Be known as a top expert with excellent, efficient, and factual content for them. Secondly, recommend experts in your circles of influence to your media contact and they will eventually come to you for other suggestions. They will be one of your BEST sources for **building credibility, influence and conversion.**

When I was doing PR for my clients, I was hired based on my creative news angle talents, knowing how to talk to the media and WHO was in my media rolodex. The relationships with media were crucial to my success as a publicist. You can build these too! Just be consistent with posting your expertise on your blog, Twitter and Facebook fan page.

HOT TIP: Journalists typically use Twitter and blogs to find resources for their stories. Show up consistently!

By the way...a professionally done journalistic ready press release acts like an intro for media to consider your topic or person for coverage. It's like bait. It's not the end all be all. It's not an article. It's factual, compelling, and of interest to the audience the Journalist serves (which is YOUR audience).



So, go out and be the brilliant personal brand you know you can be by serving your immediate audience with your expertise in the most authentic way and expand your credibility and influence by making media relationships for media coverage; then watch your conversion INCREASE!

Helpful? Please post a comment at my [fan page](#) - ***Social Media Savvy with Marla Dennis*** and let me know how this helped you! I want to make this a two-way conversation - let's connect!

Social Media Savvy Success Tip: Is it time for your spiritual awakening that will lead to a new, refreshed personal brand? Try taking a step back from all your demands and just BE. Allow the spontaneity of the moment to lead you to your next enlightenment - your next version of who you are to become.

And then give people your best - the new you.

4. Passion Branding: Inspired ideas that easily build the “know, like and trust factor”

One of the easiest ways to build the “know, like and trust factor” with your personal brand is marketing your passions. We will show up most authentically when we are involved in what we love. I refer to that as “that which gives us life.” Now, that very well may be the work you do; but for the moment I am focused on you creating even more compelling content via your social media channels and attracting those of like minds and interests beyond your business expertise. I call it passion branding.

One of many ways to be a successful marketer is by being an organic storyteller while doing those passions you love.

Wonderful examples of authentic passion branding:

1. A web designer/creative director created an art club for women locally to meet monthly and exhibit their masterpieces. They inspire each other and their community via their art. She shares her artwork on her profile page and markets the free exhibits.
2. A Realtor who loves exercise and bringing people together has been a Jazzercise instructor for years. She posts her photos and class info on Facebook. She brings together women for fun, wellness and community. Perfect.
3. A Chiropractor who loves helping underserved families in the Philippines started a non-profit feeding these children. He posts stories and successes of his mission work. Beautiful way to build an authentic brand while creating the know, like and trust factor with his social media communities.
4. My passion for filmmaking (storytelling and writing) led me to joining forces with a past client who is a producer and writer in the entertainment industry. We are organically building a community online and now offline called Los Angeles Filmmakers Network. We created a meet up page and a new fan page. Our first meet up was in June and a workshop coming up. Our purpose is to educate, inspire and transform lives through the art of filmmaking.

Our passions demonstrate the rich texture of our lives. When my clients ask for “compelling” brand content ideas to post on Facebook, Twitter and in their ezines, I always recommend the easiest topic for them to be inspired by are their passions.

When you share your passions you are inspiring others to do the same. And that makes for a better world all the way around.

Social Media Savvy Success Tip: The more savvy your brand and content – the stronger your SEO (Search Engine Optimization) allowing people to find you online easier and more efficiently. Remember this: the more online content and “online real estate” you have – the easier it is for people to find you; hence your business growth and bottom line.

5. Create an Intentional Business vs. Running it By the Seat of Your Pants!

Build Your Intuition Muscle and Your Brand Will Excel! Here’s an excerpt from a recent email I sent to my community:

“What a week! I needed to reconnect to my intuition/spirit this morning after living in my head all week "doing" instead of more "being." I do my best to live what I coach! I realized I was at burnout and my inner barometer (Spirit) was nudging me to slow down and reconnect.

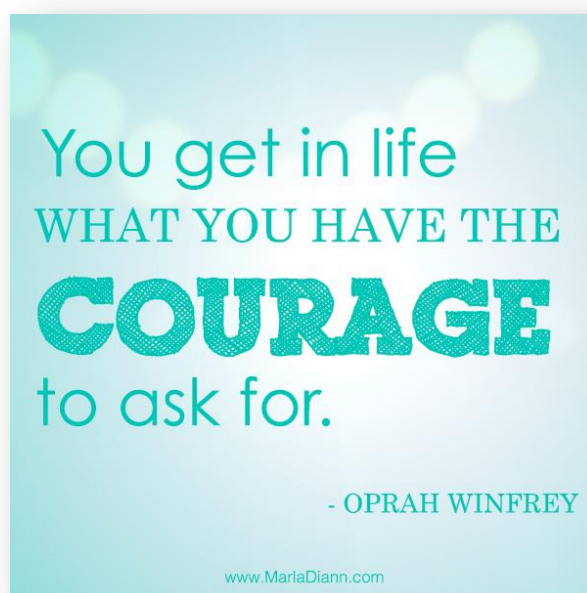
This quote from world renowned spiritual author/speaker Shakti Gawain helped me, maybe this will be a good reminder for you, too?

"The intuitive mind has access to an infinite supply of information. It is able to tap into a storehouse of knowledge and wisdom, the Universal Mind. It is also able to sort out this info and supply us with exactly what we need and when we need it. Though the messages may come through a bit at a time, if we learn to follow this supply of info, the necessary course of action will unfold. As we learn to RELY on this guidance, life takes on a flowing effortless quality."

Fine tuning our intuition for our business success is crucial in today’s more conscious landscape. It’s a consciousness and this is one of the richer benefits when you invest time in building your spiritual muscle.

How do you start building that muscle?

Your compelling brand and marketing strategies go far beyond your photos, images, written or video postings on social media sites, in your ezine and blog. During your daily "working" hours - instead of coming from your head more, listen within - your intuition is speaking ever so lightly OFTEN. It's first a feeling - a very soft feeling - and when we don't listen because we are too busy "doing" - that voice and Universal mind - will get louder with a nudge to take action. Finally...you either make a choice not in your best interest - or you surrender to the feeling - the voice - and you align with your heart - the seat of your wisdom. Now you are living the life you were meant to live in that moment.



For most women, this connection to our intuition is far easier than for most men. I say not so. Men have the ability to be just as connected! Guys, here's an excellent example of listening within from this blog excerpt, ***"Wisdom from a soul-centered man"*** -

"I've realized that my brain doesn't always know what's best for me. I have some desires that my brain knows will make me feel good, but those things rarely bring lasting happiness; they just leave me wanting more.

So, any time I start excitedly making plans to do something and I feel a level of uncertainty I put that on hold. I turn everything off and do one of the following:

- sit in meditation
- go for a walk
- set up my hammock in the back yard

The main goal here is to relax fully and completely. If my memory is correct, that day I chose the hammock. Something about a hammock just brings me to a sense of ease and comfort; not a worry in the world and from that sense is a gentle whisper of a voice."

For the complete inspiring story, go to <http://tinyurl.com/intuition-blog>

This man's consciousness is one of many ways to live your life with intention and take that into your business daily. How? Simple:

1. Create a habit each morning by writing in a journal about the accomplishments you will have that day AS IF it already happened. "Script" out your day before it happens. Use power words like "gratitude, appreciation, abundance, achievement, leadership, success, completion, elevate, collaborate, invest, to name a few.

2. Add a list of 5 things you are grateful for in the journal. Consistently - every day.

3. Start your year out ALWAYS with a marketing plan, 3 top goals you want to achieve in the year, and a launch calendar for all your new products or services you will be delivering to keep you in the "innovative" category in your industry. This launch calendar is essentially your streams of revenues planned well ahead. Now create the marketing plan around the launches.

4. Purchase a large dry eraser full year wall calendar and plug in all your launches, speaking engagements, events, and marketing plans for the year and add as you go along. You will have a visual each day to refer to and won't overbook, overload, or overwhelm your schedule. I find when I use my week-at-a-glance desk calendar with the wall full year calendar - I am operating *with intention* and an organized system for my scheduling and projections for revenues each month.



When you make a decision to be intentional as you build your spiritual muscle, (intuition) that energy will immediately set your intentions in motion. Watch, once you make the decision and take the actions I recommended - opportunities, events, people and more will begin showing up to support your intentions. (My clients consistently experience this.)

No more operating from the seat of your pants and in reaction mode each week, ok?

Let's do this together. LISTEN to your intuition. Feel the voice inside. It's requesting you to move beyond your current life and go after your dreams and goals in a more intentional manner that manifests results you desire!

Recommend to your friends and associates to jump into the world of Personal Branding. This content is only the beginning to an abundant wellspring of inspiration, strategies and technology to place you at the forefront of innovation with a compelling personal brand that influences, builds a stronger credibility with your market and converts these audiences to revenues.

I am here for you! Live a six sensory abundant life & brand!

Much gratitude,

Marla



I invite you to a 30 min branding discovery call to see how I may help you ELEVATE your brand to influence the masses in your own brilliant style. Go to <http://marladiann.com/work-with-me/> and review the programs I offer. Then complete the call application and we will schedule you promptly.

Subscribe FREE to Marla's monthly "Embrace Your SPOTLIGHT" ezine at her main website www.marladiann.com. The ezine (newsletter) features innovative branding and social media marketing strategies, creative inspiration, and success mindset tips for the savvy entrepreneur.

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