

Simply IRRESISTIBLE!

Strategies for Building a Magnetic and Profitable Brand



Coaching Program Offered by:

Lethia Owens, CPBS, CLU, MA

Personal Branding and Social Media Strategist

www.LethiaOwens.com :: (636) 244-5041



of Table Contents

| | |
|---|----|
| Message from the CEO – Building Your IRRESISTIBLE Brand..... | 3 |
| Welcome | 4 |
| Why Personal Branding is So Important | 6 |
| Personal Branding Coaching Programs..... | 9 |
| Why Work with Lethia? | 12 |
| What Are People Saying About Lethia? | 14 |
| Appendix A: Consulting Agreement | 15 |
| Appendix B: Personal Branding and Social Media Readiness Assessment | 18 |

Message from the CEO Building Your IRRESISTIBLE Brand

When you become clear about your value, learn how to articulate it and begin to powerfully position your brand within the marketplace, all of the referrals, resources, clients and opportunities you need to become phenomenally successful become attracted to you. When working with clients I have one goal in mind, helping them become IRRESISTIBLE and known as the BEST choice within their target market. I am excited to share this personal branding and social media marketing information packet with you. This packet details the strategies employed in my Personal Branding and Social Media Marketing Programs. My programs are customized and designed to meet the specific needs of my customers. Your ability to differentiate yourself within the market place is closely tied to your future success. What makes you unique makes you valuable; and what makes you valuable will make you wealthy. The Internet has revolutionized the way people build their brand, network and promote



Lethia Owens
Personal Branding & Social
Media Strategist
Lethia Owens International,

their business. Over the past six years, social networking sites have exploded, enabling enterprising business owners to take their face-to-face networking online and expand their brand reach exponentially. Enterprising business owners are now leveraging the power of social media to enhance their marketing and brand building strategies. Social networking allows business owners to connect with people within their target market who would otherwise be difficult to reach using more traditional networking and marketing methods. Your future business success hinges on your ability to create an inspiring and compelling brand identity that is properly packaged, positioned and promoted using new media strategies. I am excited to have the opportunity to guide you through this process.

Your partner in success!

Lethia Owens

Welcome

If you are enterprising entrepreneur, speaker, author or coach, I have a sad-but-true secret to tell you...

You're Probably Working Harder Than You Have To, Making Less Money Than You Should Be, and--Perhaps Most Importantly of All--Not Touching the Lives of as Many People As You COULD Be."



While this may be your current reality, it doesn't have to become your destiny.

Perhaps you feel utterly frustrated and you're wondering why you are struggling to build the business of your dreams? Or maybe one or more of these issues sounds familiar to you?

Problem #1: The People Who Need Your Message Most, Don't Even Know That You Exist.

Problem #2: The People Who DO Know You Exist, DON'T Realize That You Are JUST The Solution They Are Looking For

Problem #3: The People Who DO Think That You Might Be Able To Help Them, STILL Aren't Taking Advantage of Your Product/Services.

Maybe your challenge is that you're simply not closing enough sales to keep you going. The most dangerous thing about these challenges, is that in the back of your mind, they make you begin to doubt yourself...and when that happens, all sorts of self-sabotaging patterns start to emerge, thus robbing you of the chance to be truly success.

That's why I'm here to tell you, don't give up hope.

There are customers waiting to meet you...There is more success waiting for you...There is more significance you were created to demonstrate. Please open up your heart and mind to the amazing journey I have in store for you.

There is an amazing message inside of you and only you can share it with the world.

If you're like many of the people I have worked with, you **know** that you have a powerful gift to bring to the world. You **know** from experience that your message is an invaluable one that can (and does!) change people's lives for the better...but for some reason you're NOT getting

enough bookings, the ones you DO get are sporadic or they aren't paying you as well as you would hope.

You were created to leave a valuable mark on the world and no other human being has your unique abilities, gifts and talents. NO ONE else can do what you do the way you do it. What I find even more fascinating is that there's a community of consumers waiting to meet you, eager to work with you, desperate to be helped by you and transformed by the message you were created to share...but they don't yet know it because they don't know you exist. That's why I'm here to tell you, don't give up hope.

There are people who really NEED to hear your message, and I can help you discover how to reach them, connect with them, and make a living doing it.

Each of the 3 problems I mentioned earlier results from undervaluing one of the 3 Essential Elements of Building An IRRESISTIBLE Business Brand.

There are 3 Essential Elements for Turning Your Invaluable Message Into an Irresistible Business Brand, and If You're Not Actively Addressing Each One of them, you're probably working harder than you have to, making less money than you should be, and not touching the lives of as many people as you could be.

When you pay attention to The **3 Essential Elements of Building An IRRESISTIBLE Business Brand**, everything is just EASIER.

- 1** Essential Element #1 - You become more **VISIBLE** and the right people become magnetically attracted to your products and services.
- 2** Essential Element #2 – Your message becomes more **MEMORABLE** and customers are **THRILLED** with what they discover, and as a result, they **SEND** you even more customers.
- 3** Essential Element #3 – Your solution becomes more **VALUABLE** to your customers and they begin to see you as the **ONLY** choice that's right for them.

If you are determined to make your living sharing this compelling message with the world, but it's just not working out the way you hoped it would...I am here to help!

When you work with me, we'll address your branding challenges and put the following solutions in place:

- **Solution #1:** Let (The Right People) People Know That You Exist
- **Solution #2:** Tell Them (In Just The Right Way) That You Are **EXACTLY** The Solution They Are Looking For
- **Solution #3:** Help Them Take Advantage of Your Products/Services by Making The Right Offer Absolutely Irresistible.

Why is a Personal Branding Strategy So Important?

A clear branding strategy is essential for business success and through competitive positioning you will be able to more powerfully “differentiate” your product and service offerings and create value for your market. Competitive positioning will allow you to carve out a spot in the competitive landscape and focus your company to deliver on that strategy.

Your brand is the entire experience your prospects and customers have with your company. It's what you stand for, a promise you make, and the personality you convey. And while it includes your logo, color palette and slogan, those are only creative elements that convey your brand. Instead, your brand lives in every communication and interaction you have with your market:

- The images you convey
- The messages you deliver on your website, proposals and sales materials
- The way your employees and vendor partners interact with customers
- A customer's opinion of you versus your competition

Your brand is your point of leverage. Furthermore, your brand is the core essence of your company and should serve as the framework for all business decisions. Effective brands convey the energy, personality, culture and passion of the entity represented. A well-defined brand identity and a well-crafted brand message connect the business to its brand champions and target audience. Powerful brands build emotional connections with their target audience. Your brand must consistently and repeatedly tell your prospects and customers why they should buy from you.

Successful branding also creates “brand equity” – the amount of money that customers are willing to pay just because it's your brand. In addition to generating revenue, brand equity makes your company itself more valuable over the long term and makes it easier to reach, engage, close and retain customers.

Together with your competitive positioning strategy, your brand strategy is the essence of what you represent. We will help you create a brand strategy that helps you communicate more effectively with your market. Your brand identity will be communicated through your **pricing strategy, name, corporate identity, messages, literature** and **website**.

Personal Brand Promotion Strategy

Online marketing presents tremendous opportunities for small and mid-sized businesses. Tools such as article marketing, video marketing, search engine optimization (SEO) and new media (*of which social media is a component*) make it possible for entrepreneurs and enterprising professionals to build powerful profitable brands that generate leads and facilitate client conversion on par with large, well-financed companies.

We partner with our clients to assess their online brand identity and the online presence of their competition in order to design a customized and powerful brand promotion strategy designed to attract the referrals, clients and opportunities needed to become phenomenally successful.

Total Integration:

All of our programs and services are designed to help you integrate personal branding, online technology, Internet marketing, and social media into your communication, marketing and business development structures in a way that has a positive effect on your bottom line. We can help your team develop a “new media” mindset and become effective and efficient using social media tools and online technology.

The 5 Cornerstones of the Personal Branding Process:

Our proven strategy for working with clients to build profitable brands using social media is built on five cornerstones that comprise our proprietary process.

- Step 1: Discovery** – During this step we will take a look at the value you offer to your clients, clarify your brand identity and determine the key message for which you want to be known.
- Step 2: Niche** – During this step we will define your niche, determine your target market, clarify your ideal client and create a strategy for reaching these individuals.
- Step 3: Specialization** – During this step we will determine your points of differentiation within your target market.
- Step 4: Packaging** – During this step we will create a clear strategy for packaging your brand. We will discuss the colors, image and personality of your brand.
- Step 5: Brand Promotion** – During this step we will define your essential marketing message and craft a plan for articulating and marketing your brand within your target audience.

The strategies outlined above have been proven to help clients:

- Sell more products and services;
- Attract more business opportunities;
- Increase brand exposure; and
- Increase new joint venture partnership opportunities.

“



*Lethia, in the four short months since we met you at the Social Media Marketing Summit, things have changed in an amazingly technicolor way for us. We have **QUADRUPLED** our new patient flow. We have truly launched our brand. We are now able to communicate our vision and unique service to our current and potential patients. Recession?? What recession?? It is so exciting to love what you do! We have already recouped every dollar we spent on the SMM seminar. Thank you for giving us these tools!*

Dr. Levente Bodak-Gyovani – Dentist
MediaPaDentist.com

What is it costing you to STAY EXACTLY where you are in your business?

- How many clients are you losing because your message isn't strong enough or unique enough?
- How much income are you forfeiting because others can't clearly articulate who you are, describe what you do or quantify the difference your work makes?
- How much energy are you wasting on worry over the fact that your offerings sound just like everyone else's?
- How much time are you wasting trying to figure it all out yourself ... when you could move forward more quickly and powerful by working with an expert?
- How about the doubt and fear that's robbing you of the confidence that comes from amplifying your authenticity, releasing your brilliance and getting paid what you're worth.

If you're serious and ready to make a commitment to building an IRRESISTIBLE brand that leads to a remarkable business and amazing lifestyle...take the next step NOW!

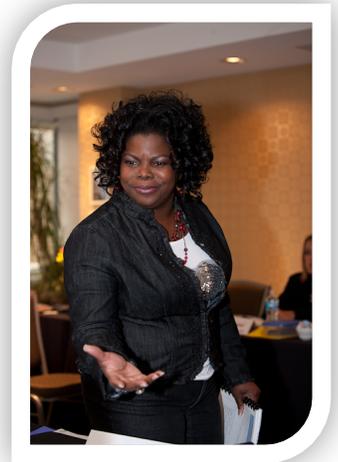


Personal Branding Coaching Programs

Lethia Owens offers two programs to help clients reach their goals. The following information explains how clients can work with Lethia.

Strategy Session Pre-Work

- **Preliminary Questionnaire.** To get ready for your strategy session, you are asked to complete and return the personal brand and social media readiness questionnaire two weeks before your session. Lethia will use this information to begin work on your IRRESISTIBLE brand message, intellectual property framework and custom personal brand promotion strategy.
- **One-on-One Planning Session.** After submitting your assessment, you'll have a private 60-minute preliminary brand review session with Lethia by telephone or Skype to gather additional data in preparation for your in-person strategy session.
- **Personal Brand Assessment.** The 360 personal brand assessment will help you get the real story about how you and your organization are perceived by those around you. It gives you the critical feedback you need so you can expand your business success. It's an integral part of the personal branding process and an indispensable tool for thriving in today's business marketplace. The assessment results will be compiled into a report and presented to the client for discussion and input in the branding process.



Program Objectives and Deliverables

This program includes intense strategy sessions to identify, develop and refine your strategic planning in the following areas:

- **Brand Messaging:** We'll work with you to identify your Genius, Brand Identity, Niche, Target Market, Tagline and Position Statement. We'll also develop your essential marketing message; one that creates a powerful and clear distinction that captivates, fascinates, inspires, influences and engages members of your target market.
- **Becoming a Highly-Paid Expert / Thought Leader:** We'll explore the many ways you can make money as an expert and thought leader:
 1. Author
 2. Speaker
 3. Coach
 4. Seminar Leader

5. Online Marketer
 6. Trainer
 7. Mentor
- **Your Proprietary System (Intellectual Property):** Together we will create a strategy for developing your IP, creating a framework for communicating your core philosophy and create a draft of your proprietary system upon which you can build your program, product and service offerings.
 - **Brand Promotion Strategies:** We'll work through a brand promotion strategy that leverages the power of search engine optimization, social media marketing, video marketing, mobile marketing and Internet marketing.
 - **Affiliates and Sponsors:** We'll help you develop an action plan for leveraging and incentivizing affiliates and strategic partners so they become advocates of who you are and your unique promise of value.

Program Benefits

- You'll know how to clearly articulate your passion and purpose.
- **You'll have a compelling brand message that makes you irresistible in the marketplace.**
- You'll know exactly where your target audience is located.
- Your target audience will know exactly where to find you.
- **You'll have a proven profitability plan for your passion** – so that you can truly live your dream.
- You'll no longer be the best-kept secret in your industry or space.

Simply IRRESISTIBLE! Building a Magnetic and Profitable Brand

1. One-Day Intensive – This program is a one-day intensive consultative coaching program. The program is scheduled during a time that is convenient for both the Lethia Owens and the client. The client schedules a pre-call with Lethia to establish goals and objectives. Lethia then creates a customized one-day consulting and coaching intensive session designed to help the client define their brand identity and create a clear strategy for promoting their brand online using social media. This program includes 30 days of follow-up virtual coaching support via email, phone and Skype.



30 Day Follow-Up Support

During the 30 days following your one-day intensive, you'll receive unlimited phone support to answer any additional questions you may have about your brand promotion strategy.

2. One-on-One Six Month Platinum Coaching program – This program provides the client with one-on-one consulting and coaching support over a six-month period. This program includes a one-day intensive followed by six two-hour coaching sessions over a six-month period. This program also includes the creation of brand assets which include a website, brochure and business cards. If the client is working to become a speaker, this package also includes the opportunity to do a joint venture with Lethia and host a speaking engagement for the purpose of getting exposure for the client's brand and obtaining video footage that can be used to promote the client's speaking career.

Optional Add-On Packages:

Brand Assets Package – The following brand assets will be created to support the client's new brand strategy.

- Branded WordPress Website
- Customized Facebook Profile Image and Landing Page with opt-in box integration
- Branded Twitter and YouTube background
- Business Card Design

Social Media Integration and Automation – The following social media deliverables will be created to support the client's new brand strategy.

- Connect the client's blog to Facebook, Twitter and LinkedIn
- Embed a video into the client's LinkedIn Account
- Optimize the client's LinkedIn account for keyword searches
- Secure accounts on over 100 social media sites to protect the client's brand.

Why Work with Lethia Owens?

Lethia Owens is the CEO of Lethia Owens International, Inc., a Personal Branding & Social Media Consulting Firm and the Founder/CEO of CallKayla, a Social Media Virtual Assistant Agency.

With 21+ years in technology and leadership roles for corporate and not-for-profit industry leading organizations, Lethia applies her insights and talents to helping professionals and business owners define and promote their powerful personal brand through the use of social media, community platforms, and other emerging web and mobile technologies. She has worked with iconic brands and organizations such as State Farm Insurance Company, Clark Oil, First Data Resources, Union Pacific Technology and Southwestern Bell.

As an organization we help clients define their brand message and develop a strategy for attracting, connecting with and engaging clients online while generating consistently high value for their friends, fans and followers. Relationship management, Conversation Management and Crowd Conversion are at the core of the social marketing strategy we help develop for our clients.

Lethia has authored numerous articles, videos and training programs on social media tools, search engine optimization, new media strategies, personal branding and Internet marketing. She is a contributing author in *Leading the Way to Success (Define, Promote and Live Your Powerful Personal Brand)*, the Personal Branding Strategist Facebook Fan Page, *A Tool A Day* blog and the *Social Media Marketing for Dentist Workbook*. She is certified as a 360 Reach Personal Branding Strategist, certified as a social media strategist and is a contributing faculty member of the Leadership Development Institute.

Lethia's career has enabled her to direct the brand development, marketing, business development, leadership branding and communications for industry leading organizations such as The Madow Group (serving 10,000+ dentists), The Boeing Company, State Farm, Energizer, Monsanto, Unigroup, IRS, Macrovision and Coca Cola.

Lethia earned her master's degree in Managerial Leadership with honors at National Louis University (IL), her Chartered Life Underwriter (CLU) designation from the American College (PA), and her BS with honors at Albany State University, where she was a Presidential Scholar. Lethia is a member of the National Speakers Association, the International Federation for Professional Speakers.

Lethia Owens International, Inc. is well equipped to help you develop a results based branding and social media marketing strategy.

- Lethia spends countless hours researching and analyzing the most successful business models. Moreover, she has utilized this knowledge to develop customized branding and social media strategies for her clients, assisting them in accomplishing their business objectives.

- With a computer science degree and certifications as a coach and personal branding strategist, her educational credentials coupled with real world experience provide the knowledge and expertise needed to help you become even more successful.
- Lethia has her pulse on the technology and social media trends that are shaping the future of our business marketplace and she is recognized as a thought leader in her field. The social media landscape is constantly evolving. As a result of her knowledge and experience, clients have been able to increase their business. As an example, Dr. Bodak increased his business by 1,200 percent within 9 months.

If you are ready to utilize the power of new media, online technology, inbound marketing and virtual systems to generate more leads, convert more clients, become recognized as a thought leader and exponentially grow your business, complete the enclosed agreement and jumpstart the journey to an even more amazing and powerful brand!

Lethia Owens, CLU, MA, CPBS

Lethia@LethiaOwens.com

(636) 244-5041

105 Waterside Crossing Dr.

St. Peters, MO 63376

What Are People Saying About Lethia?

Client Testimony #1:

"Lethia is THE expert in branding and social media. I hired her to help me launch my career as an author, coach, and speaker. She also designed and built my web site (DrJimGoldstein.com) through her virtual assistant company, CallKayla.com. She has been a fabulous coach, my web site blows people away and my brand is becoming more and more well known. She has offered me not only brilliant advice and coaching but her friendship as well. Her commitment to my success and her expertise in marketing and branding have been invaluable. I highly recommend Lethia Owens to anyone who wants to achieve their goals as quickly as possible." -Dr. Jim Goldstein, Psychologist

“



*Attending the Social Media Summit presented by Lethia Owens made a tremendous impact on our final quarter of the year! **2009 was our best year by 15%**; just imagine the impact on 2010 with a whole year to work with! Lethia provided the Social Media tools necessary to put any office on the internet map! Our workshop was hands on which was invaluable – we hit the ground running when we returned to the office. Thanks to Lethia, in the last quarter of 2009 our practice received an average of **10 new patient calls a day!** In addition to our increase in calls, we also saw a substantial increase in our internet traffic to our website. Patients were finding us everywhere on the internet and suddenly our office was “the place to be for dentistry” and the **best part – patients were coming in ready for treatment – WOW!** I continue to follow Lethia on all of her Social Media pages to keep abreast of the latest*

information. Lethia is a gem and I am so happy I took the chance to invest in her seminar!

Dawn Patrick – Office Administrator
Fairlingtontental.com

Client Testimony #2:

"Lethia coached me on my social media marketing...how it can help build my business and build my brand. She explains the information in clear, layperson's terms. She is patient and makes learning potentially confusing things interesting and fun. Thanks to Lethia, I have increased my presence through social media on a much larger scale. I highly recommend Lethia as a coach for social media and branding." -Michelle Porcia, Professional Speaker

Appendix A: Consulting Agreement

This Consulting Services Agreement effective _____ [date] is between Lethia C. Owens of Lethia Owens International, Inc. and _____ the **(Client)**.

WHEREAS, the Client finds that the Principal of Lethia Owens International is willing to perform consulting services as orally agreed upon in prior conversations, this written document affirms Client's acceptance of such services.

WHEREAS, a confidentiality statement has been previously provided, all commitments outlined in afore mentioned statement are transferred to this agreement.

THEREFORE, in consideration of the mutual covenants set forth herein and intending to be legally bound, the parties agree as follows:

Services & Payment Terms

Lethia Owens shall provide consulting services to the client via one of the three methods beginning on the date this agreement is signed unless otherwise noted. Consulting advice will be provided to assist the client in choosing those decisions that will align with their goals and objectives. The final decision is under the control of the client.

Lethia Owens will also be responsible for airfare, travel and lodging expenses incurred for the one-day onsite trip mentioned above.

Please select a coaching program from the list below:

One-Day Intensive – This program is a one-day intensive consulting and coaching program. (Regular price \$5,000 – Discounted Price \$2,495)

Scheduled as two ½ day Skype sessions

OR

Scheduled as a one-day in person coaching session (Lethia will fly to Frankfurt Germany for this meeting at NO ADDITIONAL COST to the client.)

One-on-One Six Month Platinum Coaching program – This program provides the client with one-on-one consulting and coaching support over a six-month period.

Please select one or more brand asset packages from the list below:

- Brand Assets Package – Customized brand assets will be created to support the client's new brand strategy (Regular price ~~\$2,495~~ – Discounted Price \$1,495 if purchased with either coaching program listed above)
- Social Media Integration and Automation – Social media deliverables will be created to support the client's new brand strategy (Regular price ~~\$495~~ – Discounted Price \$FREE with the purchase of the Brand Assets Package)

Reimbursable Costs

Reimbursable costs include normal services rendered, special material requests such as, travel costs not included in the consulting fee and additional costs that may occur when services exceed the agreed upon time limit. Lethia Owens International shall provide to Client substantiation of Reimbursable Costs incurred.

Invoicing Procedures

A payment link will be provided for the client to use to make the payment for their program. We accept cash, checks and all major credit cards.

If reimbursable costs are due, invoices will be submitted monthly by Lethia Owens International, Inc. for payment. Payments for reimbursable costs are due within 30 days of receipt. Should there be questions relative to any part of the invoice; Client will so notify Lethia Owens International within seven (7) days.

Miscellaneous Topics

1. **Duration of Contract** - Duration of this contract is specified in the services section and this contract is not transferable.
2. **Independent Contractor** –Lethia Owens is an independent contractor of Client.

Confidentiality Statement

On the subject of **the Client** supplying information, business plans, training, assessments, professional development results, training, handbooks, copies of documents, etc. during the course of the coaching relationship hereby confirms as follows:

1. That all information whenever disclosed by **the Client** shall remain the property of **the Client**. On termination of services, **Lethia Owens International**, upon request, will return all information to **the Client** and shall at the same time hand over to **the Client** written confirmation that all critical documents have been returned to **the Client** or destroyed upon request.

2. **Lethia Owens International** will not use information obtained from **the Client** for any purpose other than in connection with serving **the Client**. All information will be kept confidential. **Lethia Owens International** shall not without consent of **the Client** communicate or allow to be communicated any confidential information to anyone, except as otherwise authorized by the **Client**.
3. On the termination of engagement, **Lethia Owens International** will cease all further use of information provided by the client with the exception of the audio, video and text testimonial.

This agreement is made under and shall be constructed according to the laws of Missouri.

Client

Name: _____

Signature: _____

Date: _____

Consultant_____
Lethia C. Owens - President/CEO
Lethia Owens International, Inc.

Date: 1/14/2012

Appendix B: Personal Branding and Social Media Readiness Assessment

Completing the following questionnaire will assist me in the process of preparing for our coaching program. Please take a moment to complete the questionnaire as soon as possible.

Questionnaire link - <http://callkayla.com/personal-branding-and-social-media-marketing-questionnaire/>