

Build Your Personal Brand

How to be The Leading Authority
and Create Staying Power

Presented by Gilberto Herrera and Scale You University

Agenda

1. How To Separate Yourself From The Competition
2. How to Make You (and Your Business) attractive to Your Dream Clients
3. How to Build Brand Loyalty Through Emotions
4. How To Build Profitable Connections and Be Visually Attractive

Why Building a Personal Brand Is Important?

It Increases Revenue

Lucidpress states that consistent presentation of a brand has seen to increase revenue by 33%

It creates Brand Loyalty

People will shop with you frequently and consistently and tell others to do the same

It Makes for Easier Introductions

No matter the line of business, if your name precedes itself, people will pay attention to what you have to offer

Surface Visibility



LOGO

The diagram features a white iceberg floating in a grey sea. The top of the iceberg is above the water line, while the rest is submerged. Horizontal dashed lines divide the iceberg into sections. To the right of each section is a label. The top section (above water) contains 'LOGO' (red), 'TAG LINE' (blue), and 'VISUAL IDENTITY' (red). The submerged sections contain 'MARKET STRATEGY' (red), 'PERSONALITY, VOICE' (blue), 'POSITIONING' (blue), 'BRAND PROMISE' (blue), and 'CORE VALUES' (red). The iceberg has a small red flag on its peak.

TAG LINE

VISUAL IDENTITY

MARKET STRATEGY

PERSONALITY, VOICE

POSITIONING

BRAND PROMISE

CORE VALUES

Below Surface Perception

Section 1

How To Separate Yourself From the Competition



Surface
Visibility

Below Surface
Perception

What Do You Stand For?

Core Values

- They serve as a compass that guides your brand story, actions, behaviors, and decision-making process.

Core Value Examples

Nike's Core Values

- Do the right thing
- Be on the offense always
- Serve athletes
- Create the future of sports
- Win as a team

Gilberto's Core Values

- Seek ways to give first and expect nothing in return
- Create an environment that inspires selfless action for the selfless
- Attack educational falsehoods
- Learn often and forever
- Except no mediocrity.

Your Turn

How to create your core values

- Build them as a team.
- Be patient.
- Combine those that can be pooled.
- Inspire good selfishness in others
- Succeed as a collective

Come up with five to seven core values for your brand

- _____
- _____
- _____
- _____
- _____

Make Your Core Values Visible Everywhere Possible

- Your staff, team, board,
- Customers and prospects need to see them....especially in the beginning

Surface Visibility

LOGO

TAG LINE

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Below Surface Perception

Your Brand Promise

What Do You Promise To Always Give Your Audience?

- Your customers expect to receive value from your every single time they interact with you.
- The more you deliver on that promise, the stronger the brand value in the mind of your staff and customers

Examples

- Nike – To bring inspiration and innovation to every athlete in the world
- Coca-Cola – To inspire moments of optimism and uplift
- Starbucks – To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time

Gilberto's Promise

- To inspire and educate the selfless to start within then build the perfect world for those they serve

Your Brand Promise

How To Come Up with Your Brand Promise

- Focus on your audience
- Think about your touchpoints
- Keep it simple, unique and inspiring

Alignment + Visualization + Value Proposition = Brand Promise

What is Your Brand Promise?

Section 2.

**How to Make You (and Your
Business) Attractive to Your
Dream Clients.**

Surface Visibility



Below Surface Perception

Brand Positioning

Placing Yourself in the Mind of Your Customers.

- The goal is to create a unique impression in the customer's mind so that they associate something specific and desirable with your brand that is distinct from the rest of the marketplace

Process.

- Determine how you're currently positioning yourself
- Identify your direct competition and how they're positioning their brand
- Craft a brand positioning statement
- Test the ability of your brand positioning statement

How To Craft Your Positioning Statement

- For [target customer], [your name/company name] is the [market definition] that delivers [brand promise] because only [your name/company] is [reason to believe]

Example

Amazon in 2001 – For world wide web users who enjoy books, Amazon.com is a retail broker that provides instant access to over 1.1 million books. Unlike traditional book retailers, Amazon.com provides a combination of extraordinary convenience, low prices, and comprehensive selection.

Gilberto's Positioning Statement

For entrepreneurs who want scale through their own name and likeness, Gilberto Herrera is person that provides easy to implement strategies and tactics to build a profitable brand. Unlike traditional coaches and consultants, Gilberto Herrera provides strategies that are evergreen and focus on the long-term success of your brand, not just the product you sell.

Your Turn

Create Your Positioning Statement

- Does it separate your brand?
- Does it match customer perceptions?
- Does it enable growth?
- Is it focused on your core customers?
- Is it memorable and motivating?
- Is it easy to understand and difficult to copy?
- Is it positioned for long-term success?
- Can it withstand attacks from competitors?

What is Your Positioning Statement?

Section 3

**How to Build Brand Loyalty
Through Emotions**

Surface Visibility

LOGO

TAG LINE

VISUAL IDENTITY

MARKET STRATEGY

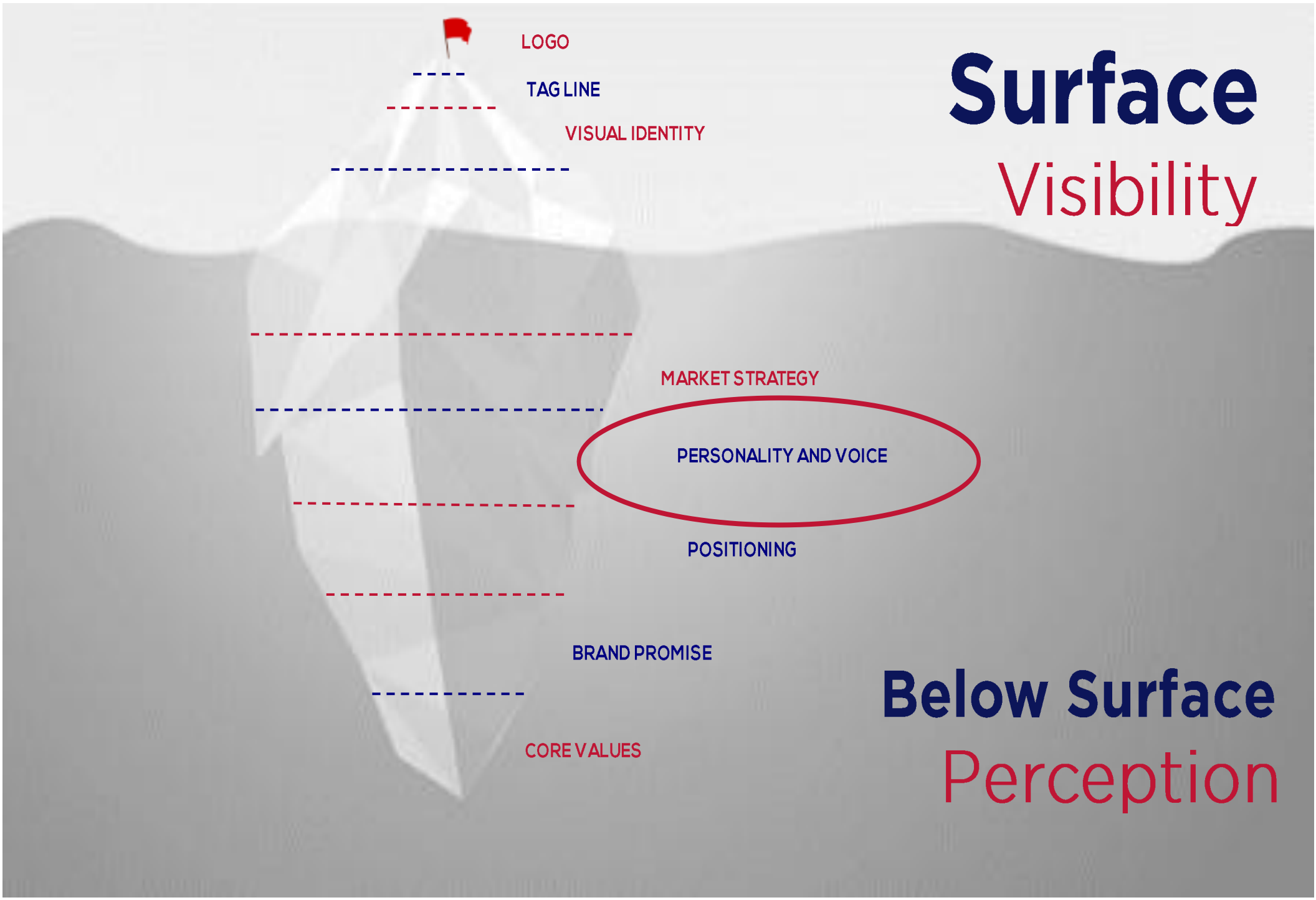
PERSONALITY AND VOICE

POSITIONING

BRAND PROMISE

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Below Surface Perception



Brand Personality

Who You Are in Essence?

- It's an extension of your mission, vision, and values

How to Find Your Brand Personality

- Pick 3-5 adjectives from the chart in your workbook (see next page)
- Imagine the best spokesperson for your brand?
- Create a mood board (see next page)
- Who do you want to be to your customers?

Adjective	Synonym	Antonym
01) Aggressive	01) Hostile	01) Passive
02) Ambitious	02) Determined	02) Laid-back
03) Amused	03) Entertained	03) Bored
04) Brave	04) Valiant	04) Cowardly
05) Bright	05) Intelligent	05) Stupid
06) Cruel	06) Harsh	06) Kind
07) Combative	07) Pugnacious	07) Peaceful
08) Co-operative	08) Helpful	08) Difficult
09) Cowardly	09) Craven	09) Brave
10) Dangerous	10) Menacing	10) Safe
11) Diligent	11) Industrious	11) Lazy
12) Determined	12) Resolute	12) Docile
13) Disagreeable	13) Nasty	13) Agreeable
14) Evil	14) Wicked	14) Good
15) Frank	15) Candid	15) Evasive
16) Fearless	16) Bold	16) Fearful
17) Generous	17) Magnanimous	17) Miserly
18) Gifted	18) Talented	18) Talentless
19) Helpful	19) Obliging	19) Useless
20) Harmonious	20) Amicable	20) Hostile
21) Hesitant	21) Unsure	21) Decisive
22) Instinctive	22) Intuitive	22) Learned
23) Jealous	23) Envious	23) Compassion
24) Knowledgeable	24) Learned	24) Ignorant
25) Loner	25) Outsider	25) Sociable
26) Mysterious	26) Enigmatic	26) Straightforward
27) Naughty	27) Disobedient	27) Well behaved
28) Pleasing	28) Agreeable	28) Displeasing
29) Placid	29) Tranquil	29) Excitable
30) Punctual	30) Prompt	30) Unpunctual
31) Successful	31) Prosperous	31) Unsuccessful
32) Sedate	32) Relaxed	32) Exciting
33) Sincere	33) Honest	33) Deceitful
34) Selfish	34) Egocentric	34) Altruistic
35) Talented	35) Skillful	35) Inept
36) Thrifty	36) Frugal	36) Extravagant
37) Truculent	37) Defiant	37) Amiable
38) Unbiased	38) Objective	38) Biased
39) Voracious	39) Insatiable	39) Content
40) Witty	40) Amusing	40) Humorless
41) Wise	41) Enlightened	41) Foolish
42) Warm	42) Cordial	42) Cold
43) Zany	43) Kooky	43) Sober

Mood Board Example



Example

Red Cross:

- Uplifting
- Empowering
- Inviting
- Personal

Gilberto's Brand Adjectives:

- Generous
- Knowledgeable
- Prosperous
- Combative
- Sincere

Come up with 3-5 adjectives that define your brand personality

Brand Voice

Heart of all communications

- The tone that you speak and connect with your audience
- Needs to be authentic

How to Build Your Brand Voice

- Build archetypes and pick one
 - Working parents, college students, urban hipsters
- Answer questions in workbook
- What do they want from your brand?
- Find your Muse (similar brand)

Brand Voice and Archetypes Questions

- I want my brand to make people feel _____.
- _____ makes me feel this way.
- I want people to _____ when they come into contact with my brand.
- Three words that describe my brand are _____, _____, and _____.
- I want to mimic the brand voice of _____.
- I dislike brand voices that sound _____.
- Interacting with my clients and potential clients makes me feel _____.

Timeless		Modern
Reserved		Exciting
Established		New
Sophisticated		Casual
Polished		Rugged
Corporate		Personable
Serious		Fun

Sincerity

Distinction

Competence

Ruggedness

Section 4

**How To Build Profitable
Connections and Be Visually
Attractive**

Surface Visibility



Below Surface Perception

Marketing Strategy

Gameplan for reaching prospects and turning them into customers

- Study the Google Think Path to Purchase
- Awareness, Consideration, Action, Advocacy

Surface Visibility

LOGO

TAG LINE

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Visual Identity

Your Personal Appearance

- The right wardrobe can and will affect how others see you.
- Once a first impression is born, its rarely ever changed

Your First Impression.

- Based on your career and the type of customer you're looking to attract.
- Be you – not what you think will be popular

Collection of Visual Elements to Represent and Differentiate a Brand

- Helps customers identify the brand
- Must be suitable for your target audience
- Separates you from the competition and stands out in the minds of customers
- Simple
- Timeless
- Needs to be functional
- Look at what the top people in your industry are doing

Surface Visibility



Below Surface Perception

Tag Line

A Memorable Motto or Phrase

- Designed to serve as a permanent expression of your company's purpose and mission

What makes a good tagline?

- It should explain the unique value that your offers as clearly as possible
- Make it memorable
- Keep it short
- Integrate it into your logo design

Examples

- Nike – Just Do It
- Apple – Think Different
- Dunkin' Donuts – America Runs on Dunkin
- McDonald's – I'm Lovin' it

What is Your Tag Line?

Colors

They Have Meaning

- Study the psychology of meaning in branding and marketing

Examples



Gilberto's Colors

#022859

RGB: 2 40
89

#f2c36b

RGB 242,
195, 107

#bf1534

RGB: 191
21 52

#022873

RGB: 2 40
115

Surface Visibility



Below Surface Perception

Logo

Symbol Made Up of Text and Images That Identify a Brand

- The perfect visual mark for a company

What makes a good logo?

- It must be simple
- Memorable
- Versatile
- Relevant
- Must start with a complete brand strategy

Most Important

Build a Movement/Community

- Grant Cardone – 10x
- Beyonce – Beyhive
- T-Mobile – Magenta Gang

Be Different

People want different not better

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My Book

The Ultimate Guide To Attract and Attain Your Dream Customers

