

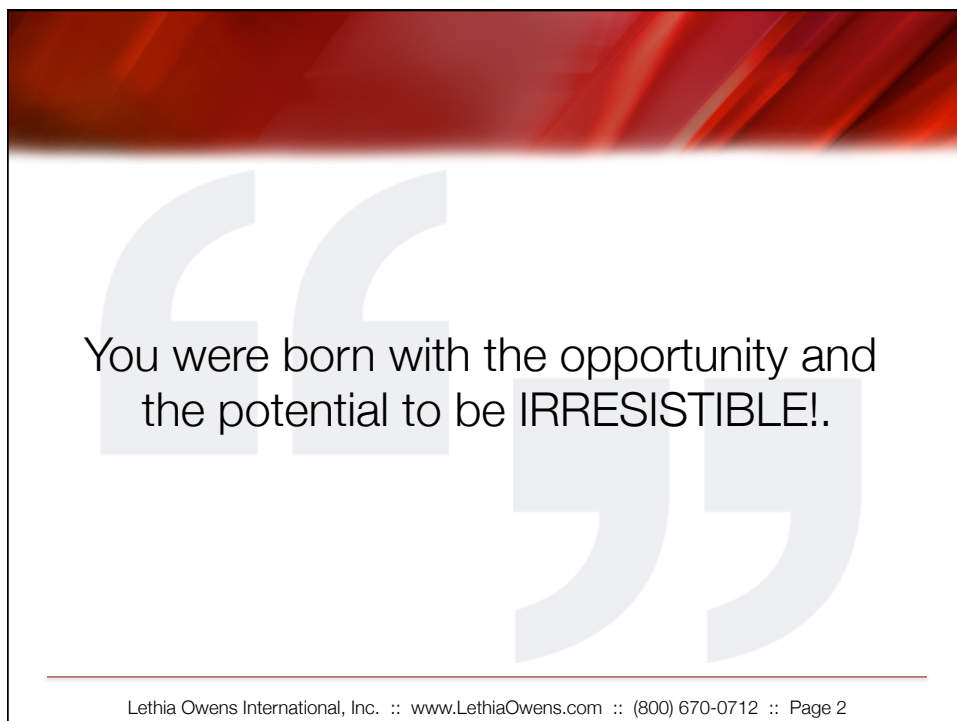


**Unlock Your Brilliance**  
Get Noticed, Hired and Paid What  
You are Worth!

@LethiaOwens  
#FTX2013



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You were born with the opportunity and  
the potential to be IRRESISTIBLE!

---

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**CallKayla.com**  
Your Social Media Marketing Specialist  
(636) 244-5041

HOME SERVICES PRICING PORTFOLIO NEW CLIENT INFO CONTACT US

**Home**  
**Affordable Social Media Marketing Services to promote your business and take your brand to the next level!**

One of the biggest challenges you face when implementing a social media marketing strategy is "How do I get it all done?"

- You have taken the classes, attended the conferences and listened to the teleseminars...
- You have purchased the Ultimate Social Media Marketing Program...
- You have signed up for the most powerful coaching program invented...
- And you have purchased the tools and software you need to get started...

**But there is one thing you may have forgotten... The team to help you implement your success strategy!**

CallKayla can help you "get it all done" and we will partner with you step by step to take your business to the next level.

Never again will you be alone. When you get stuck or when you are ready to accelerate your success...Just CallKayla.

**Why hire a Social Media Marketing Specialist?**

**Search**

**About Kayla**

Hello, My name is Kayla and I represent a team of highly trained Social Media Marketing Specialists who are ready to assist you with your social media marketing campaign so you are more effective and productive. Here at CallKayla, we understand that time is money! So don't get bogged down working on tasks associated with implementing your vision. Let our team handle the details so you can continue to do what you do best - Lead your organization.

Our team of highly skilled Social Media Marketing Specialists can assist you with your most challenging and critical projects!

Social Media Optimization  
Search Engine Optimization  
Social Bookmarking  
Keyword Research  
Affiliate Management  
Website Development  
Membership Site  
Constant Contact  
Aweber  
Facebook  
LinkedIn  
Twitter  
Video Marketing  
WordPress  
Blogging  
Articles  
MySpace  
YouTube  
eNewsletters  
Flickr.com  
ShoppingCart  
Slideshare.net  
Squidoo.com

**The WEALTHY Coach**  
Call us today!  
(636) 294-3902  
Toll Free: (800) 670-0712

Home Become an Affiliate Website Customization Request Submit a Support Ticket Submit a Support Ticket

**Membership Site**

**Facebook MiniSite**

**Mobile Site**

Transform Your Body... Transform Your Life!  
Maureen Wielansky  
Your Health, Health Expert

Transform Your Body... Transform Your Life!  
Eat Smaller, More Nutritional Meals

Members Login Here

Categories

View Coaching Lessons Join the Group Discussion



Home Categories Best Sellers Most Wanted For Gift Ideas Consoles Our Picks

# THE GAMINGINSIDER.com

BE THE 1ST TO KNOW & PLAY!

Select Language

## FEATURED BEST-SELLING VIDEO GAMES

**BEST SELLERS**

- 1. Sony Playstation Network  
Brand: SCEA  
Rating: 4.7 / 5.0 (1294 votes)

**MOST WISHED FOR**

- 1. BioShock Infinite  
Brand: 2K Games  
Rating: 4.5 / 5.0 (78 votes)

**GIFT IDEAS**

- 1. Xbox LIVE 12 Month Gold  
Brand: Microsoft  
Rating: 4.7 / 5.0 (3702 votes)

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The Power of a Brand

DELATORRO L. MCNEAL, II PRESENTS  
**FTX 2013**  
FULL THROTTLE EXPERIENCE  
3-DAY LIVE LEADERPRENEURSHIP™ CONFERENCE

STARBUCKS COFFEE

Google

The Coca-Cola Company

DISNEY CONNECTION

BMW

Microsoft

McDonald's  
i'm lovin' it

Oprah Winfrey

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## The Basics of Branding

Companies spend lots of \$\$\$  
building brands that are...

- Findable
- Noticeable
- Memorable
- Likable
- Credible
- Relatable
- Dependable
- Promotable

## What is Your Personal Brand?

What Words, Phrases,  
Emotions Do You Own?





## Questions To Answer

- 1) What emotions will your brand touch?
- 2) What expectations will your brand create?
- 3) What experiences will your brand provide?

The sum of these questions equals a position in the mind called brand ownership. As your brand ownership increases so does your ability to influence.

---

What makes you unique makes you  
valuable and what makes you  
valuable can make you wealthy!

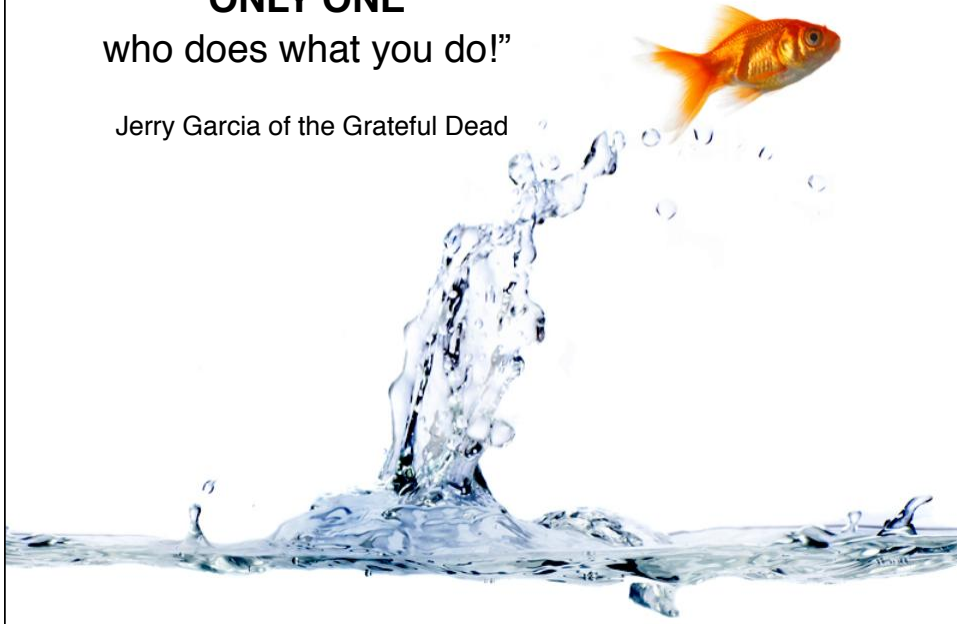
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“Success is not being perceived as being  
the best at what you do...”

“it’s being perceived as being the  
**ONLY ONE**  
who does what you do!”

Jerry Garcia of the Grateful Dead



## Branding and Positioning is Everything



How are you  
positioned in the  
marketplace?



# My First Website – The Ugly Baby

Saturday 7, September 2013

---

[Home](#) | [Services](#) | [Programs](#) | [Meeting Planners](#) | [Resources](#) | [Help & Support](#) | [Referral Gift Program](#)

Become a Member NOW!

Enter Email:

Go

"What lies behind us, and what lies before us, are small matters compared to what lies within us."  
- Henry David Thoreau

**Lethia Owens International, Inc.**  
 513 River Bend East, Dr.  
 St. Charles, MO 63303  
 Phone: (314) 517-4201  
 Toll/Fax: (877) 302-0071  
 E-mail us:  
 info@LethiaOwens.com

### Keynotes

Dynamic and engaging keynote presentations that encourage audiences to Think, Work and Live - Powerfully!

**Passion, Power and Purpose**

- Leverage Your Strengths - Creating Phenomenal Success
- Think, Work and Live - Powerfully!

**Time Management – Organizational Skills**

- Strategies for Success – The Promotable Employee
- Power with People - Using Emotional Intelligence and Influence to Get the Job Done!
- Simplify Your Work - How to Do Less & Accomplish More
- Accelerated Learning for the Busy Professional – Memory and Mental Dynamics

**Leadership – Management – Interpersonal Skills**

- Communicating with Power and Confidence
- Failing Forward - Learning to Leverage Your Mistakes
- Feedforward – Giving Feedback without the Sting - They'll Love You for It!
- Coaching Your Team to Peak Performance
- Defy Expectations – Living and Leading in the Spirit of Excellence
- Your Authentic Self - Unlocking Your Fullest Potential

**Diversity and Inclusion**

- Thoughts Become Things - Transform Your Thinking, Catapult Your Career
- Are You Pullable? – Getting the Most From Your Mentor and Coach



# The Replacement Website

Define, Promote, and Live Your

# POWERFUL Personal Brand!

Login for instant access to FREE tools to help you build your powerful personal brand!

Enter Your Email Address  GO

Connect With Me Online! [f](#) [t](#) [w](#) [y](#) [v](#)

Client Login>>



"What makes you unique is your point of leverage for creating the success you desire. Building your personal brand is essential for standing out in a competitive, Web 2.0 and Global world."

*Lethia Owens*  
 Personal Branding Expert – Speaker, Author, Coach  
 Contact Us Today! (800) 670-0712 :: Lethia@LethiaOwens.com

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Corporations
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Dubai – Palm Island, The Burg Al Arab and  
The Burg Khalifa (Tallest Building in the World)



The Deeper You Dig...  
The Taller You'll Stand.

## Value

Coffee Beans – Commodity (2 cents)

Cup of Coffee – Diner (50 cents)

Latte – Starbucks (3 dollars)

Espresso – Rome, Italy (15 dollars)

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2 Cups for a Total Cost of \$30





## Cost of a Beetle?



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## Cost of a Bugatti?



24

## Tell Me Why...

Someone would pay \$2.35 million dollars for a Bugatti when a Beetle will also get you from point A to point B?



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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.)



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## 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/Product (ISP)

### 15. Expert Story

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



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## 13. Irresistible Free Offer (Pink Spoon)

The little **Pink Spoon**, started by Baskin & Robbins back in 1945, has become the iconic symbol of the free giveaway – just a tiny taste of what you’ve got that keeps customers coming back for more.

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## 13. Irresistible Free Offer (Pink Spoon)

Need Help Building **BRAND INFLUENCE**  
or Leveraging the Power of **Social Media?**

Visit [FreeOffer.LethiaOwens.com](http://FreeOffer.LethiaOwens.com)  
to Access Your Complimentary Bonuses:  
**360° Personal Brand Assessment & Brand Building Toolkit**



Follow me on Twitter: @LethiaOwens

Let's Connect on Facebook: [Facebook.LethiaOwens.com](https://www.facebook.com/LethiaOwens.com)

Notes:

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## 13. Irresistible Free Offer (Pink Spoon)

1. It's FREE.
2. It is compelling and sought after – something that people would actually pay for, but are surprised and delighted they don't have to.
3. It contains valuable content that will help your target market in some way. It is NOT a throw-away item.
4. It's easy to give away – a downloadable pdf or m3, for example.
5. It is a natural lead-in to your other products and services. It gives people a “taste” of your work and leaves them wanting even more.

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## 15. Expert Story

Your Irresistible About  
“Sales” Page (400-800  
words)

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

Your Essential Marketing  
Message (75-150 words)



---

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## Elements of Your Irresistible About “Sales” Page

- Irresistible Headline
- Who you are
- Expertise and how it addresses the visitor's pain/problems/challenges
- Call-to-action and/or opt-in form
- Interesting Numbers and Statistics
- Summary of Services

---

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## Elements of Your Irresistible About “Sales” Page

- Publications and interviews
- People you’ve worked with
- Invitation to engage with your website
- Contact information
- Other places on the web to connect with you

## Irresistible About Page (400-800 words)

**Have You Ever Wished Your Teeth Were Whiter, Your Smile Was Prettier or Your Teeth Were More Attractive? If the Answer is Yes, You Are Like Hundreds of People Who Visit My Office Each Year...**

“I never felt confident about my teeth. I never liked the look of my smile.” Young Catrise Austin thought she would be stuck forever, hiding behind a smile that didn’t make her feel pretty or confident. She thought that she was simply going to have to live life with what she was given. However, a routine “dental experience,” as she calls it, changed her forever...



## 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.

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## Findable – You Must Have a Strategy



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## Monetizing Your Message

If Your Brand Message Is...

- Findable
- Likeable
- Credible
- Actionable



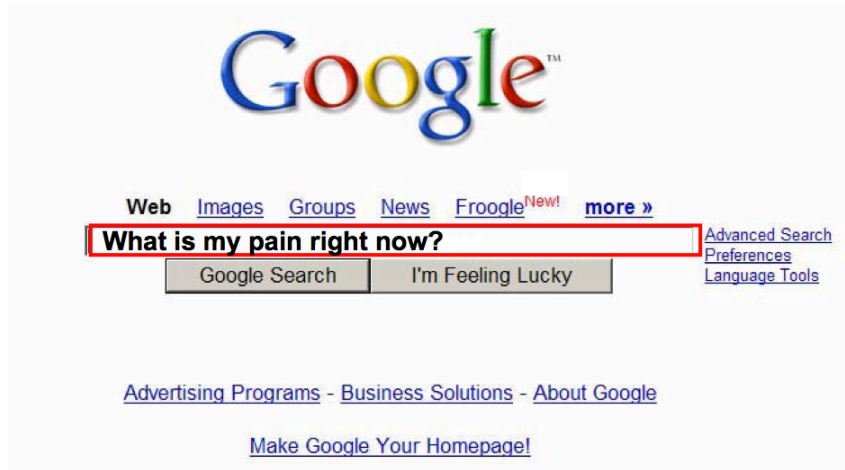
Then It Can Become...**Profitable**

## Positioning – Look for Unoccupied Space

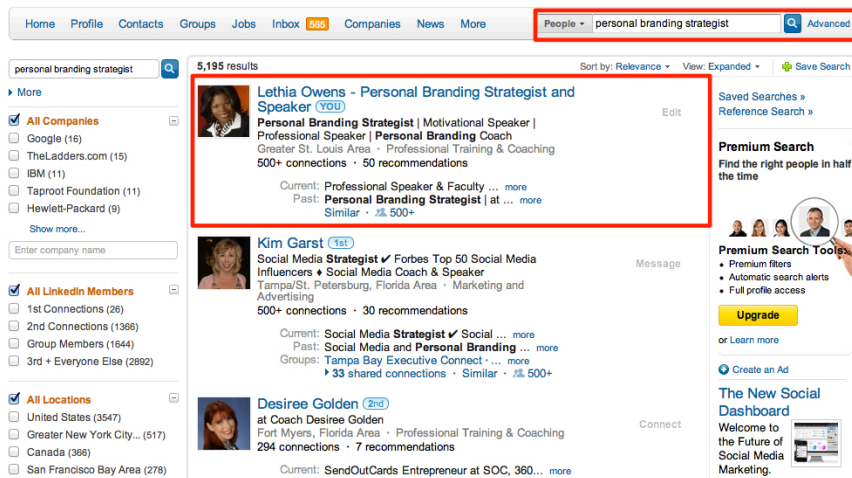


What Problem  
Does Your Brand  
Solve?

## Get Found – Know Your Customer’s Pain



## LinkedIn – The Power of Keywords



# LinkedIn – The Power of Keywords

This screenshot shows a LinkedIn search for 'motivational speaker'. The search bar at the top right contains the text 'motivational speaker' and is highlighted with a red box. Below the search bar, the results are sorted by 'Relevance' and show 28,190 results. The top result is for Lethia Owens, whose profile is highlighted with a red box. Her title is 'Lethia Owens - Personal Branding Strategist and Speaker'. Other results include Rene Codefroy and Shawn Doyle. The left sidebar contains filters for 'All Companies', 'All LinkedIn Members', and 'All Locations'. The right sidebar features 'Premium Search' and 'Unique PowerPoint symbols'.

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# LinkedIn – The Power of Keywords

This screenshot shows a LinkedIn search for 'professional speaker'. The search bar at the top right contains the text 'professional speaker' and is highlighted with a red box. Below the search bar, the results are sorted by 'Relevance' and show 134,837 results. The top result is for Lethia Owens, whose profile is highlighted with a red box. Her title is 'Lethia Owens - Personal Branding - Professional Speaker'. Other results include Marquesa Pettway and Mark Allen Grainger. The left sidebar contains filters for 'All Companies', 'All LinkedIn Members', and 'All Locations'. The right sidebar features 'Premium Search' and 'Unique PowerPoint symbols'.

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# LinkedIn – The Power of Keywords

The screenshot shows a LinkedIn search interface. At the top, the search bar contains 'People - leadership speaker'. Below the search bar, the results are sorted by 'Relevance' and show 107,285 results. The first three results are highlighted with red boxes:

- Lethia Owens - Personal Branding - Professional Speaker (YOU)**: Personal Branding Strategist | Motivational Speaker | Professional Speaker | Personal Branding Coach. Greater St. Louis Area · Professional Training & Coaching. 500+ connections · 50 recommendations.
- Richard Hadden, CSP**: International Leadership Speaker | Author | Leadership Trainer | Connecting People Practices to Profit Performance. Jacksonville, Florida Area · Professional Training & Coaching. 399 connections · 3 recommendations.
- Marquesa Pettway, DTM**: Reinvigoration Expert, Professional Speaker, Business Coach at MLPSpeak National Communications Group, LLC. Greater New York City Area · Professional Training & Coaching. 500+ connections · 48 recommendations.

At the bottom of the screenshot, the text reads: Lethia Owens International, Inc. :: www.LethiaOwens.com :: (800) 670-0712 :: Page 43

# Findable – SEO for YouTube

The screenshot shows the 'Video Information' panel for a YouTube video. The following information is displayed:

- Title:** Self Care Strategies for Busy Women
- Description:** <http://MakinItAllFit.com> Self Care Strategies for Busy Women is an insightful video to help busy professional women reconnect with their purpose and passion for life.
- Tags:** Self Care Strategies, Busy professional Women, self care expert, St. Louis MO, Maureen Wielansky

Annotations with red arrows point from a box on the right to the title, description, and tags fields:

- Keyword Rich Title** points to the title field.
- Keyword Rich Description** points to the description field.
- Keyword Rich Tags** points to the tags field.

At the bottom of the screenshot, the text reads: Lethia Owens International, Inc. :: www.LethiaOwens.com :: (800) 670-0712 :: Page 44

## Credible – Compelling Business Page Cover

facebook 98 Search Lethia

International Authority on Building an **Irresistible** Brand  
Lethia Owens is ranked **#8** among the World's Top 30 Brand Gurus.

Change Cover

**Lethia Owens - Personal Branding and Social Media Strategist**  
5,389 likes - 6 talking about this

Update Page Info Liked

Add A Category I'm excited we are connected on facebook. I'd love to

Dare To Be 5,389

## Credible – Endorsements

LinkedIn Account

National-Louis University see all

Recommendations 58 recommendations

**Social Proof**

"Lethia is nick-named Lethia "Lethal Weapon" Owens for a reason. Lethia is an outstanding business professional all the way around. I've had the pleasure of knowing and working with Lethia since 2005, and she consistently raises the bar of excellence not only within yourself but within every professional she comes into contact with. I recently experienced a Branding Power Day session with Lethia Owens and it was AMAZING. The clarity, direction, and next-level thinking that took place will have permanent ripple effects in my business and personal life. I call her my Big Sister in the Speaking Business and Expert Space because I TRUST her implicitly, and that means alot. I highly recommend that you connect with Lethia and watch your Personal Brand explode before your very eyes.


Delatorro L. McNeal ,II MS, CSP  
Performance Strategist, Certified Speaking Professional  
Author of Caught Between a Dream and a Job" January 17, 2012

Top qualities: Great Results, Personable, Expert

1st Delatorro McNeal, II  
hired Lethia Owens - as a Business Consultant in 2012

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### The Power of Your Network



**25 Brand Champions**  
**1,000 True Fans**  
**????? Total Reach**

---

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### The Power of Your Network

- 25 Brand Champions With 2,000 Connections
- 2.5% Conversion Rate
- \$997 New Product

**= 50,000 Additional Reach**

**= \$1.2 million**

---

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## World Wide Web Domination

- Social Media Accounts (ALL FREE)
  - **Facebook.com** – <http://facebook.LethiaOwens.com>
  - **Twitter.com** – <http://twitter.LethiaOwens.com/>
  - **LinkedIn.com** – <http://www.linkedin.LethiaOwens.com/>
  - **YouTube.com** – <http://YouTube.LethiaOwens.com>
  - **SlideShare.net** – <http://SlideShare.LethiaOwens.com>
  - **Scribd.com** – <http://Scribd.LethiaOwens.com>
  - **Pinterest.com** – <http://Pinterest.LethiaOwens.com>

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## World Wide Web Domination

The screenshot displays a Google search for "car insurance webster groves". The search results are organized into several sections:

- Web:** Lists various insurance websites like GEICO, AAA, and State Farm.
- Images:** Shows a thumbnail for GEICO Auto Insurance.
- News:** Includes an article from AAA Auto Insurance.
- Shopping:** Lists car insurance quotes from various providers.
- Map:** Shows a map of Webster Groves, Missouri, with several red markers indicating insurance agents.
- Search Results:** A list of search results with red boxes highlighting specific entries:
  - Webster Groves Car Insurance - List of Agents in...
  - Car Insurance Webster Groves - Community - SlideShare
  - Car Insurance Webster Groves - Good combo - SlideShare
  - Car Insurance Webster Groves - Community 2 - SlideShare
  - Car Insurance Webster Groves - Car Care Tips - SlideShare
  - Car Insurance Webster Groves - Accidents - SlideShare
- Local Business Listings:** A sidebar on the right shows listings for insurance agents in Webster Groves, Missouri, including John Layton, James Carlson, and others, with their addresses and phone numbers.

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## Case Study #1 (Re-Evaluate Your Brand)

The screenshot shows the homepage of 'NYC Cosmetic and General Dentistry'. The header features the business name and tagline 'CHANGING LIVES ONE SMILE AT A TIME!' along with a navigation menu. The main content area highlights 'CELEBRITY & CONCIERGE DENTISTRY' with a list of benefits. A woman in a blue suit is featured on the right side of the page.

**NYC COSMETIC AND GENERAL DENTISTRY**  
CHANGING LIVES ONE SMILE AT A TIME!

HOME ABOUT US SERVICES PAYMENT OPTIONS KEYNOTE SPEAKING MEDIA BLOG BUY THE BOOK! CONTACT US

**CELEBRITY & CONCIERGE DENTISTRY**  
We treat every patient like a VIP with:

- ★ Convenience
- ★ Unparalleled Service
- ★ Privacy
- ★ Cutting Edge Technology
- ★ Innovative Dentistry

CONNECT WITH US (Facebook, Twitter, YouTube, RSS icons)

CALL FOR AN APPOINTMENT: 212.262.6054

## Case Study #3 (Reinvent Your Brand)

The screenshot shows the homepage of 'Born to Be UP (Undeniably Powerful)'. It features a large image of DeLores Pressley, a motivational speaker and coach. The page includes a navigation menu, a main headline, and a sign-up form for a free ebook.

BOOK DELORES Call Today! 877.550.1751

**Born to Be UP™**  
Undeniably Powerful

Meet DeLores | Keynote Speaker | Coaching | Media | Store | Blog | Contact

Creating a World of **CONFIDENT WOMEN**

**DELORES PRESSLEY**  
Motivational Speaker  
Personal Power and Confidence Coach

Sign-up for "How to Live an UP (Undeniably Powerful) Life" ebook absolutely free!

Plus FREE subscription to the "Born to Be UP (Undeniably Powerful)" ezine. We help you live Undeniably Powerful in both your personal life and professional work.

First Name  Email Address  [Send My FREE eBook](#)

## Case Study # 3 (RePosition Your Brand)

*"We would not have made it through our REBRANDING process without you. Your ideas and strategies have helped us revive our struggling direct selling jewelry business. Since our brand re-launch, **we have added 21 new Designers in the first 5 weeks...** compared to only having added 14 new Designers in the entire first 6 months of 2013."*  
 - Jennifer Bonacorsi



## Case Study #4 (Promote Your Brand)



*"One session with you helped me create an action plan that turned a \$10K speaking engagement into a \$40K contract. I love that you challenge me to think more strategically about positioning and monetizing my brand."*

- Vernice "FlyGirl" Armour

Here is How You Take the Next Step!

**Unlock Your Inner Brilliance: Get Noticed, Hired  
and Paid What You Are Worth!**



Learn how to:

- Re-Evaluate Your Brand
- Reinvent Your Brand



- Reposition Your Brand
- Promote Your Brand