



7 Benefits to Having a Clear, Compelling, Trusted Brand that Positions You as Client Attractive

The blending of your business brand with your personal brand is the secret to excelling in your marketing. I know I am singing to the choir at this point in our evolution of social media, however, there are a few points I want to highlight after 30 years in building personal brands for performing and visual artists, entrepreneurs, lifestyle experts, authors and more.

These points allow you to rise above the noise, congestion and hearsay of dozens of opinions how to show up as a smart, savvy and compelling personal brand. I desire for you to be **positioned** as a global brand for the right audience (your ideal client) relates to and trusts.

Sounds good, right? It is, but there's one challenge I want to clear up.

Many business owners are still of the mindset that personal and business are separate and truly don't have a clearly defined personal brand. No worries. My (7) benefits to having a clear, compelling trusted brand will help you become even more innovative and effective.

Let me explain something first. In today's "Social Reward" economy, every business owner needs to think of herself and himself as a brand; it's no longer an option, it's a necessity if you are to succeed in your marketing especially using Social Media.

Why?

The abundance of savvy consumers today require an authentic relationship online. They want to get to KNOW, LIKE, AND TRUST you before they consider hiring you, buying from you, or recommending you.

Your personal brand will drive value into your business like no other strategy online due to the vital importance of developing relationships and peer-to-peer marketing.

By delivering your personal brand content via video and the written word in all your marketing channels (website, blog, newsletter, Social Media) you are poised to win.



To give you a sense of clarity why this style of branding today is so important, I've spelled out **7 benefits** why having a clear, compelling personal brand that makes you **"client attractive"** is vital to conversion.

1. **Your personality is power.** No one can duplicate who you are. As a result, you take yourself out of the competition. When you reach out to your market in a personal way and nurture that relationship online via your social media, blog and custom personality-driven newsletter, you hedge the competition and build more loyal followers. Your content needs to be BOTH personal interests, passions, family, friends, travel AND business. Not separate. Why?

Is that how you are when you meet someone in person? You only talk business and not who you are and your interests? Rarely. It's always about building the rapport; not marketing a business. ***Personal branding is who you are; not what you do.*** Embrace your spotlight.



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2. **You are known how to implement** the key strategy to capture public interest, tell a compelling story and convert that market into a loyal audience. Post content that speaks to your ideal client's challenges, needs, and aspirations. Images and IG stories are great for this.

3. **You'll have the skills to be an innovative digital storyteller** creating a loyal community for your business. Take it a step further and be a thought leader by voicing your take on something needing change in your industry or globally. Change the conversation. Be bold.

4. **You're known for clearly communicating** in ALL your marketing channels (website, social media, blog, newsletter, and emails) as an authentic voice to your communities who can be potential new clients or customers. You aspire to have them FEEL connected to you before they choose to buy or hire you. You optimize the engagement principle and others look to you for relevant content as that go-to-expert.

5. **Your expertise & personality translates to savvy online content** resonating with your ideal client profile. *Think of ways you can enhance people's lives with your postings.*

6. **Your Google rankings result in higher positioning because of SEO** "content" requirements. Search engines seek "emotionally based" content for priority ranking. This translates to SEO - (Search Engine Optimization).

7. **You are seen as an innovative** business that is on top of their game thriving.

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The more savvy your brand and content – the stronger your SEO allowing people to find you online easier and more efficiently. The more online content and “real estate” you have – the easier it is for people to find you; hence your business growth and bottom line.

The 7 benefits (of many more) set you up to win by BUILDING MOMENTUM and converting postings and video views to revenues when used with an effective branding system.

Embrace your spotlight,

A handwritten signature in blue ink that reads "Marla". The signature is written in a cursive, flowing style.