



Carolyn McCall

Personal Branding Framework

March 10, 2012

Understanding Your Value

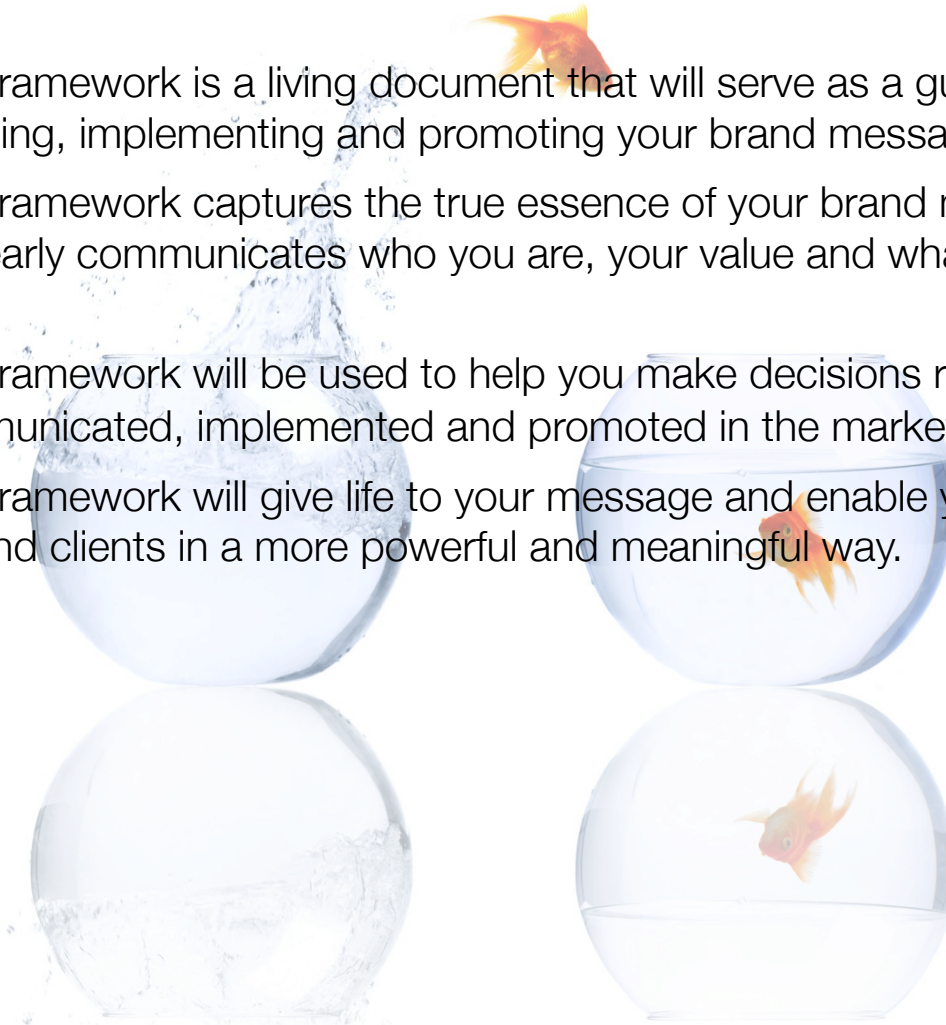
You are bigger, more powerful and more valuable than you have ever been taught to believe.

- Lethia Owens

Ranked #8 Among the Top 30 Brand Gurus in the World

Your Irresistible Brand Framework

- Your brand framework is a living document that will serve as a guide and roadmap for communicating, implementing and promoting your brand message.
- Your brand framework captures the true essence of your brand message and brand assets. It clearly communicates who you are, your value and what makes you different/unique.
- Your brand framework will be used to help you make decisions regarding how your brand will be communicated, implemented and promoted in the marketplace.
- Your brand framework will give life to your message and enable you to connect with your prospects and clients in a more powerful and meaningful way.





“You have the potential for creating a powerful and clear distinction that captivates, fascinates, inspires, influences and engages others to become advocates of who you are and your unique promise of value.”

- Lethia Owens

Carolyn McCall is Passionate About:



- Helping individuals heal their hurts by strengthening their belief and faith in themselves.
- Speaking as a method of touching the lives of others.
- Serving, teaching, mentoring and coaching others to higher levels of success.
- Helping individuals see the greatness that is within them.

Self Efficacy Quote

Confidence is that feeling by which the mind embarks in great and honorable courses with a sure hope and trust in itself.

- Marcus T. Cicero

Authentic Branding

Building an irresistible brand is simply giving yourself permission to become more of who you really are.

- Lethia Owens

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15 Facets of an Irresistible Brand

1. Brand Name
2. Tagline
3. Position Statement
4. Target Market
 - Demographics,
 - Psychographics
 - Sociographics
5. Niche
6. Expertise
7. Title
8. Brand Keywords
9. Visual Brand Assets (Brand Colors, Typography, Web Design, Logo, Etc.)



15 Facets of an Irresistible Brand (Continued)

10. Ideal Profiles

- Ideal Client
- Ideal JV Partner
- Ideal Team
- Ideal Tribe Member

11. Tribe Name

12. Movement

13. Irresistible Free Offer (Pink Spoon)

14. Irresistible Signature Program (ISP)

15. Expert Story

- Your Irresistible About Page (400-800 words)
- Your Irresistible Bio - Short Form (200-400 words)
- Your Essential Marketing Message (75-150 words)



1. Brand Name



It is suggested that Carolyn use **“Permission to be Phenomenal”** as her brand name. This brand name effectively and powerfully communicates Carolyn’s commitment to helping her clients triumph over their challenges.

The business name is:

The Self Efficacy Institute, LLC

2. Tagline

It is recommended that Carolyn use the following tagline as a way to enhance her brand message. The objective is to communicate the idea that people are in control and have the power to create their phenomenal future and success.

**Turn Challenges into Success Through
the Power of Self Efficacy!**



Taglines
the lines you remember.

3. Position Statement



It is recommended that we use the position statement listed below:

The Self Efficacy Institute is committed to helping organizations and individuals become more successful by teaching them how to turn challenges into success through the power of self-efficacy.

4. Target Market



Carolyn's target market is made up of:

1. Organizations who want to increase employee engagement and turn employees with average performance into key contributors.
2. Women who lack the confidence and self-worth to utilize their gifts and talents at the highest levels possible.

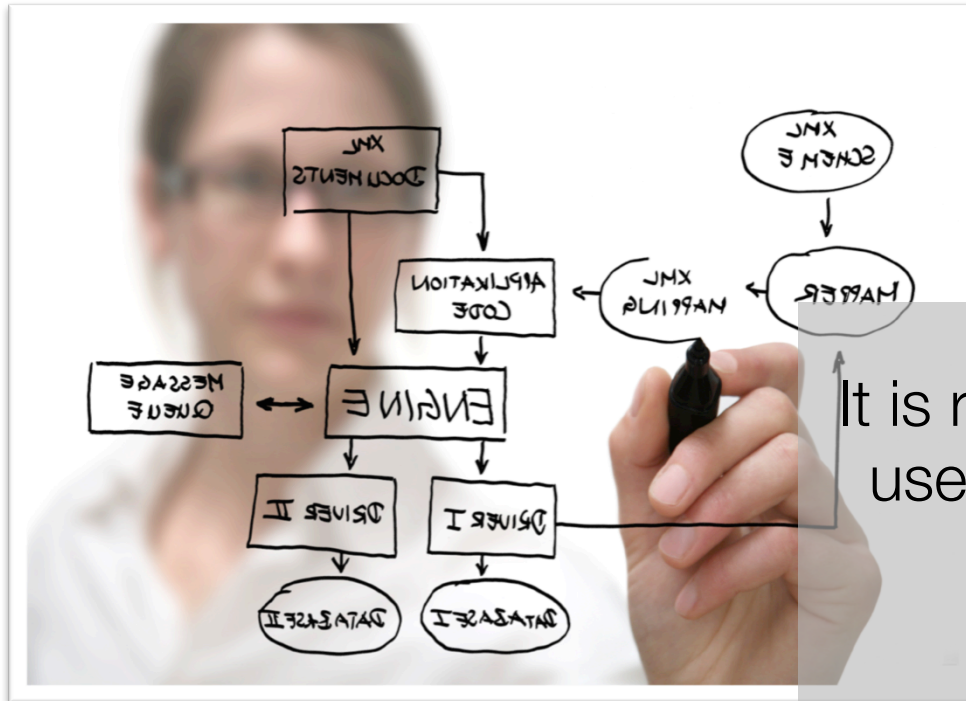
5. Niche



It is recommended that Carolyn build her brand under the following niche:

1. Helping women become more confident and turn their challenges into success stories through the power of self-efficacy.
2. Helping organizations turn employees with average performance into key contributors who experience phenomenal success through the power of self-efficacy.

6. Expertise



It is recommended that Carolyn use the following label for her expertise:

“Increasing Organizational and Personal Success Through the Power of Self Efficacy”

7. Title



It is recommended that Carolyn use **“Self Efficacy Expert”** as her professional work title.

8. Brand Keywords - SEO



Based on our SEO research, here are the top recommended keywords for Carolyn:

Self Efficacy Expert

Self Efficacy Trainer/Speaker

Leadership Trainer/Speaker

Employee Engagement Trainer/Speaker

Motivational Speaker

Women's Motivational Speaker

8. Brand Keywords – Social Media & Domains

- Social Media Accounts (FREE)
 - **Facebook.com** – <http://Facebook.com/Permission2BU>
 - **Twitter.com** – <http://Twitter.com/Permission2BU>
 - **LinkedIn.com** – <http://LinkedIn.com/in/CarolynMcCall>
 - **YouTube.com** – <http://YouTube.com/Permission2BU>
 - **SlideShare.net** – <http://SlideShare.net/Permission2BU>
 - **Scribd.com** – <http://Scribd.com/Permission2BU>
 - **Pinterest.com** – <http://pinterest.com/Permission2BU>
- Domains to Purchase:
 - <http://YourPhenomenalFuture.com>

9. Visual Brand Assets – Brand Colors



The following brand colors are recommended for Carolyn:

Purple and Green



9. Visual Brand Assets – Logo Samples



Logo Option #1



Logo Option #2

9. Visual Brand Assets – Typography

- Font #1 – Colaborate Light

The Self Efficacy Institute

- Font #2 – (Century Gothic)

The Self Efficacy Institute

- Font #3 – Palatino

The Self Efficacy Institute

Website Design



Click on the link(s) below to view the mockup(s) at full size.

- Home Page Mockup
- <http://misc.lethiaowens.biz/mages/Carolyn-McCall-Mockup-v1.jpg>

10. Ideal Profiles



Ideal Client

Character Profile – This organization or individual is committed to personal growth and professional development. Organizations will have a history of investing in leadership development programs and investing in their employees. Individuals will have a desire for something greater than what they have experienced so far in their life.

Ideal JV Partner

Character Profile – This person would have a strong following online and at least 1,000 people in their email database. They have a collaborative spirit and have an abundant mentality and not a scarcity mentality.

Ideal Team Member

Character Profile – Someone who provides WOW customer experiences and has proficient technology, social media and business process skills.

Ideal Tribe Member

Character Profile – This person consistently shares what they are learning from Carolyn with their contacts and they often enroll into her programs.

11. Tribe Name

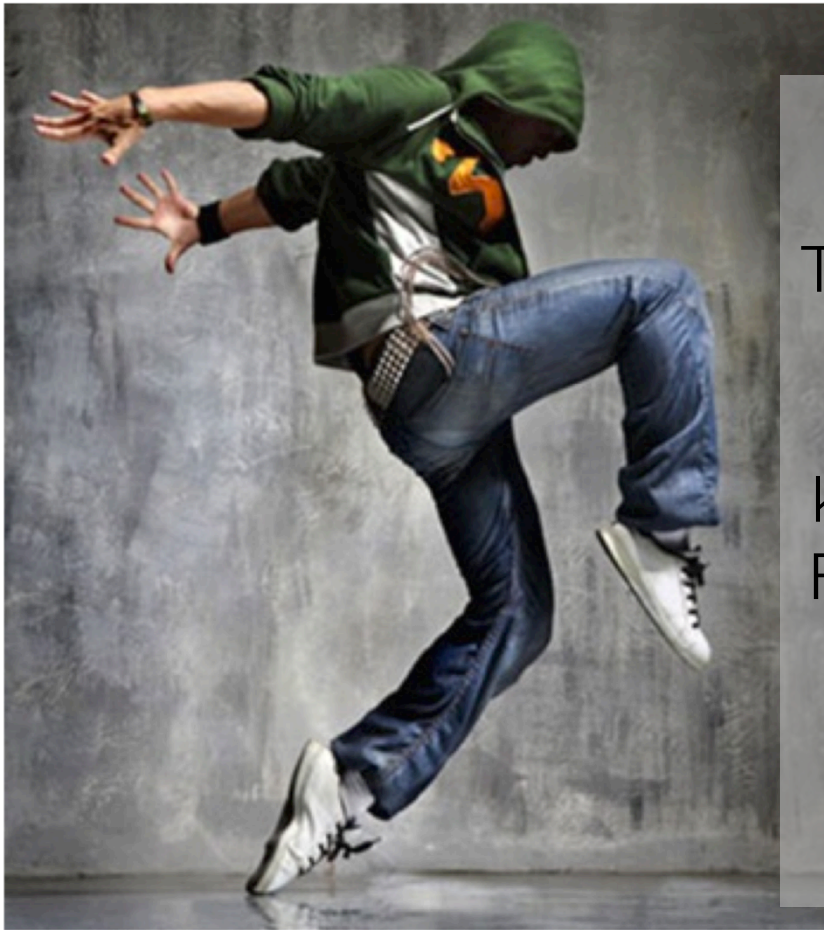


“Phenomenal Friends”

Example as used in the opening of an email from Carolyn:

“I want to send a special thank you to all of my Phenomenal Friends for ...”

12. Movement



“Your Phenomenal Future”

This movement would encourage people to embrace their phenomenal future by sharing a key goal within the “Phenomenal Friends” community. Participants will be encouraged to support one another and help others reach their goals when they can.

13. Irresistible Free Offer (Pink Spoon)

Special Report Entitled “Create Your Phenomenal Future: 5 Strategies to Increase Your Confidence, Power and Influence”

It is recommended that Carolyn create a 5-7 page special report designed to help the reader increase their confidence, increase their power and increase their influence. By doing so they will begin the steps to creating their phenomenal future.

Carolyn should make the report high value and very informative and interactive. She could create a quiz that will allow the reader to assess their propensity toward a success oriented mindset along with inspirational and practical insights to help the person grow and step into their power.

14. Irresistible Signature Program (ISP)



Recommended signature program(s):

1. Increased Power, Presence and Performance Through Self Efficacy.
2. The Woman's Way: A Guided Journey to Creating a Life You Love.

15. Expert Story

Your Irresistible About Page
(400-800 words)

Your Irresistible Bio - Short
Form (200-400 words)

Your Essential Marketing
Message (75-150 words)



Irresistible About Page (400-800 words)

Imagine What You Could Accomplish if Your Organization or Life Was Positioned for Phenomenal Success Through the Power of Self Efficacy...

When you hire someone to speak to your group, you're probably hoping for motivation and inspiration. What if you could also deliver someone who connected with the audience in such a meaningful and authentic way that, years later, people who attended would still be talking about how that speaker changed their lives?

Carolyn McCall has been engaged in public speaking since childhood, presenting to audiences ranging from dozens to hundred. An adjunct instructor of Psychology at a local Career Institute, a former self-development trainer and a professional speaker, she is equally comfortable talking about professional and personal topics, weaving original stories from her own multi-faceted life into her presentations.

In these times of dizzying change, you'll probably agree with Carolyn that any speaker needs to do more than motivate an audience. She should also add real value - and offer tools and concepts that every participant can incorporate into their lives immediately, to produce meaningful and lasting change.

Of all the speakers you could hire, Carolyn McCall is one of the very few who can engage and motivate the audience- and even more important, deliver a prescription for solid results.

We live in rapidly changing times. Institutions, economies, governments and paradigms are disintegrating. But what if we were made for these times? What if instability is a necessary precursor to our greatness? No matter what is happening in your business, your personal life, or your world, everything you need to create the life of your heart's deepest desires is right here, right now. According to Carolyn McCall and her book, *Everything You Need Starts Inside You!*, the secret lies you. In her engaging talks, Carolyn weaves stories from her own experience into her explanation of the steps you can take today to totally transform your business, your life and even your experience of reality.

Irresistible About Page (400-800 words) Continued

Popular Topics Include:

- Everything You Need Is Inside of You NOW: 3 Simple Steps to Creating More Joy, Freedom and Abundance Right Now—No Matter What.
- Inspired Action: Transforming the 13 Attitudes and Actions that Keep You Living Beneath Your Potential
- Diversity: What You See In Others, Is What You See In Yourself!
- Painful Goodness: Turning Painful Experiences into Restoration and Peak Performance That Produce Good Results
- Innovation: Understanding the Mindset that Leads to Transformational Thinking
- Smart Communication: Creating a Meeting of the Minds
- Stopping - The Subconscious Mind From Limiting Your Beliefs About You (and Your Business?) 9 Common Saboteurs to Success
- Eliminate the 5 Illusions that Keep You Stuck
- Going with your Gut: Profitable Ways to Use Your Intuition in Business and Life

Custom workshops and speeches also available.

Previous Speaking Experience: Carolyn is an accomplished public speaker with over ten years of in-depth, varied experience ranging from motivational speeches, business meetings, workshops and seminars. Audiences have ranged in size from small groups to hundreds.

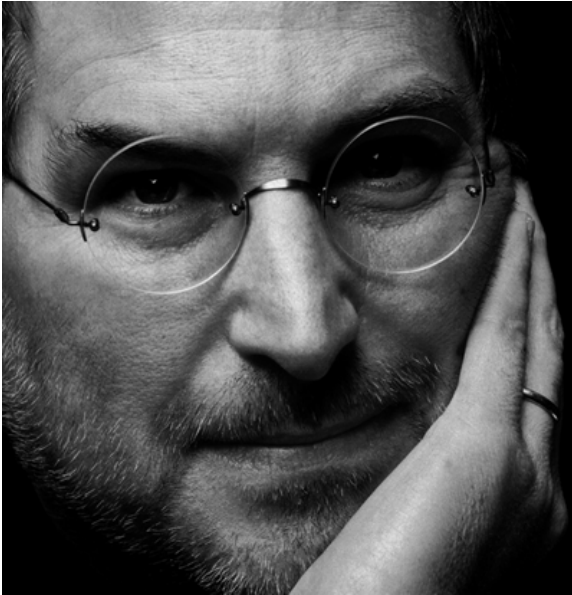
Irresistible Bio Short Form (200-400 words)

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Essential Marketing Message (75-150 words)

- **Problem Statement** – Articulate the problem or predicament or pain your target market is experiencing in terms that are meaningful to the person you are speaking with.
- **Problem Story** – Tell them more about the problem and discuss examples of those you have worked with.
- **Expertise** – tell them who you are and what your expertise is in.
- **Target Market** – Say who you work with to let them know your services are for them and not someone else.
- **Solution Statement** – Tell them your solution and what makes you different.
- **Benefits** – Tell them how clients benefit when they work with you.

Essential Marketing Message (75-150 words)

"I believe that every individual has the opportunity to create a life they love, one that allows them to bring their gifts and talents to the table each day as a way to make greater contributions in their professional or personal life.

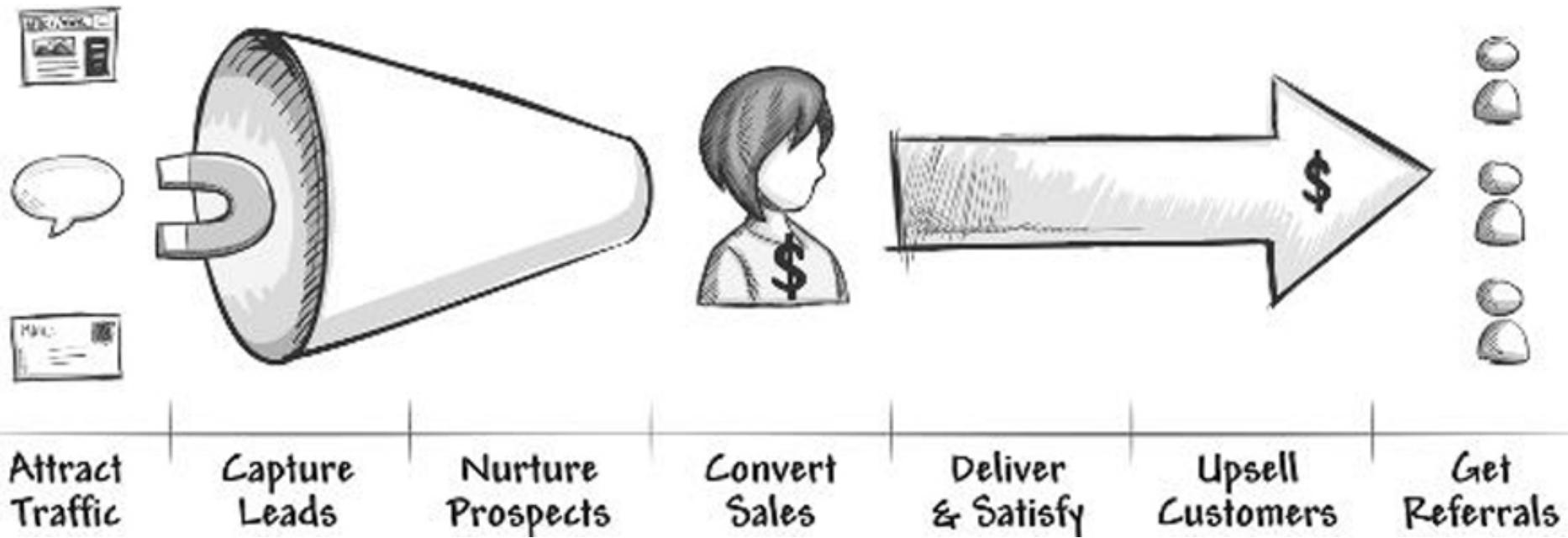
As a self efficacy expert, I work with organizations and individuals to help them turn their challenges into success through the power of self efficacy.

When clients work with me, they develop clarity of purpose, become more inspired about their future and they reach higher levels of performance."

- Carolyn McCall



The Perfect Customer Lifecycle



Become a Category of One

Success isn't about being perceived as
the best at what you do,
it's about being perceived as the only one
who does what you do.

- Jerry Garcia of the Grateful Dead

Brand Promotion Recommendations:

Key Promotions and Marketing Activities:

1. Build the “Phenomenal Friends” Community of tribe members and begin nurturing the relationships with patients, friends, fans, followers and connections using unique language (underlined below) that is specific to Carolyn’s tribe:
 - *Email... “Good morning Phenomenal Friend...”*
 - *Facebook... “Today’s Tips for Creating your Phenomenal Future is...[some inspiring message]”*
 - *Tweet... “The Woman’s Way is a fun and inspiring journey for today’s professional woman. Click here to learn more”*
 - *LinkedIn... “Did you know you have the opportunity to be phenomenally successful today and everyday? Click here to read my latest blog post entitled...”*
 - *Website... “Give yourself Permission to be Phenomenal...”*
2. Postcard Campaign to Corporate Prospects – Develop a series of 3 postcards that promote your corporate programs and send them to 100-500 corporations who Invest in professional development for their employees.



Brand Promotion Recommendations: (Continued)

3. Put on Local Seminars – It is recommended that Carolyn develop a series of professional development and women empowerment programs that she can offer to the general public and local organizations.
4. Develop a marketing campaign to reach diversity officers within the top US corporations.
5. Setup social media accounts and a custom branded website.
6. Identify successful speakers and well paying training companies that would be interested in working with Carolyn.
7. Implement a content repurposing plan to get the word out about Carolyn's brand and service offerings.

Other Experts in Carolyn's Field

- Rosabeth Moss Kanter
 - <http://blogs.hbr.org/kanter/>
 - <http://www.rosabethkanter.com/>
- Albert Bandura
 - http://psychology.about.com/od/profilesofmajorthinkers/p/bio_bandura.htm
- Carol Craig
 - <http://www.centreforconfidence.co.uk/index.php>
- Dr. T. Louise Landrum
 - http://www.selfgrowth.com/experts/t_louise_landrum.html