

The PERSONAL BRANDING  
**GAME CHANGER**



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This report is not designed to convince you that you need a **personal brand**. No one needs a personal brand, in fact, the term **personal brand** almost sounds like a corporate injustice.

No I'm not here to tell you that you need a **personal brand** because, yes you guessed it... *you already have a personal brand.*

*Congratulations!* I just saved you thousands of dollars and agony from brand consultants, who even then don't seem to get it right.

## So how is your personal brand working for you?

I'm willing to guess that if you are reading my report you don't feel your **personal brand** is doing its job.

Your sphere of influence, already know who you are. They know what you do. They know what makes you different and they know your value.

Current clients, co-workers, bosses, friends, and family are they not already exposed to your personal brand?

Yes you have a personal brand, but if you want to attract the type of clients, prospects, or income you know you are capable of attaining you need to focus on the art and science of personal branding.

Is your personal brand powerful to the people that know you?

**How about the people that don't know you?**

Does a clear, concise, positive idea come to mind when people think of you?

**How about people that don't know you?**



**An effective personal brand is all about influence. It influences how the people in your target market will perceive you.**

**An effective personal brand is the powerful, clear, positive idea that comes to mind whenever people think of you. It's what you stand for—the values, abilities and actions that others associate with you.**

**A personal brand** must evoke three basic perceptions in the minds of your target market.

1. **You are different.** You have to be seen as original.
2. **You are superior.** Your brand must encourage the belief you are among the best at what you do in some way—such as being faster or providing better service. Being seen as a leader in your field is critical to gaining the confidence of people who don't know you.
3. **You are authentic.** The foundation of your brand is always the truth. True to who you are, what your strengths are, and what you love about your work—and you must communicate this to the market.

Now for some truths about your **personal brand**:

1. Your target market does not care about your personal brand. The market only cares about the person that can add value and contribute to the larger community.
2. If a personal brand promises one thing and delivers another... just picture the Titanic hitting the iceberg.
3. A personal brand is not a personal image. Personal image is a collection of qualities people identify with you; your sense of humor, your clothing, your favorite food, and so on.



4. A personal brand will not cover up incompetence. You've got to be good to make your brand work. If you are second-rate at what you do, it will come out. Not only will a personal brand not hide incompetence, it will make the consequences worse.
5. Make you famous—fame is an accident and it certainly not a ticket to success. Your personal brand is about influencing key people in your domain, not fame for fames sake.
6. Get you to your goals by itself—on its own, your personal brand will not put your goals on your doorstep. You've got to set the right goals, maintain a level of excellence, actively promote your brand and be consistent.

## Basics of Your Personal Brand



- character
- story
- touchstone
- value
- target market



- brand hub
- value content
- social proof
- SEO
- social media
- call to action
- prospect/client attraction



- sales funnel
- permission marketing
- acquire customer
- customer for life
- awareness
- brand protection
- success

The above are the basics of Phase I of an effective personal brand in today's modern era.



Now I could go on and on in this report and go into detail about every little bullet point above. In fact I could write a book on each and every subject above.

**I'm not going to do that.** Why am I not going to do that?

I believe that you should be focusing on what you are best at 90% of the time. You do this and you will have an exceptional life and be unusually successful, even more than you can imagine.

So if I were to go into vast detail on each and every subject above the time spent reading this would take you away from your core competency.

**I'm about to go off the deep end...** I want you to do something right now.

Immediately stop using and thinking of the words **personal branding** or **personal brand**... *but wait you say, didn't you just give me the whole definition of personal branding and even included a cool circle diagram above?*

Yes, I did, and you interrupt...

*But wait I found this report from a personal branding website... yeah that's great and I'm happy that what we do was effective but **I want this report to drastically change your life**. I want this report to be a game changer for you and your career or business.*

So I'm going to ask you for the rest of the report put the words ~~personal branding~~ and ~~personal brand~~ out of your mind (*no this isn't like asking you to think of a pink elephant so you will think of a pink elephant*). The phrase ~~personal branding~~ completely undersells what I am about to teach you.

Okay, good, now let's get on to finding that **game changing revelation**.

Picture you and me sitting down at a coffee shop. I'm going to draw for you the basics of what you need to convey to your target market.



That's it. That's all you need to do. The next thing I'm going to ask you is...

**I want you to think of the something that you absolutely excel at. That above all else if you were set against anyone else your field or industry you would prevail.**

Do you have that in your mind?

Okay, good, now tell me **do you do that one thing 90% of the time?**

Did you answer YES? If so congratulations, you are one of the lucky few who have achieved a phenomenal level of success.

If you're like most people who read my report that answer is a glaring NO!



Remember when I told you above that I believe to be truly successful you should be doing your core competency 90% of the time?

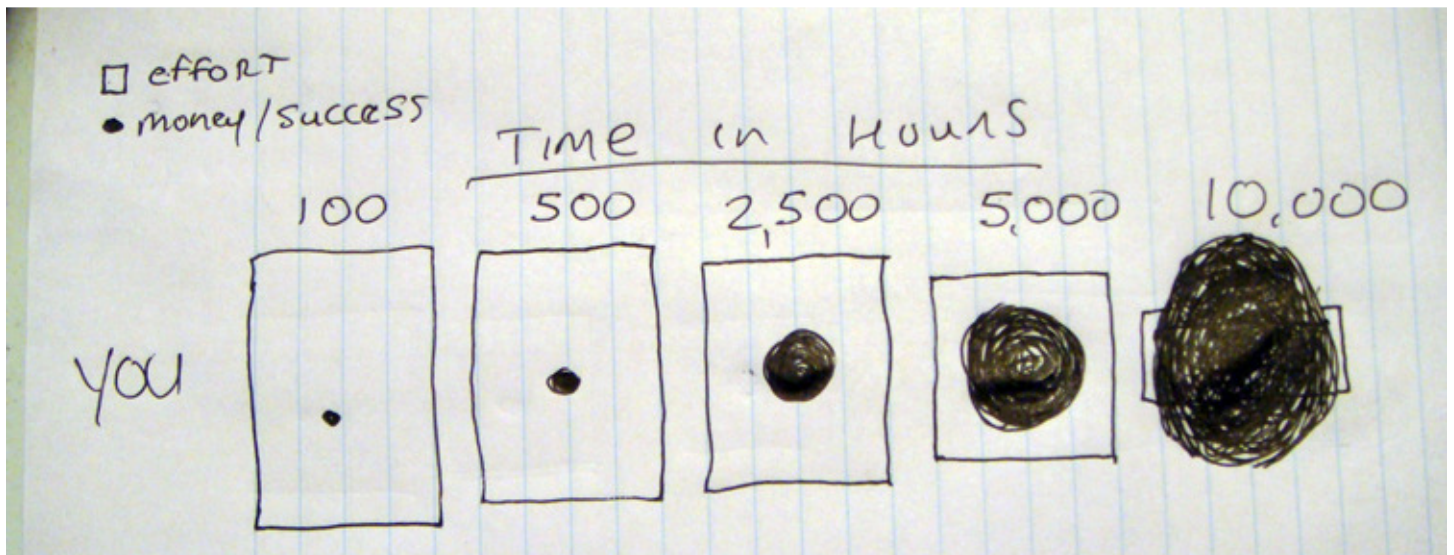
Most people fail miserably at business and in their career because they don't learn this one simple fact.

**Simply, do what your good at, perfect that and get paid well for doing it.**

Have you read the book Outliers by Malcom Gladwell? If so, do you remember how many hours he stipulates that it takes for someone to be an expert and truly good at what they do?

10,000 hours. 10,000 hours of dedicated study, practice, and implementation.

**Where are you on your 10,000 hours?**



You're on your way. Apply what I've written above and what you are about to learn below to your core competency and success will come.

Next I want you to imagine you are on the phone with someone that wants to do business with you, in fact they called you.



They heard that **you are the best at what you do.**

They feel like **they know you** and you wouldn't believe how hard it has been getting you on the phone.

In fact, they are convinced there is **no one else that can do what you do** better.

*Line 2 flashes*, you ask your prospect to hold and guess who is on the other line... it's a fellow colleague in your field.

A **new business opportunity** is in the works and she wants your feedback, you're on "the short list"...

*Line 3 flashes*, caller id says it's a major publication in your field and you answer... sure you will be more than happy to give your feedback on the future of your industry.

*Line 4 flashes*, it's another leader in your field, your private R&D Team. He wants to bounce an idea off you based on a new project he has been working on...

You finish all your calls and marvel how lately opportunities appear "out of the blue" or a new client or prospect "appears out of nowhere".

How last week you got a call from someone you don't know well with an incredible business opportunity.

A new opening came up and you're the first one called for an amazing job opportunity. Don't forget next week you're going to be speaking at a major convention

**You might not want or have the desire for all the above to happen to you. I can tell you this people who have applied the principles you are learning in this report experience this each and every day.**



## Wow, how do you get there?

You started with my 'well drawn' diagram above... then you applied **3** things.

You have to be  
**AUTHENTIC** CONSISTENT  
and have **CLARITY**

Every level of your business, your marketing, your relations with people, your delivery, your distribution.... you keep those three pillars as a promise.

## Consistent

- ✿ **Message**—you are consistent with the message of who you are and what you stand for.
- ✿ **Promise**—you keep the same promise. When people meet you or encounter your service or product they knew what to expect.
- ✿ **Value**—you consistently provide value, on each and every level, partners, clients, prospects, and your market.
- ✿ **Values**—you consistently are the mountain that others in your market look to for its values, for its value proposition, its code of conduct.



## Authentic

- 🌟 **Actions**—doing the right thing. Doing what you can do, making it look like magic.
- 🌟 **Marketing**—your marketing is not selling, it's not marketing, it effective awareness.
- 🌟 **Selling**—selling without selling, in fact they sold you.
- 🌟 **Interaction**—you kept it real on every level of interaction.

## Clarity

- 🌟 **In intentions**—you were constantly clear in your intentions, with marketing, your market, your clients or prospects.
- 🌟 **With your market**—you gave clarity to your market, you have something to say and you are a thought leader. The market needs a leader.
- 🌟 **In your Marketing**—your messages and marketing was always clear, concise, measurable, and followed your defined goals.
- 🌟 **In your communication**—you communicate to your market on a core level and they communicate back, you get to the core of their emotional needs, and you touch them on a personal level.
- 🌟 **In your Interaction**—you interact with your market, other thought leaders, and influencers in your market and the media.



## Behind the Scenes

You systematically came up with your core competency. You remembered to be consistent, authentic, and practice clarity.

You defined your target audience, you targeted them, and you know them intimately.

You have thoroughly tested and tracked and matched what you offer with what your target market wants.

You've created a groundswell of excitement and add value to your market.

You deliver what you promise in a consistent way, through all your modes of communication and interaction.

But that's not all. To keep an absolute laser focus on your goals and you always give yourself a continual reality check...



For what reason am I doing this?



The reason this is important is?



What do I want to have happen as a result of this?

Do not overlook these questions. Constant application of these three questions to your business will catapult you faster to success than anything else you possibly could do.

Every level of your business you always ask yourself these three questions.

I wish I could claim this insight for myself but I cannot. In fact there are **two things that I want you to do** right after you read this report.



First, go out and buy and read the book *So What?* by Mark Magnacca. Then apply the question “So What?” to everything you do. Also send me an email at [scott@YouBrandInc.com](mailto:scott@YouBrandInc.com) and tell me what you think.

Second,

- ✿ If you want more clients
- ✿ If you want to be flooded with prospects
- ✿ If you want people selling themselves on working with you before you even meet them or talk to them
- ✿ If you want to be considered a thought leader in the quickest amount of time
- ✿ If you want measurable results on your efforts
- ✿ If you want to design your business and career so you are doing what you love and are passionate about 90% of the time

...there is only one thing you have to do right now.

Fill out this form at <http://www.youbrandinc.com/full-you-brand/> and see if it is a fit for us to partner together to help you achieve greater success.

Sincerely,

Scott Scanlon  
You Brand, Inc.

**P.S.** When I order a **steak** I prefer more **steak** than **potatoes** so that’s how I wrote this report.



## What We Do At You Brand, Inc.

**Do you know how most people or businesses struggle at building an effective strategy to acquire customers, clients, or prospects?**

What we do at You Brand, Inc. is we help you **affordably** and at **light speed** launch and maintain an effective, consistent, authentic, and clear strategy to acquire customers, prospects, or clients and therein define a rock solid personal brand.

### **How do we do this?**

We have a team of the best of the best in brand positioning, search engine optimization, customer acquisition, sales funnel development, social media marketing, online visibility, who tie it all in by being experts in metrics and tracking.

What we do is not just social media marketing. Not some fancy website. Not a logo designed by John's logo shop. Not a branding message or a simple marketing plan.

We delve deep into what you are passionate about. What you truly excel at, what you love to do.

We help you develop a plan so you are doing this more with less effort but more rewards.

Visit our website <http://www.YouBrandInc.com> or take us up on our free consultation offer.

For consultations call:

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