

Be Magnetic!

A Personal Brand Development Program

from UpwardAction®

Learn Exactly How to Prepare, Position and Promote Your Inspiring, Compelling and MAGNETIC Personal Brand

When you focus on becoming more like your competitors, you may succeed in becoming similar to them and thus lose your true competitive advantage, ***your unique promise of value***, along with opportunities to increase your market share. If you are just like everyone else in the marketplace, why should clients hire you?

Your authentic and magnetic personal brand establishes your credibility, increases your visibility and expands your opportunities. When thoughtfully developed and managed, your personal brand will highlight your points of distinction and unique value. When you develop a magnetic brand message that connects to the very heart of your target market, your ideal clients will be compelled to do business with you and will refer other people to you – thus increasing your business and magnetic appeal.

Thanks to the power of a magnetic personal brand:

- You can build a profitable financial services business that consistently attracts new clients without trying to become like your competitors and others in your market.
- You can build a magnetic personal and professional brand that is compelling and systematically attracts and draws in your ideal clients and business opportunities.
- You can create momentum in your business that is built on your magnetic brand and that draws in new clients. You will find that such momentum reverses the unproductive cycle of continuously chasing and pulling in clients and instead draws them to you.

Our “Be Magnetic! A Personal Brand Development Program” can help you develop and manage your authentic, compelling and magnetic personal brand and enjoy great professional success.

Be Magnetic!

A 3-Month Personal Brand Development Program

This step-by-step program will cover the learning objectives and include the sections set forth below.

Learning Objectives:

- Learn how to develop a magnetic personal brand that will increase confidence, build credibility, expand visibility and attract business leads.
- Learn how to conduct your own market research to identify the pressure points and needs of ideal clients in your target market.
- Learn how to speak to the heart of your ideal client and appeal to their logic.
- Discover the best way to setup your blog and social media profiles for maximum exposure!

Section 1 – Assessment and Brand Development

- 1) Niche Market Competitor Research: Assess how you measure when compared to other financial service providers and use this information to build a magnetic brand presence.
- 2) Internal Analysis: Develop your authentic personal brand image and message.
- 3) External Assessment: Benchmark your current brand message and external perception with our 360 Personal Brand Assessment.
- 4) Design and Implementation: Develop and implement a personal branding strategy to shape external perceptions of your brand with your intended results.

Section 2 – Program Deliverables for Each Client

- 1) Purpose Statement.
- 2) Vision Statement.
- 3) Target Audience Profile.
- 4) Personal Brand Persona and Attributes.
- 5) Personal Brand Message.
- 6) Core Elements of Your Communication Strategy.

Section 3 – Social Media Marketing Deliverables

- 1) Customized Social Media Marketing Plan of Action
- 2) Customized Internet Marketing Plan of Action (*include SEO strategy*)
- 3) Optimized social media profiles for up to five (5) social networks that are relevant to your business objectives.

Section 4 – Private Coaching

- One 60-minute initial consultation with T.C. Coleman, Esq. to design your Personal Brand Development Roadmap.
- Two 60-minute personal coaching sessions with T.C. Coleman per month for three months.

OPTIONAL SERVICE

Content Creation and Social Media Marketing Implementation

- UpwardAction® will implement your online Personal Brand Development and Social Media Marketing program which includes the following:
 - 8 blog posts per month (2 per week) between 350 – 500 words each.
 - 25 substantive micro-blog posts per month (5 per week) to supplement your personal micro-blogging habits.
 - Use of social bookmarking and article marketing to increase web traffic, build credibility and generate new business opportunities.
 - Online reputation monitoring.

To learn more about this coaching program, contact us at
www.UpwardAction.com/ua/contact-us