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Wning
YOUR AWESOME



BUILDING YOUR BRAND



BRAND YOURSELF

To correctly brand yourself online, there are a few key things you need to do:

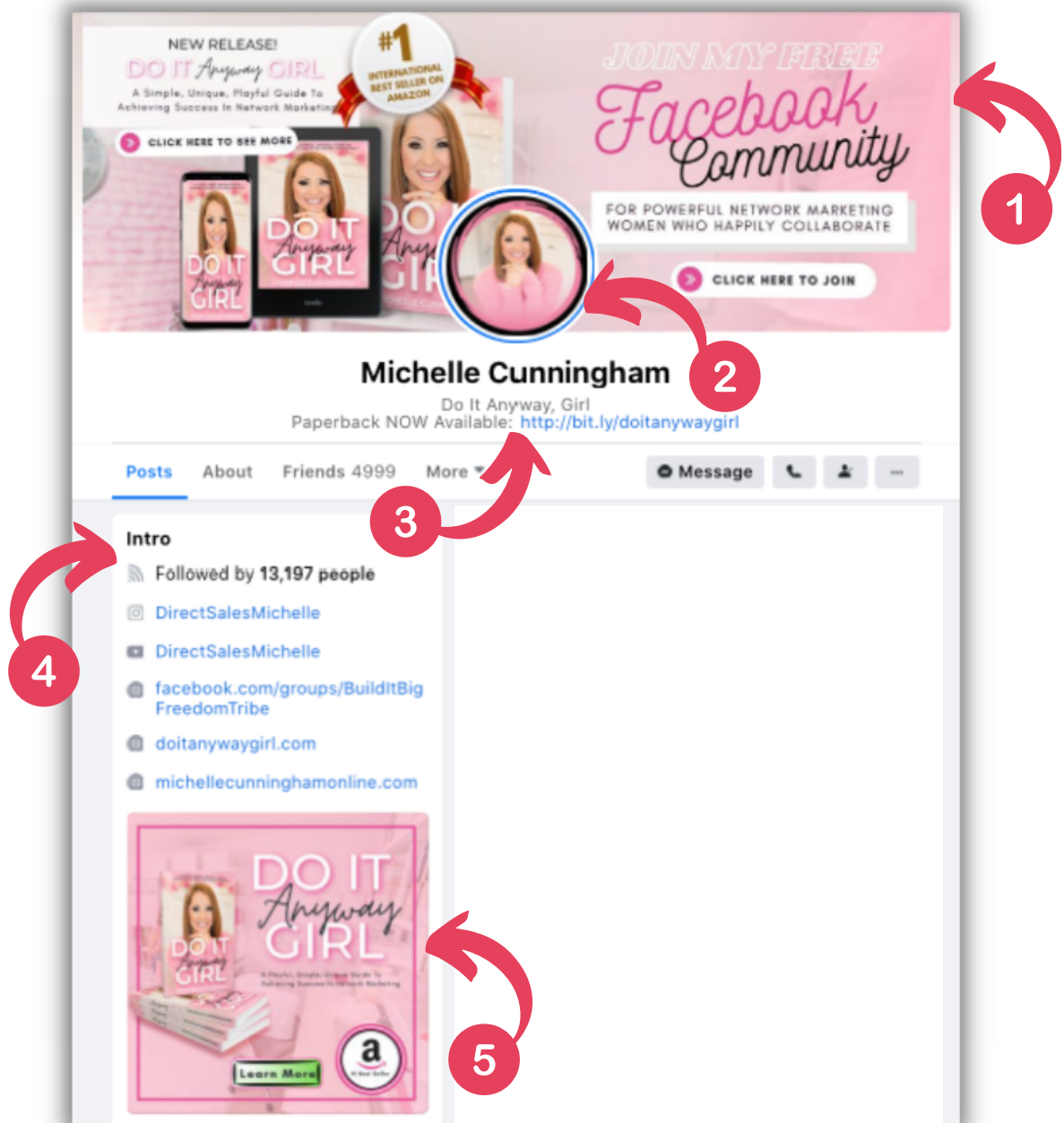
Number 1: Have a Facebook Banner that stands out & is clickable

Number 2: Your profile picture should be a professional headshot.

Number 3: The text under your profile picture should include a link that leads them to a landing page that collects their emails

Number 4: Get rid of any extra & unnecessary garb in your profile's intro area

Number 5: Have a clickable featured photo that also leads them to a landing page or sales page



BRAND YOURSELF

PROFILE BANNER

The Banner is the image across the top of your profile. When someone clicks it, it will take them to this page:



The description needs to include details & a link leading them to a landing page. The landing page will give them access to something FREE like a freebie, and it will also be to capture their information (email).

You can create your own banner inside Canva.

To go to Canva, click the link, click the image or scan the QR code:

www.canva.com



Or, you can have a banner made on Fiverr using my favorite designer.

To go to her page, click the link, click the image or scan the QR code:

<https://www.fiverr.com/christina123>



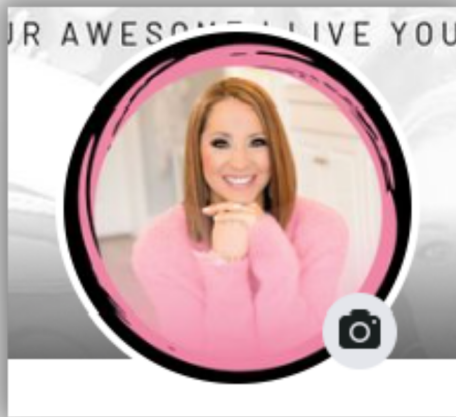
Or, you can use Daniel Meyers's team at Sonic VA.

Text him to connect: 925.595.4079.

BRAND YOURSELF

PROFILE PICTURE

This should be a professional headshot, not just a random selfie that you take. It needs to look professional. You can even add a fun border inside Canva.



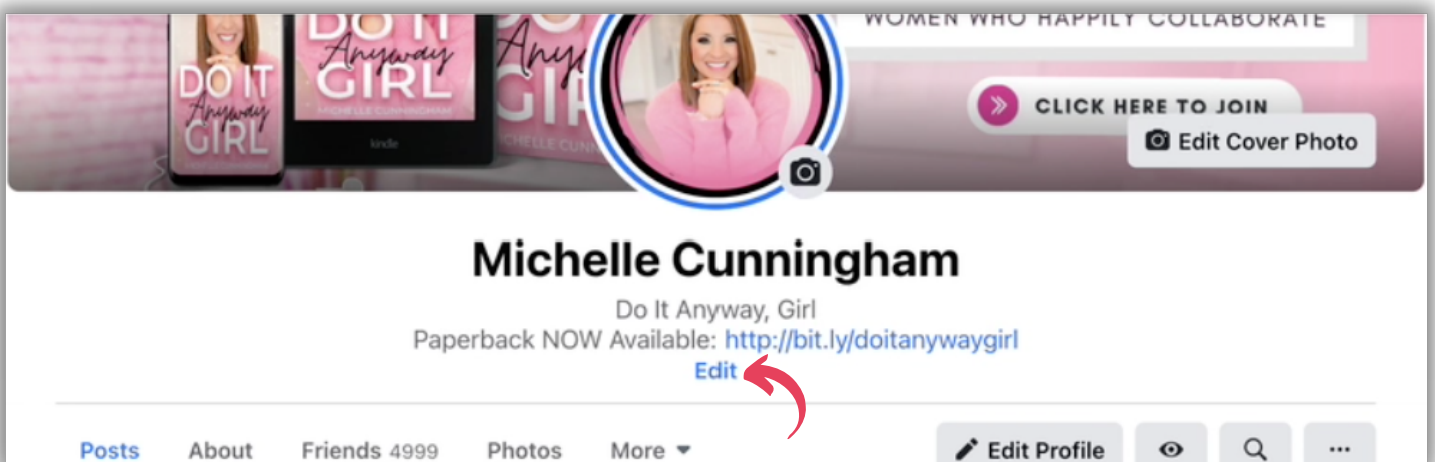
TEXT UNDER PROFILE PICTURE

In the Intro section below your profile picture, click "Edit"
Add the link to your freebie landing page you create in Flodesk.
(As shown in last week's training)

Or to another Facebook Group you would like people to join.
Or, for them to grab free samples to your next upcoming LIVE event.

For this, send them to a Google form.

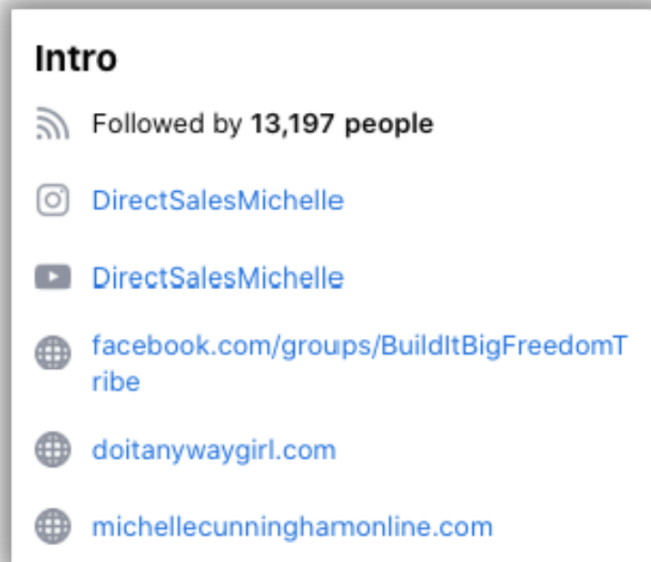
Just be sure to watch how much you add, as it only allows 100 characters.



BRAND YOURSELF

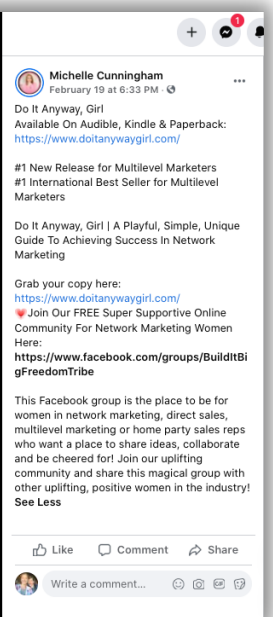
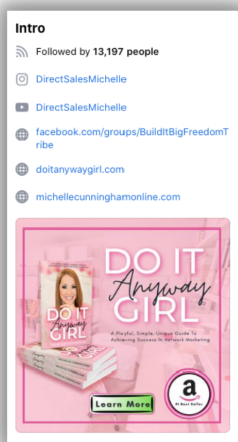
PROFILE INTRO

For your intro section, just keep it clean, simple & professional. You don't need to have all your life details like: where you went to high school, then where you went to college, all your past jobs, your hometown and current city, your favorite quote...etc.



FEATURED PHOTO

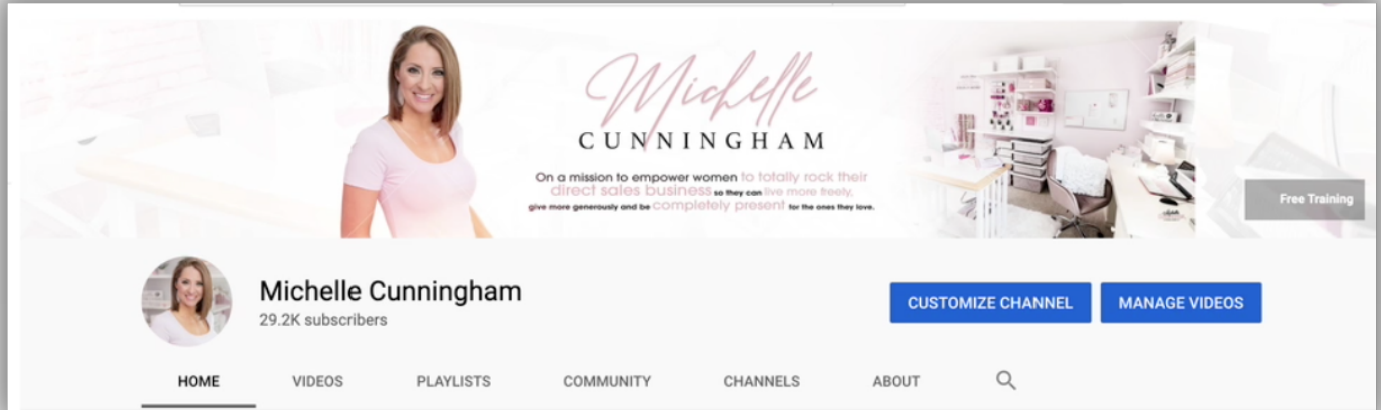
Under your intro is an area for one or more featured photos. Have one. This is now another area where you can lead people to a landing page or sales page just like your profile banner.



BRAND YOURSELF

YOUTUBE CHANNEL

The same thing goes for your YouTube channel. You want to have a banner where you show up as an authority.



In the description under all of your videos, you can also include a link to drive viewers to a landing page, or sales page, or where they can go to grab your free samples pack.

That is great because you are using YouTube to teach them something and help them versus just serving up your products, but still allowing them a way to try your products by grabbing free samples.

Alternatively, you can have a YouTube channel that is solely based around your products & sell directly from there.

One of my very good friends, Julie Reynolds uses YouTube to do product reviews and provides the link to get the product with a special coupon.



Just remember, if you are trying to brand YOURSELF, keep this channel separate from your personal channel.

If your company ever closed its doors or you ever left, you don't want your entire brand / image to only be based around that company.