

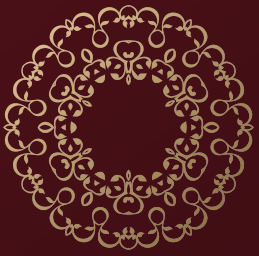


DEEP DIVE #1

LET'S DEFINE YOUR PERSONAL BRAND IDENTITY



MAKE YOUR MARK GLOBAL



MAKE YOUR MARK GLOBAL

5 STAGES OF BUSINESS GROWTH



CALL TO
VISION

Create Your
Blueprint



POSITION

Define Your
Brand Identity &
Build Your Platform



PRESENT

Establish Your
Credibility & Elevate
Your Prestige



PROMOTE

Leverage Media
Partner & Collaborate



EXPAND

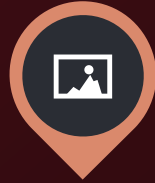
Glow
Globally

GLOBAL LUMINARY CHECKLIST: THE ESSENTIAL ELEMENTS



- Brand Identity
- Style Book
- Brand Dictionary
- Niche & Avatar Profile
- Website, Logo, Photo
- Lead Magnet & Nurture Sequence

POSITION



- Specialty Content
- Intellectual Property
- Signature Speech
- TEDx or Keynote
- Prestige Content
- Social Proof, Nurture & Grow Community

PRESENT



- Media, TV, Radio, Print
- Joint Ventures
- Influencers
- Big Events, Conferences

PROMOTE



- Publishing
- Courses
- Workshops, Seminars
- Retreats

EXPAND



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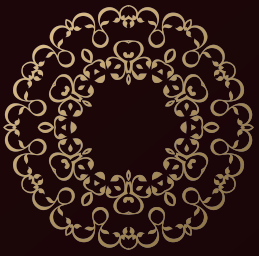
PROMOTE

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Glow
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EXPAND

Glow
Globally

POSITION: BUILD YOUR EXPERT PLATFORM



Brand Identity



Niche & Avatar Profile



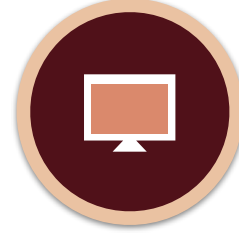
Style Guide



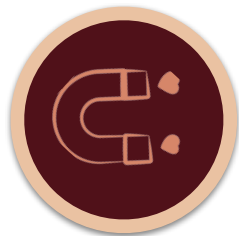
Core Content: Blog / Vlog



Brand Encyclopedia



Website, Logo, Photo

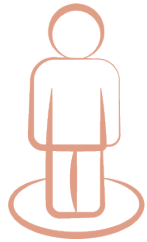


Lead Magnets = Freebies

WHAT IS A BRAND?



MAKE YOUR MARK GLOBAL



The **image** people have of your company or product.



It's who and **what** people **think** you are and what you represent to them in their **mind**.



Your brand represents your **Promise**, the **Expectations**, **Experience** and **Emotions** a client will have as a result of working with you or your product.

RECOGNIZABLE BRANDS



MAKE YOUR MARK GLOBAL



NELSON MANDELA



ROBERT DOWNEY Jr.



OPRAH WINFREY

RECOGNIZABLE BRANDS



MAKE YOUR MARK GLOBAL



Steve Jobs



Malala Yousafzai

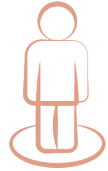


Beyoncé

5 KEY ELEMENTS OF SUCCESSFUL BRANDS



MAKE YOUR MARK GLOBAL



Well defined **niche**
(your target audience)



Clear **value proposition**
(what you give in exchange
for their time & attention)



Compelling
brand **slogan**

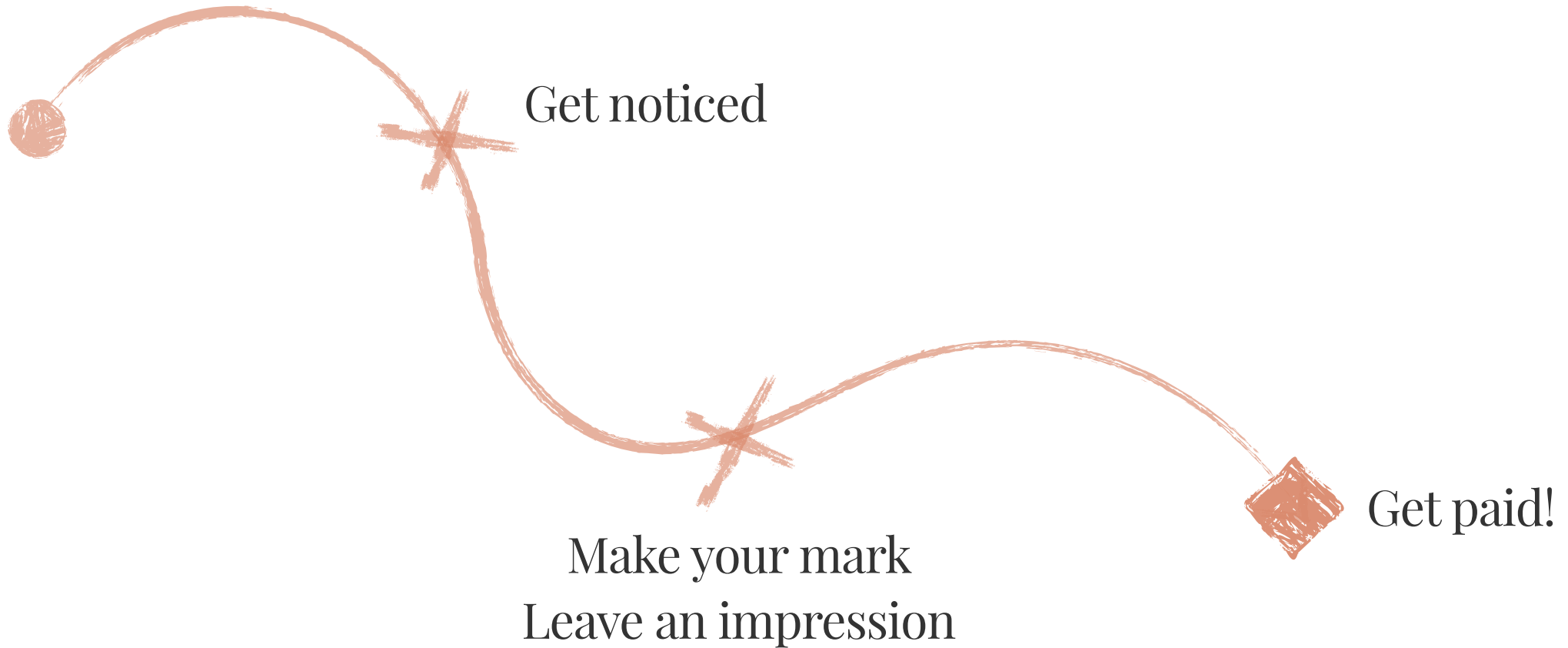


Engaging
portrait photo



Cohesive
graphic style

WHY BECOME A PERSONAL BRAND?



THE ANATOMY OF A PERSONAL BRAND



Brand ID



Who you are



What you stand for



What makes you unique



What results you provide



What you have to offer



THE ANATOMY OF A PERSONAL BRAND



Brand ID

YOUR UNIQUE SELLING POINT



Your **U**nique Gifts & Talents



Your Character **S**trengths



Your **P**hilosophy & **P**ersonality

THE ANATOMY OF A PERSONAL BRAND



Brand ID

YOUR **MVPS**³



Mission + Message + Methodology



Values + Vibe + Voice



Purpose/Passion + Philosophy + Personality



Strength + Style + Specialties

THE ANATOMY OF A PERSONAL BRAND



MAKE YOUR MARK GLOBAL



WHAT MAKES YOU UNIQUE?

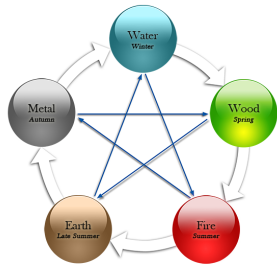
1. _____
2. _____
3. _____
4. _____
5. _____

YOUR PERSONALITY & ENERGY



MAKE YOUR MARK GLOBAL

THE **Vitality** TEST



www.TheVitalityTest.com

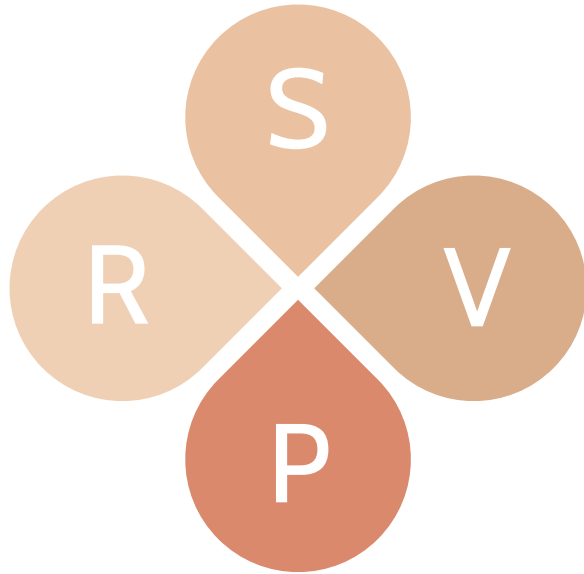


Values in Action Survey
www.VIACharacter.org

THE ANATOMY OF A PERSONAL BRAND



MAKE YOUR MARK GLOBAL



YOUR *VALUE* PROPOSITION

 Results

 Value

 Success

 Proposition

YOUR VALUE PROPOSITION



MAKE YOUR MARK GLOBAL

Results

Make a list of the tangible, visible, meaningful **results** that working with you provides.

Examples:

Healing chronic back pain, 5 kilos of fat loss in 1 month, savings of 1000 per month, improving your downhill ski ability, etc.

Think of a dynamic before-and-after case study.

YOUR VALUE PROPOSITION



MAKE YOUR MARK GLOBAL

Success

Make a list of the problems you can **successfully solve.**

Examples:

Reducing the overwhelm that people feel when starting a new diet.

Write 3 stories which illustrate the benefit people get from working with you.

YOUR VALUE PROPOSITION



MAKE YOUR MARK GLOBAL

Value

What would it be worth to your client if their **problem/pain was gone?**

Examples:

Saving \$150 per month on prescription medication.

Make an additional \$1000 per month.

Explain how the outcome you provide is linked to real value.

YOUR VALUE PROPOSITION



MAKE YOUR MARK GLOBAL

Propose

It's up to you to **clearly propose** the next step.

Really spell out your personal promise of what you'll help them achieve.

YOUR SLOGAN



MAKE YOUR MARK GLOBAL

Results

Success

Value

Proposition


Compose a few **tag lines or slogans** based on your value proposition or promise:

POPULAR SLOGANS & TAG LINES



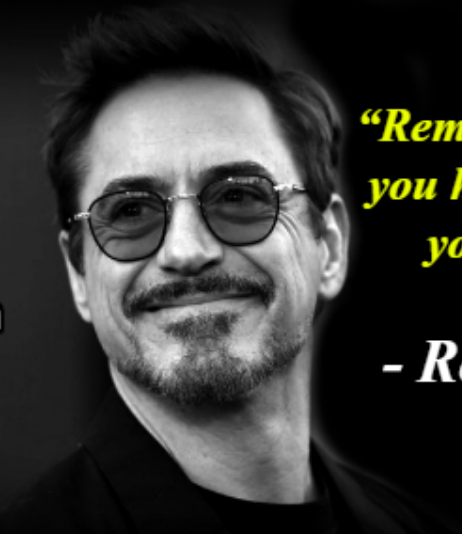
A **winner** is a **dreamer**
who **never** gives up.

- Nelson Mandela




With **guns**
you can kill terrorists,
with **education**
you can kill terrorism.

- Malala Yousafzai



***“Remember that just because
you hit bottom doesn’t mean
you have to stay there.”***

- Robert Downey Jr.



You are a gift to the world.
So share your
presence with passion.

Write Down Your MVPS³

- Mission + Message + Methodology

- Values + Vibe + Voice

- Purpose + Passion + Personality

- Strengths + Style + Specialties



MAKE YOUR MARK GLOBAL

I am on a mission to _____

My message is _____

because _____

your target marketing is suffering with this problem

My passion is to _____

what fills you with joy to do in business /

what results do you work hard to provide

I use my _____ to _____

skill / talent

the result / transformation you produce



POSITION

 MAKE YOUR MARK GLOBAL

DR. ANDREA PENNINGTON

MANAGING DIRECTOR

*"I help soul-conscious **coaches, healers & Lightworkers** share their knowledge with the world through **publishing, TED talks, courses & products** for global impact."*

Personal
Branding

Content
Development

Publishing & Media
Production

Lightworker Activation
& Mentoring



www.makeyourmarkglobal.com

www.andreapennington.com

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\$197)



MAKE YOUR MARK GLOBAL