

# SOCIAL MEDIA MASTERCLASS

"A HOW TO GUIDE TO UNDERSTAND  
YOUR CORE BRAND VALUES, TARGET  
MARKET AND PERSONAL BRAND"



WRITTEN BY

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# THE FREE LIFE SOCIAL MEDIA MASTERCLASS

This guide will take you step by step through the exercises needed to understand exactly who YOU are, who your market is (THEM) and how to position these to attract people to you (US).

***My friend Mark calls this the Story of YOU, the story of THEM and the story of US.***

The information below was taken from our 30 day Social Media masterclass challenge.

## Core Brand Values

Okay, so this exercise has four phases. Below are 2 of 4 so let's call this part 1.

### Part 1

Start off by writing down all possible values and attributes for your brand. literally anything and everything that pops in to our head.

This task should take you a minimum of 10 minutes. Keep going until you cannot think of anything else for at least 2 minutes.

Next, separate those into what belongs and doesn't belong.

Group the ones which belong into group. break them down into values, key attributes and analogies.

Throw away the ones which don't belong.

Get plenty of colourful sticky-notes (at least 40) and coloured pens.

Colour obsv makes this more fun

### Brain Dump

For starters, keep in mind the basic rules of brain dumping: there are no bad ideas (kind of lol). Set a timer for 10 minutes to instil some urgency.

Start writing out random adjectives on stickies, words (simple, exclusive) or short expressions (gender neutral, on your terms) which could be used to describe your brand.

You will likely be will be tempted to stick to "good" adjectives — like smart, professional, etc. Those can be acceptable, but also tend to be generic, which isn't helpful in differentiating a brand. So, try to include controversial or even silly ideas.

Remember [#BeMoreYou](#)

It might take 10 minutes or so to get your juices flowing - keep at it

## Yeses and Nos

Next, write on opposite sides of your paper / whiteboard, the words Yes and No.

Go take every single sticky note and place it on Yes or No.

Yes means “this word could be used to describe my brand”, and no means, uh, no.

Lol.

This process will take quite some time, but stick with it.

Document your board (photos are great) and feel free take down all the stickies, but keep yes and no separate!

## Surfacing Patterns

For the second session, get the yes stickies from before.

This step is about organizing ideas in groups of emerging patterns, a process also known as clustering or affinity mapping. To get started, spread out all the yes stickies on a table.

Start picking stickies at random, and placing them on your board, grouping related adjectives close to each other. This might feel awkward in the beginning, but after 3 to 5 minutes you will start to spot similarities, and tight groupings will emerge. You will probably see groups like these three:

- 1. Presentation - Visual ideas about style, colour, light, polish, etc**
- 2. Tone - Communication-related adjectives such as voice, authoritativeness, friendliness, etc.**
- 3. Personality - Human-like attributes, such as being expert-like, teacher-like, childlike, etc.**

Plus, some other stuff, mainly about values.

As groups become clear, write a descriptive name for it on the board (or on a different colour sticky), above the adjectives.

## **Distilling into Values**

This is the last step, and the most analytical. Going through each of the groupings, put them to a hierarchical list in a text document, including titles and content. You can work off this template if you want. Example:

Visual

- Clean
- Bright
- Colourful
- Handmade

Tone

- Funny
- Colloquial
- Deferent

If any of the groups doesn't feel unique to your brand, ignore it. If it seems to be about abstract values, put it under a Values header, with all adjectives in a single line.

Then, try to sum up what that group of values mean. Example:

### **Values**

Safe, Secure, Trustworthy → Secure

Easy, Empowering, Low Barrier to Entry → Easy etc

And that's the end of the exercise, you should have now a document which roughly outlines your brand values, shows concrete ways those values present themselves, and anchors your brand relative to others in different spaces.

Hopefully this exercise was useful. If you have any questions, please add them to the comments below and we will help you go through them.

## **If you are struggling to determine your brands core values answer these questions and comment below.**

I would love to help better understand you and your businesses.

What's your business?

Money reasons aside why did you start that business?

What aspects of your business make you the most excited?

What part of your business makes you most proud?

If all you offered was an experience, what would it look like?

When you think about your ideal client/customer, what would you like to know about the experience described above?

Personally, what is your business doing for you?

If you were to add more people to your team, what three words would you tell them represented your business and needed to be preserved?

What makes you different from your direct competitors?

When interacting with your audience what personality traits and values do you push forward?

Okay, you now should have greater clarity on your brand values.

If you are still struggling, reach out.

My personal brand values are

- 1. Truth*
- 2. Joy*
- 3. integrity*

This means I use this in my communication to my market. So today is all about putting your brand values to use.

Your task today is this...

Write an epic post around your #2 Core Branding Position.

This should be a long FB Post about 3 to 5 paragraphs long. Structure should tell a story and teach a lesson around the problem you solve aligned with your Brand Position.

As a guide for basic copy writing, your post should follow this format

1. Attention (Headline)
2. Frustration (Pain Points)
3. Relation (Story of why you understand)
4. Solution (Introducing the steps to success - perhaps your business or product)
5. Inspiration (Proof it works)
6. Call to Action (tell them what to do next)

Here is an example of a post I write once a month in line with my Truth brand position <https://www.facebook.com/dannyclarkthefreelife/posts/1380125775433278>

**Keeping up with our action steps here, today we are keeping up with the theme of your CORE BRAND VALUES.**

Today, we will focus on your #1 value.

Your task today is this...

Write an epic post around your core Branding Position.

This should be a long FB Post about 5 to 10 paragraphs long. Same as yesterday, the structure should tell a story and teach a lesson around the problem you solve aligned with your Brand Position.

As a guide for basic copy writing, your post should follow this format

1. Attention (Headline)
2. Frustration (Pain Points)
3. Relation (Story of why you understand)
4. Solution (Introducing the steps to success - perhaps your business or product)
5. Inspiration (Proof it works)
6. Call to Action (tell them what to do next)

## Our last day discussing your Core Brand Values. Next week we are moving on to Target Market.

You should by now be clear on your Top 3 brand values. If you are still not clear, check out the training below by [Elizabeth](#) for further advice on this

How to find clarity when your brand has too many directions  
<https://vimeo.com/222731623/21eb111ccb>

There are also two extra exercises in the VIP Life which will prompt deeper though on the topic of Core Brand Values

What are your core brand values? [Exercise] [goo.gl/tQHQgE](http://goo.gl/tQHQgE)

Know your core brand values and target market 2.0? [Exercise] [goo.gl/R177C9](http://goo.gl/R177C9)

Before we wrap this up, one of the most important part of knowing your brand values is knowing the following

- \* What you stand for
- \* What you stand against

Today you have two options for what to post and share on social media.

1. A vulnerable story
2. Something you can rant against

Either will generate fantastic engagement and will help your audience to connect with you more so they know, like and trust you deeper.

Remember, we want engagement so we can connect with our audience via messenger to prospect.

I want to share with you all a story about my childhood which may give you some inspiration today...

\*\*\*\*\*

*Some of you may not know this, I am actually very introverted and really shy when meeting people face to face (hence the reason for building my business online).*

*One of the reasons was because when I was a kid, I use to be bullied.*

*At secondary school, there was one time when I met my group of 'friends' on Halloween to go trick or treating. I had fallen out with one of the 'leaders' of the group. One of my best friends Liam called me, told me where to meet everyone.*

*When I arrived, no one there.*

*Then I felt a thud on my back, followed by another and another. Items were whizzing past my head. I felt my clothes and felt this sticky yellow stuff all over me. It was then I realised I was being pelted with eggs by over 20 of my friends.*

*Pretty shit night.*

*Rather than admit what happened to my parents, I went to Morrisons on the way home so I could clean all of my clothes in the toilets and dry them so they wouldn't know what had happened.*

*All the negativity around me caused me to become introverted and well... shy! And create a deep burning passion in me that hated control from another over me.*

*So even though I've trained myself to be more open and outgoing, I've really never gotten over it so my default state of being is to be an introvert and not want to talk to people.*

*There's a trust issue.*

*That's why for YEARS, as I was trying to build my business and grow my income online, I wanted to do it all myself and not have to talk to anyone. I wanted to make money, not socialise!*

*For years I wouldn't show the real me for fear of judgement. I had always stood up to people as a young teenager but that had led to me not getting on with the 'coolest' two kids in the year. Everyone else when they weren't liked me (I think). When they were there, I was the butt of all jokes.*

*Until last year, when I turned 29 I had refused help from anyone. I did pretty good on my own not taking anyone else's help or advice, but I wanted more.*

*More success, money, time, freedom.*

*Not for me, I wanted to provide for my family. My wife and 3 children. The excuses I had which I could justify to myself, I couldn't get away with for them. I had to grow, which meant dealing with my shit from my younger years.*

*I needed 1-on-1 help and I had to overcome my shyness to ask for it.*

*One of my fears, was that they would laugh at me or look down on me. They actually treated me with respect and cared about me.*

*Who would have known, asking for help wasn't as scary as I had led myself to believe?*

*One of my other fears was that they would try to sell me more crap I couldn't afford. Only 9 months ago I went to an open evening for Landmark Forum to support [Elizabeth](#) and could feel this huge pressure that I thought I was being 'sold'.*

*One of my other fears was that I would still fail and disappoint them. They actually gave me a blueprint for success, which to this day, is the foundation of what I've taught my staff members, downline and coaching clients in The Free Life and VIP Life.*

*In essence, my mentors... my coaches... gave me clarity, focus and direction so I could succeed in a very confusing online world.*

*I went from being introverted with a big ego to protect myself from having to connect with people and run the risk of being judged, excluded, bullied even.*

*To being still introverted, but confident enough in myself, in being 100% me to put myself out there for judgement. To no longer fear rejection.*

*And guess what? It's only going to get better as I have made the choice to become better.*

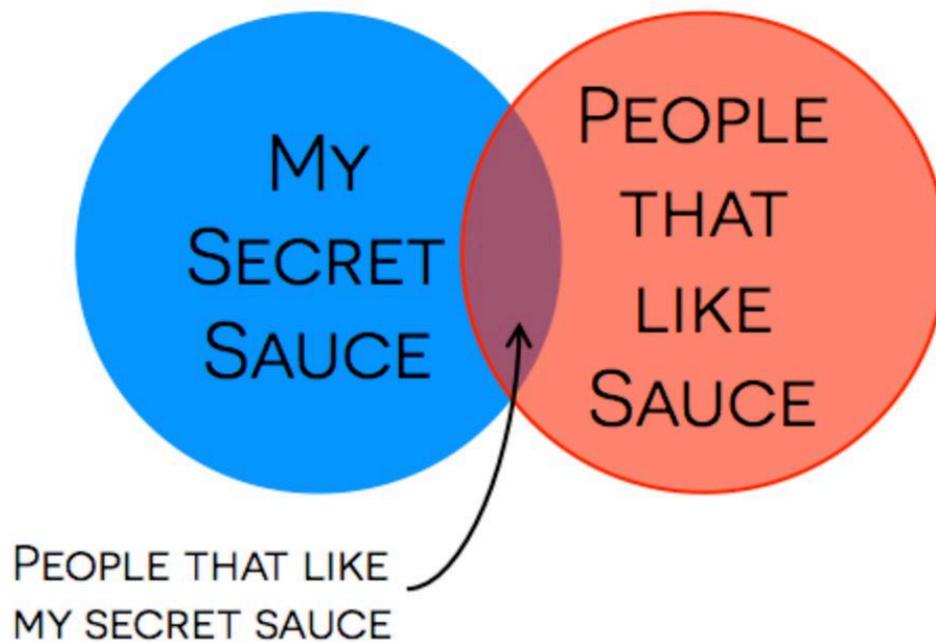
*Who's with me - let me know below*

# Target Market

We will be sharing with you tips on how to determine your target market this week.

This will be broken down in to 2 key areas

1. Who they are
2. When they're ready to buy / join



## **Target #1 - Hot Buyer's Market**

Your best target market consists of people who already buy or use your product or service or something similar to it.

You want to be able to transition someone else's customers to be yours, and the best way to do that is through education.

When you give valuable information to a group they may be, at that point, someone else's customer, they are learning about your product and starting to view you as the expert.

In our case, via The Free Life, we target network marketers because they have already demonstrated a willingness to invest in business opportunities and MLM training products.

As a reminder - as an affiliate of VIP Life you can promote VIP and choose to target this market as well.

## **Target #2 - Looking to Make a Choice**

In this market, you have people who have a good idea of what type of business they wish to join, but may be looking into researching and comparing different business opportunities.

They may be using quality, convenience, price and credibility as part of their decision factors.

Your job is to show them through education that you offer the best option.

The only problem with this category is that they haven't demonstrated that they are willing to pay for such a product or opportunity yet.

They are still looking.

That's why offering a front-end, low cost product is more important.

It qualifies them as paying customers, and it's much easier to convert them to your opportunity or other back-end offer once they have shown willingness to invest.

The good news with these guys is they are looking for a home-based business.

## **Target #3 - Information seekers**

This target market consists of people who are looking for a solution to an existing problem

- \* How can I find more MLM leads or prospects?
- \* How can I reduce my fine lines and wrinkles?
- \* How can I make money on the internet?
- \* How can I work from home?

In this market, it makes sense to offer a free 'lead magnet' or front-end product.

(A lead magnet might be an e-book or something similar)

Since these people are still information seekers, they'll require some warming up, especially people looking to "make money from home"

Note - these people are looking to make money (probably because they don't have loads of it) and so are less likely to part with the money they have, unless you can warm them up to your offer.

## **Target #4 - They are Looking for You**

This group consists of people who are ready to buy exactly what you have.

- \* Looking to start a business with YOUR company
- \* Looking for a specific product that applies to your company
- \* Looking to join YOU

These people are doing their own research online and are ready to commit to a product or business opportunity you are involved with.

These leads are hot!

There aren't many of these people, but they are out there!

# How to Find Your Perfect Customer

When you are marketing your business, you always want to have an idea as to whom you are targeting. You have to figure out who would realistically be interested in your products; who would be most likely to be the purchasing agent of your services?

Figuring this out will end up saving you a lot of advertising money, time, and head-aches.

You see, too often network marketers fail because they are convinced that EVERYONE is their target market, which is simply NOT TRUE! They spend all their time, effort, and energy pitching their product and opportunity to everyone they know, without regard for interest level or need.

The result? Well it's like trying to "sell steaks to a vegetarian". See, it's not that the product is not worthy. It's just that without finding a NEED and WANT in their prospects, these network marketers:

- \* have no idea if there is a REAL tangible need for that product, and
- \* have no idea how to get in touch connect with the people in the world who actually would be open to listening to a product or opportunity pitch!

So, before you even start thinking about spending money newspaper ads or flyers, conjure up an image of the perfect customer for your products/services. Understand where they are coming from.

Ask yourself:

- 1. What problems of theirs can I help solve?*
- 2. What questions of theirs can I help answer?*
- 3. How do I relate to them?*
- 4. What is my unique about what I have?*
- 5. Why should they give a \$#!+ about you and your product/service?*

Answering these questions will help you in writing and coming up with an internet marketing campaign targeting your ideal customer. (The best part: They don't even need to know YOU!)

This process helps setting up your "pre-filter."

## **What is a Pre-Filter?**

A pre-filter weeds out the people who are NOT interested in what you have to offer - thereby saving you marketing dollars and a lot of heartache talking to people who might otherwise, get angry at you.

In my steak example, it's simply filtering out all the vegetarians (and if you want to get more detailed, you'd also filter out those who only eat meats that are kosher).

Online marketing makes this process very painless, precise, inexpensive, and simple.

For starters, realise that a chunk of internet marketing is done via the search engines and social networks (such a Google, Facebook and YouTube for starters). This means, people come online with questions in mind - questions for which they are desperately seeking answers for.

They search for things like:

*"how do I make money online?" -- great for business opportunities*

*"holistic lower back pain relief" -- great for chiropractors*

*"how to build a dog house" -- great for people selling books on carpentry*

*"martial arts los angeles" -- great for martial arts studios in L.A.*

*"kosher butcher Phoenix Arizona" -- great for Jimmy & the little lady*

...and so on.

They Are Already Telling Google and Facebook What They Want and Like!

Get These Platforms to tell you what it is!

## **Let's Talk About Your Auntie...**

Let's pretend you are planning for your upcoming wedding. If you wanted to send an invitation to your Auntie Anne for your wedding you would have two options for delivery:

Look up her address after verifying that she is interested in attending your wedding, then send her a self-addressed stamped envelope with an invitation to her.

-OR-

Bust open your bank account for \$10,000 and print out 10,000 copies of the same invitation, hire a pilot to fly over the city your aunt lives in and drop invitations all over the city in hopes that she will get at least one of the invitations.

Which option would you choose? It's pretty obvious, right?

Well, when it comes to network marketing, the majority of Networkers have proven themselves to make very silly choices.

It Should Be A 'No Brainer', Right?

If it was up to most company network marketing leaders, they would choose Option 2.

Simply put, most networkers use ineffective "shotgun" marketing strategies because that is quite literally all they know and are taught.

But guess what?

Like a shotgun, a scatter shot won't get you very far...

Most bombard the friends, family and strangers with horrible approaches, emails, flyers, and pray for a positive outcome.

## **The Woes of Traditional Network (Shotgun) Marketing**

And here's the unfortunate truth - most networkers end up recruiting and sponsoring the people that are most likely to waste their time or hurt their business!

How to Connect & Have Enrolment Conversations with People Who are Open to Your Message

The majority of the network marketing industry continues to peddle the myth that "everyone is your prospect", which is why if you are new to network marketing or have continued to fail in the industry, you'll never be able to recruit yourself into financial freedom.

It's not recruiting which will create wealth for you. It's how you recruit, who you recruit and what you teach those new recruits!

Today, there is a small group of elite network marketing professionals who have gone online to do lead generation, sales and recruiting and for GOOD reason!

When I discovered that Google (and today Facebook) are willing to TELL YOU, who would most likely be open to your product or opportunity, the game completely changed for me.

## **What Does Online Marketing Mean to You?**

Bottom line: If you own a network marketing business and you are NOT marketing online, you are at a strategic disadvantage and as you will soon learn, you'll be at risk of losing downline members to other networkers who do utilize the internet.

Please note, that I am not advocating AGAINST offline marketing. You can take these principles and apply offline, but my preference is actually having a home business, rather than driving around to meetings. Totally cool if you prefer that or if that's working for you.

However, what this is about is teaching you to wield of power of online marketing which may be used independently or in conjunction with traditional marketing strategies.)

Let's go back to our analogy of getting that invitation out to Auntie Anne. You see, with traditional network marketing you are pretty much blind as to WHOM you are addressing – you have no idea their interests, their desires, pains, frustrations, and more importantly, if they are at all likely to be interested in what you have to offer.

# Attracting your target customers by [Elizabeth Clarke](#)

Today we are going to talk about who your target market is, and how to attract as many of them as possible to you on Facebook.

One of the best things about getting really clear on your target customer and the kind of people that you want to attract is that you can just work with people that you like all the time and you don't have to worry about attracting people who don't get you, or who are the ones that cause you problems, or can't see the value in what you do.

The truth is there are so many different types of people in the world and so many business owners that don't understand the concept behind building a brand personality, and having a target market, and a target customer, and getting really clear on who they're talking to really struggle to grow.

They're trying to please everybody, they're trying to be everything for everyone. Not only is that completely exhausting it's also very confusing.

You can never really feel confident that the message that you're putting out into the world is going to resonate with anyone because it's so vague generally.

That's what I want to get across in this video is that you can actually decide on who your target customer is and attract those people into your business.

There are so many people out there for you that will resonate with your message and resonate with you and your brand.

## **First of all, your target market and ideal client.**

The type of customers you attract will be attracted your brand, which we already went over in the previous videos, which is why it is so important to get over the trying to sell to anyone and everyone thing.

You need to get really clear in your head that your target market is not everyone.

There are enough people in the world to build a highly successful and profitable business without having to please everyone.

I know some people think isn't true or they have that mentality of missing out or something like that but this is true.

This is something that I've been taught in business a few times and to be honest it took a while to sink in.

I rejected it at first when Danny said to get clear on my niche, get clear on the type of people that I want to service.

I rejected it and said, "No. You know what? I don't want to just target Brides, or I want to target everything, I want to get commercial jobs, a TV, fashion or I don't want to target people of a certain age. I want to target everybody."

Trust me, when you do try and do that things don't flow as well as they could if you just target the right kind of person.

Niches equals riches and unique equals noticed.

## **When We Care Too Much About Others' Opinions of Us**

People who frequently seek the attention and praise of others are looking for an external validation of themselves. They want something outside of them to deem them worthy, able, and good. Usually, this is because, at their core, they are filled with self-doubt. So, they do what they can to increase positive feedback and eliminate negative feedback.

But here's the problem with this way of thinking: When we act in such a way that eliminates negative criticism, we also eliminate many, many

possible lifestyles, actions, and directions from our realm of possibility. We become slaves to that which we believe others will approve.

This is a tragedy! Within all of us, there are so many things we really, deeply wish we could do — travel the world, start a business, build an online empire, become a stand-up comic a singer, etc. etc.

But the vast majority of us don't do these things because we're worried about what others will say or think. We end up sacrificing ourselves and our dreams to try to appease those around us.

The funny thing is — whether we invest energy into making others like us or not, there will always be people who don't.

50% of people don't like you, basically. When you think about it like this you probably don't like 50% of other people either.

When you're trying to be everything for everyone you're just using up all your energy and nobody actually appreciates it or values it that much because they can't see who you really are and who you're really doing things for.

Being Disliked Means You Stand for Something. There are many people in the world that I don't agree with or don't like their style or approach to business or life in general. We all have different values.

And those people will feel the same way about me. When you think about politicians and celebrities in the same way it's usually approximately a 50/50 split thing.

Even when there's voting for prime ministers there's always the main two and it's close to 50/50 of people either like one or the other.

There's also a good example is looking historically, many of the most loved people were also among the most hated while they were alive. Jesus Christ, Abraham Lincoln, and John Lennon were all assassinated for spreading messages of love and understanding. So, I'm suggesting that we'd all be much better off embracing those who will find reason to despise us.

Don't forget to keep an open mind to constructive criticism, stay humble and realise we all still have plenty of shit to learn.

It's so much easier to do this than to waste our lives allowing the faultfinders to dictate our actions.

Being disliked by people can actually be a sign that you're doing something worthwhile.

OR sometimes, people who dislike others have legitimate reason to do so.

Being genuinely yourself doesn't do much good if you are genuinely an ignorant prick who refuses to change anything.

So, focus your energy now on thinking of the people that are your people.

## **Who is my target market?**

Before you start Facebook, advertising journey which is a whole other training, it's no brainer that you research your market and find your target audience on Facebook. In short, find out who you are targeting.

In case you don't know what a target market is, in your branding and marketing and your business you can actually choose the exact type of customers you want to attract by producing content specifically designed for them.

Thus, attracting your target client to you and your business. If you are watching this right now you are, obviously, my target client.

To get clear on the kind of clients you want you sometimes you have to learn as you go just by getting more and more clients. You will start to see similarities between them. You get that constant feedback to and from and it's the only way that you can actually continue to learn and become better at what you do is if you listen to feedback, good and bad.

Sometimes, for me, it's not even actually the occupation they're in.

It's the personality type.

It's generally the age range.

Life style

Social Class

Personal values

Attitudes

Other areas to consider

Country,

city

income

family size

education

and the list goes on.

Most of the people that buy my services are between a certain age like 10 years older to 10 years younger than me. I have a few people that are older but they usually have the same kind of personality or attitude.

There's lots of little traits like that. A lot of my people that I'm into are interested in health, make-up, mummy blogging, family life, travel, personal development spirituality, and marketing these are the kinds of things that I've branded myself with.

In my Hair and Make-up business where the brand personality is obviously, weddings and natural looking brides, which attracts those kinds of girls that are getting married and want to look like a natural version of themselves.

Also, we incorporate humour, product promotion, customer engagement, before and after pictures, the occasional funny quote how to videos etc into our brand personality.

The girls that love that kind of stuff, which is almost everyone, but particularly the kind of girl that likes makeup, fashion, and pretty things.

They see that stuff, they relate to us and decided they like us because we're funny and stylish or they like the kind of things that I like.

Most business owners generally want to attract people who are like themselves. If you haven't been thinking about it like this before do think about when clients that you've had contact with, that you've find loads in common with straight away, you've enjoyed their chat, that bonding, that conversation.

You can actually have the same thing in your business if you target people who are like you or believe the same things, and have the same values.

You can do this and this will fulfil you more if you work in your business and you want to deal with people that you like as much as you possibly can.

Or you can create a business, if you don't want to work in it, that is a whole magical world outside of yourself, your own fantasy land.

This is just one reason I love business so much because you literally create a new world for yourself and for others based on making people happy and solving people's problems, giving value, value, value.

# YOU CAN HAVE MORE THAN ONE TARGET MARKET

## BY [Elizabeth Clarke](#)

You can have more than one target market. If you provide more than one product or service as well.

You can also have many with just one product or service. I want to make this clear, by choosing your target market, or target markets, or target people or certain customers you're not restricting yourself.

You are actually setting yourself up to be more successful in a targeted niche and building a deeper brand connexion or deeper emotional connexion with your clients.

The most successful businesses and franchises that go really big and are well known usually specialise in doing one or just a few things, they become an expert in that, and they become a leader in that particular industry, and they are known of. They are the go to person in that industry.

An example again, when I started my beauty business I just did make-up and hair mainly for commercial clients by commercial I mean TV like the BBC or virgin active Gyms or Philips razors that type of thing.

At the time, I was working in the modelling and TV world, networking in those circles many photographers and producers when they thought about getting a hair or make-up artist for their shoot thought about me and people recommended me.

If you Googled make-up artist Chelsea, south west London or the surrounding suburbs it came up with my name.

What I'm saying here is It's much easier to become an expert in a few things rather than trying to be everything to everybody. You'll build a much more successful business more quickly.

However, along the way I still made lots of mistakes mainly from a place of fear and not having a clue about marketing!

Talking of mistakes in business here's a good example.

I had a long 9yr career living in London, then I met Danny and fell pregnant with in three months of meeting

In 2011, I had my first daughter and moved to Stamford. We were not cash rich, in fact we were skint and didn't know anyone.

In terms of business I also didn't know my target audience, I hadn't even thought about it at the time. I just know I had some artistic skills and hoped for the best!

I wanted to offer everything I'd trained in - Bridal make-up, Special occasion make-up, make-up lessons, prom make-up, body make-up, face painting, special effects make-up, prosthetics, TV styling, eye lashes extensions, hair extensions, spray tanning, selling health and wellbeing products you name it I did it! I was also juggling several different social media accounts.

I thought that by offering more choices to customers and trying to provide a solution for everyone's problems at once that I would end up being bigger, busier, and more successful?

Don't get me wrong. Sometimes it works if the marketing is done well and strategically for every different individual service and customer type and need but this is a lot of work. And can lead to extreme overwhelm. Or a case of being thought of as Jack of all trades master of none!

I'll give you an example of this. Think about the huge shampoo brand Treseme.

It doesn't just try and have this is the shampoo for everybody.

It has about 20 different kinds of shampoos for different hair types or different hair problems. For oily hair, for dandruff, for dry hair, for thick hair, for thin hair, for hair that you want to be longer, all that kind of stuff.

It's got lots of different target markets within the same brand.

Most of the time though if it is a small business, if it's one person, or if it's a small team of people it ends up with burnt out people with too many options, feeling confused, stressed, poor, and running around in circles not knowing what to do because they can't seem to stay focused on anything and there's so much going on in their mind. When you're trying

to be everything for everyone you're just using up all your energy and nobody actually appreciates it or values it that much because they can't see who you really are and who you're really doing things for.

I'm sure that you can empathise with this, I'm sure you've experienced it before. I know I have.

When there's so much going on in your brain, there's too many options, you can't get focused on anything so a lot of the time you don't do anything and you just feel stressed, or depressed, or flustered, or angry, or any of those negative emotions.

When you can get really clear on one thing at a time, promoting one thing to one kind of person you can make a lot more money that way too than trying to do everything at once because there's so many people out there that need that one thing.

Get that working smoothly and working well and then move onto the next thing rather than trying to set everything up at once.

## **HOW TO STEP INTO YOUR CUSTOMERS SHOES**

Understanding your customer is on all levels is a must if you want to have a successful business.

Once you have a deeper understanding of what makes your customers tick, you can then begin to use this to your advantage.

You really need to know who you're trying to attract into your business and also why they need what you are offering them.

You need to go much deeper into just how old they are, what gender they are, and where they live which is the demographics.

You also want to know what goes on inside their head and where they are on the customer awareness scale, which we're going to go into any moment, and who they are as a person.

Their interests, their hobbies, their personality type, what they do for fun, these things are called the psychographics.

This is a good example for a lot of people that say, "My target market is people from 18 to 60."

Look at it this way, is an 18yr old professional dancer with a love of animals, always enjoying the outdoors your target customer?

Or is it a 18yr old glamour puss that loves make-up, fake tan, fashion, reading trashy magazine and taking selfies your target market?

Or is it an 18-year-old party girl who has loads of tattoos a footballer boyfriend and loves going out drinking all the time?

These are all very different kinds of 18-year-old girls.

There's so many different kinds of people in the world and by just being vague about the age and the gender isn't enough, if you really want to know your target market and you really want to grow a successful business.

You need to know your target customer, your target customers as intimately as you can and even know them better than they know themselves.

Check out some great questions I found on Pinterest on how you can get to know your customer.

I went into the hair and make-up world because I was passionate about it. and at one stage I was my own ideal customer.

If you experience whatever you're doing as a business now for the first time think about how that made you feel and market to a past version of yourself if you can.

That's a way to really, really successfully attract people that resonate with you into your business because you pretend that you're talking to a past version of yourself.

## **Have you ever wondered when you should be sharing your content on the social web?**

Your visitors and followers prefer using social media sites during specific hours. So, if you start sharing your content when your users are on

these social sites, you'll not only gain more shares, but you'll also notice an increase in traffic.

According to research Thursday and Friday afternoons are peak times to post when people don't want to be at work!

Post at 1pm get the most likes

Post at 3pm get the most clicks

## Social Media Tip:

Post your big special offer on a Friday afternoon when people are emotionally high for the weekend and ready to spend money.

*@thefreelifewithdanandliz*

## **What can I do to get started?**

Identify your business's target market so that you can best serve and advertise directly to your real customers.

To identify your target market, you first need to answer these questions: What are you selling, and what makes it so unique?

For example, what makes your merchandise different from what people can buy elsewhere?

To whom do you want to sell it?

Are you selling to parents?

To retirees?

To the environmentally conscious?

Why should people buy the product or service from you?

Are you open very late at night so that customers who work long hours can book in with you?

When you have the answers to these questions, you should do two things:

### **Focus on your primary market.**

As we have discussed many business owners fall into the trap of believing that their products or services are “for everyone” — that is, anyone would be interested in or need the products.

But even if your business appeals to a broad market of diverse consumers, you need to identify who your ideal consumer is. After you've identified your primary market, your advertising should match that focus.

Research your market. Knowing your target audience is critical: Your approach or ads won't work if they don't appeal to what your potential customers want or need. Research and find out as much as possible about the people you want to sell to.

Your market research can take many forms:

Demographics: If you oversee the advertising for a new business (or you

want to go after a new type of consumer for your business), you can start by checking out some basic demographic information. The best research comes from primary sources — in other words, you should call around for information.

**Publications:** You may also be able to find information in publications, which may track demographics, sales information, trends in your industry, and other useful consumer information.

**Potential customers:** Conduct an informal poll by asking potential customers — especially those you've identified as your target audience — what they're looking for that other businesses don't provide.

## **What can I do to get started?**

Start asking your customers about their likes and hobbies or start experimenting on your Facebook with sharing and posting things that you like to attract people who are like you.

Notice and track what gets a good response and what does not.

If people aren't responding they generally don't like it. Don't give up, don't stress about it, don't worry about it, don't cry about it, don't vent about it.

Just ignore it or delete it and keep trying until you learn the kind of things that people actually want to see from you.

we post videos talking about business tips, and advice, and telling little stories from our own business life, and lessons that we've learned which people really like.

Every now and we put a screenshot of results that have happened in the VIP group because that's validation.

When you see something that's already getting a lot of attention just share it to your page rather than saving it and uploading it again.

If I did that, saved the video and uploaded it again directly to my page. Facebook doesn't give it as much exposure.

If it is already popular on another page and you share it you get more exposure as Facebook knows that it's already popular so it'll share it to more people.

Don't try and just promote your business all the time.

Promote stuff that people can relate to that's cool, that you are interested in, that's trending and nothing to do with your business but you know a lot of people will like it, and comment on it, tagging their friends and saying, "Check this out," and that kind of thing.

I share stuff that makes me laugh. I share things that I'm interested in and that I like.

People that also like that stuff will see it, and like it, and therefore like me more because they like similar things as I do, if that makes sense which I hope he does.

Same thing on my beauty business page.

I don't use all posts to try and get customers all the time.

The things that I post in my group or on our page are designed for entertaining, educating, and empowering the audience.

Ask you audience for any comments/ideas to try and get a conversation happening.

Knowing who your customers are, knowing what they want to see. Sometimes you do need to experiment a little bit with different kinds of stuff to start to get engagement.

Want I want you to do after watching this video is get super, super clear on who you're talking to and who your target is, and who your ideal customer is.

If you think of your ideal clients and their personalities, the people you absolutely love who and you can base that on them?

Then start to practise. Use all this information to attract as many ideal clients into your business that are going to pay you money and buy your products and services.

# Personal Branding

Okay, so by now you should be clearer on

- \* Your Core Brand Value and what you stand for / against
- \* Who your target market is
- \* Where in the buyer decision process they are

This week, we begin to bring this all together as you begin to brand yourself

You are your brand



## WHAT IS BRANDING?

My parents like to tell a story from my childhood. When I was a toddler they would put me in the backseat of the car in child's car seat when they would take me somewhere like to the store or to a friend's house. When we would drive down the highway, I would see golden arches through the car window and yell, "Donald's!"

Now, I was only two or three years old at the time. I wasn't old enough to read. I could barely see high enough to see through the car window. But when I saw those arches it meant something to me.

(Obvs no judgement on Maccy D's either, right? lol)

My parents would sometimes take me to McDonald's for a Happy Meal. I would associate the burger and fries with the golden arches.

That is branding.

A brand is anything—a symbol, design, name, sound, reputation, emotion, employees, tone, and much more—that separates one thing from another. In the case of McDonald's, the golden arches became part of the brand.

Those arches separate their product from all other fast food restaurants and they're a recognizable symbol even with kids.

Branding on a business-level is common, but today branding is becoming just as important on a personal level. After all, you might work for a business that works with other businesses, but it's people working with people and that's what makes business relationships valuable.

Our branding?

Don't be a spammy dick.

Simple, right?

And so, it is something which we now are becoming well known for. But this has happened by consistently using the wording and bringing people's attention back to this.

But, you might not have a 'tag line' you can use yet.

Don't worry

You can use day to day things / people / jokes which you become known for...

So, some examples you may have seen from me over the last few months

Discussed as being a Tom Hardy lookalike

Drinking Baileys

Being [#DadAF](#)

Only small things but stuff your audience pick up on and you can run with for a few weeks.

For weeks, I had people tagging me in Tom Hardy posts lol and I see [#DadAF](#) on tonnes of friends posts now

What are you well known for?



# Be Memorable using your personal brand

It's easy to say that one should "be memorable". Most of us want to be memorable, but we also recognise that it's not as easy to do, as it is to say.

The fact is that to move up in the world and to achieve your goals you will have to be memorable especially to the people that will play a role in your growth...

There are lots of ways to be memorable. You can't do them all so the best way to be memorable to people is to do things that are unordinary as part of your regular routine.

These things will be regular to you, but seen as different and therefore memorable to the people you encounter.

In business, people that take things a little further are memorable. Think of a typical network marketer. 95% of them will host a party, try their best to sell some products then and there and that is it. The 5% that are memorable are the ones that get the guests information beforehand, send them a gift, or a message of some kind. That set out personal place sets or gifts for them. They're also the people that send a follow up thank you note after the event.

Basically, people who give a shit.

You can also be memorable by having a unique hobby or personality trait.

People often say to me "I'm not very interesting" about themselves.

Well, go do something interesting then lol

Life is for living, right?

It's good to have hobbies and it's good to share stories from those hobbies with the people you meet.

To be memorable, go one step further in your relationships than others typically go. That will make you stand out and be passionate about your

passions in life. You don't need to do something crazy, but talk about your hobbies with the people you meet.

They will be more likely to remember more about you if they actually know more about you.

What are your 3 hobbies / passions you want to be known for?

## **Professional image - Photos**

If I started from scratch, I would build all of my profiles and main blog using my real name instead of my blog / company name.

I'd use that one great professional headshot from the start so that all of my mentions online would start with a professional look. And I'd come up with a great 160-character elevator pitch about myself that I could use on all of my profiles to brand myself.

It's not too often that your casual photos will look professional enough to impress people. Even if you're pretty good with your smartphone, that selfie won't do for a professional photo to represent your brand.

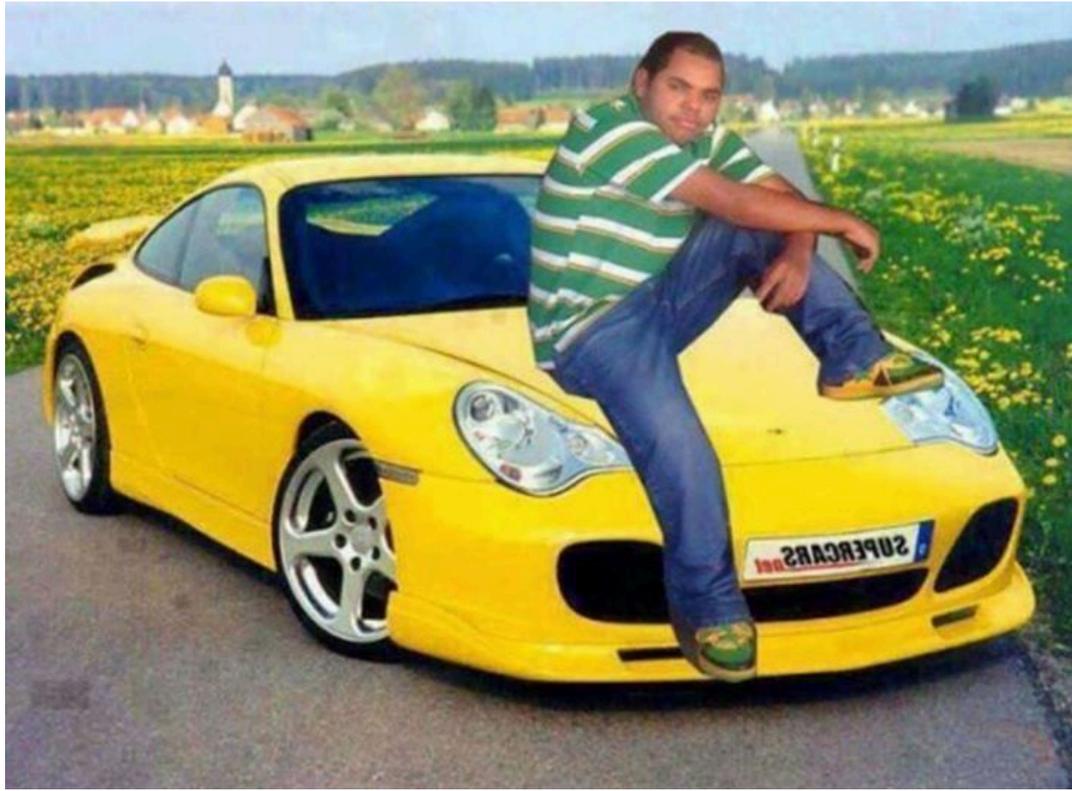
Even the photos your spouse, family member or friend takes likely won't cut it. It's worth the investment to have a professional photographer setup a shoot and take a few headshots.

You want the photo to show who you are.

The photographer will know how to setup the lighting and how to edit the photo to make you look professional.

If you don't have the funds or want a cheaper option initially, we love canva.

Canva will allow you to create professional looking images with text overlays, images etc with relative ease.



# How to Develop Your Personal Story That Separates You From Others

This is another business saying and when it comes to finding success in life you're always selling. You're selling yourself to an employer. You're selling goods to consumers.

If you can hone your personal story you'll have a much easier and more successful time succeeding in all facets of life.

You've already started creating your story over the past few weeks. Now it comes down to honing a story that shares details about who you are. That lets people in so they can get to know you and when people know you they trust you and buy into what you're selling.

## **STEP ONE WHY ARE YOU HERE?**

Write down where you've come from. Be proud of the things you've experienced and especially of the things you've overcome. People latch on to these stories and they feel like they really know you after you share information about your background and history.

## **STEP TWO WHAT IS YOUR VISION?**

Next, people want to know where you're going. We're a curious species in that we always want to know what's coming next. We're always looking forward and you can feed into that curiosity by telling people your vision for the future including your own future.

A common question in goal setting is, "Where do you see yourself in five years?"

You should be able to answer that question and surprisingly, few people can. We think ahead, but we don't really hone our vision. You can gain an edge by using your vision to your advantage.

## **STEP THREE PRACTICE TELLING YOUR STORY AND WRITING YOUR STORY**

You've worked on your vision throughout this guide. Now your task is being able to tell your vision to others. Try it out with your friends and family. Tell them your plans for life.

Gauge their reaction. If they're asking questions it's a good thing. If you see a sparkle of interest in their eye it means you're doing a good job.

Your story is going to set you apart from the competition. Start practicing your story now and it will serve you well throughout your career.

# How to Create a Personal Elevator Pitch That Wins Over People You Meet

An elevator pitch is when you make your pitch to someone within the time it takes to ride the elevator. They're next to you riding in the car and you only have about 30 seconds to make your case. When it comes to your personal brand, it's essential to be able to tell your story and express your value in the time it takes to ride an elevator.

Throughout your life you're going to be presented with opportunities to meet people. You might even meet them riding in an elevator in an office.

These are opportunities to introduce yourself and get them interested in what you do. They might join your business or buy your product.

Here is how you can turn your story and value statement into an elevator pitch.

## **STEP ONE SAY WHAT YOU DO FOR PEOPLE**

The person you meet will often ask for your name and ask what you do.

Say what you do in terms of how it is a benefit for your target audience. You want the person you're giving your pitch to, to see the value in what you can offer them.

A plumber would have a few potential statements for this opening: I fix plumbing issues and help people get out of messy situations.

Or: I help people pick new plumbing fixtures and professionally install everything.

## **STEP TWO PROVIDE PROOF OF YOUR VALUE**

Proof can really set your elevator pitch apart. Have one or two examples of work you've done that have been really successful and keep those ready in your mind for your elevator pitch opportunities.

You could share a recent project you worked on and how it increased profit for your employer or how recent work you've done made your clients look great in front of their family and friends.

For the plumber, he or she could say:

A recent client of ours recently had their kitchen featured in the local newspaper "Best Of" section for a remodelling article.

## **STEP THREE END WITH A CALL TO ACTION**

Finally, end each conversation with a call to action. You can simply hand the person your business card and ask them to contact you if they ever need work or if they anyone that might need work.

Sometimes the difference between getting people to take action and never hearing from them again is simply giving them an action to take.

# How to Build Presentations for Telling Your Story

Setting up this presentation in the right way can make you stand out from other speakers and presenters and make you appealing to your target audience.

## **STEP ONE ADDRESS THE COMMON ISSUE THE AUDIENCE SHARES**

Start your presentation by addressing the common issue each person in the audience is having. If you were speaking to a group of frustrated professionals you would touch on that frustration by stating how many people are frustrated with their job, but don't know where to start to get something better.

By addressing the common issue, you speak right to each person in the audience and grab their attention. They see the potential benefit for them and will pay attention.

## **STEP TWO SHARE YOUR STORY OF STRUGGLE**

Next, move into your story of struggle. You have to prove your credibility and earn interest. Your story accomplishes both of these. You've already been working on your story throughout this chapter. For each presentation, tweak your story so the details focus on the topic of discussion.

Your story might not mirror those in the audience exactly, but stories give people a way to understand a topic and they can work their own experiences and situations into the story and see what the solutions might be by listening to you.

## **STEP THREE SHARE YOUR STORY OF SUCCESS**

Start by sharing your story of success - I was a stay at home mum struggling to pay my bills a few years ago - and then move into your story of success.

Talk about the steps you took to take control of your life to achieve your goals.

## **STEP FOUR PROVIDE ACTION STEPS FOR THE AUDIENCE**

Next, give the audience action steps. You can talk about these throughout your story and presentation and then when you're done with the presentation, list the action steps the audience needs to take to follow a path similar to yours. People like actionable presentations and giving these steps will make you different than other speakers. You want to be memorable and different.

## **STEP FIVE END WITH A CALL TO ACTION**

Finally, end with a call to action. Always leave something in it for you at the end.

Tell them to speak to you in this corner, tell them to say be before leaving,

Share your contact information and ask people to contact you if they have questions. Audience members might contact you with a few follow up questions or someone in the audience might ask you about a job opening they have.

# Time to re-cap.

By now you should have clarity on

Who you are as a person

- Your brand values
- What you stand for / against
- Your goals / vision
- Your challenges

Who it is you want to help

- Who they are
- What help they need
- Why they need help
- How you and your thing can help them
- Where they are on Social Media

This week you should now be thinking about how you communicate this message

- Through your story
- Your images
- Through video
- Written word and copy writing

\*If anyone is still lacking clarity - comment below\*

Next week we will be moving on to how you use social media to bring this all together.

We will focus on specifically

- \* Facebook
- \* Insta

But the lessons here can be used across multiple platforms.