

YOUR **BRAND INFLUENCE**

Strategies to Help You Build an Influential Personal Brand

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Ranked #8 Among the Top 30 Brand

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Crafting Your Magnetic Marketing Message

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Build Your Brand on an Emotional Benefit

You should always strive to build your brand on an emotional benefit rather than an economic or functional benefit. There are two reasons for this:

1. Emotional benefits are harder to copy.
2. Emotional benefits have more of an effect on people's behavior.

What are some emotional benefits of your brand?

Your position as an expert and your financial success can only be achieved and maintained by marketing yourself every day. The quality and coherence of that marketing is vital in communicating your offering and, if you get it right, it can take on a life of its own, working for you to help you achieve leading expert status.

This blueprint will guide you in promoting your expertise in your field, marketing your products and services and getting paid top dollar for what is in your head.

Your Essential Marketing Message:

Essential to effectively defining your magnetic and irresistible brand is a message that speaks authentically and powerfully about who you are, the value you bring to the marketplace and how you address the needs of your potential clients. Your essential marketing message becomes the foundation for all of your marketing. Formulating your message will be easier after you have first address the following questions.

1. Target Market: Who do you serve? Describe in detail, the profile of your ideal client including the demographics (characteristics such as income level,



- gender, geographical location, and industry) and psychographics (characteristics such as values, interests, unique needs, and desires).
2. Problem: What problem, issue, pain, predicament or challenge are your clients facing that would make them seek assistance?
 3. Solution: What results do you produce when working with clients? Or, In other words, when you've completed working with your clients, what can they expect their condition will be?
 4. Proof: What do you have that can prove you can in fact deliver that solution? Do you have references, testimonials and/or case studies that make a strong case for your results?
 5. Differentiation: What makes you stand apart from your competitors? What makes you unique, special, and memorable? What is it about your business that offers a true advantage to your clients?

Crafting your essential marketing message

When someone asks what you do, it is important that your response helps you stand out. Contrary to conventional wisdom and what you may have been taught, you don't



want to start out by sharing what you do and how you can help the other person. What most people tend to do is focus on what they do, their services and processes. The key to standing out and making a powerful connection with the prospective client is to address their pain or desire for pleasure. This takes the focus off you and onto you're the prospective client, giving them an opportunity to learn what you do through the lenses of their own needs. This always generates a better initial conversation about your products and services.

This method is simple yet powerful in that this small tweak to how you share your message will gain greater interest and attention for your products and services.

So when asked, "What do you do?" Here is how you should respond.

1. **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.

"I have found that most entrepreneurs know they need to build a brand that is distinctive and differentiates them in the market place but they just don't know where to start or how to go about getting started."

2. **Problem Story** – Tell them more about the problem and discuss examples of those you have worked with.

"They often turn to studying their competitors as a way to position themselves more powerfully in the market place but instead of becoming more distinct, they end up becoming more and more like everyone else in the market. What happens is that they end up trying to be the better than their competitors. The key to standing out from the crowd is not being perceived as being the best at what you do. A magnetic brand is built on being perceived as being the ONLY ONE who does what you do."

- Converse about various problems and challenges the prospect is experiencing.

3. **Expertise** – tell them who you are and what your expertise is in.

"As a personal branding strategist..."

4. **Target Market** – Say who you work with to let them know your services are for them and not someone else.

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"I work with speakers, authors, coaches and entrepreneurs."

5. **Solution Statement** – Tell them your solution and what makes you different.

"I help my clients define, package and promote their magnetic brand."

- Converse about additional solutions and results.

6. **Benefits** – Tell them how clients benefit when they work with you.

"When clients work with me they develop a clear brand message, generate more leads and referrals create more buzz for their brand and attract more ideal clients ready to pay premium fees. "