

Personal Branding University: Rethinking Who You Are & What You Do Brought to you by Anytime Fitness with Shannon Fable

Developing your Personal Brand is the cornerstone to creating the career of your dreams. Too often, we simply label ourselves with our 'job' (personal trainer, group exercise instructor) which can put you in the box and shut down potential sales conversations. In this workshop, you'll learn the three key components to distinguishing yourself in the noisy fitness world. Walk away with several activities to further clarify your brand and, more importantly, how to talk about what you do without sounding confusing, boring or just like everyone else! A must see session that will instantly transform your business.

Every time you suppress some part of yourself or allow others to play you small, you are in essence ignoring the owner's manual your creator gave you and destroying your design.

– Oprah Winfrey

What is a 'BRAND'?

Standard Definition: a type of product manufactured by a particular company under a particular name.

BYS Definition: how you want to be known in your market – in an irresistible and unforgettable way

Why do you need a brand?

1. To clearly and consistently define, express, and communicate who you are, who you serve, and why you have chosen to dedicate your life and work to serving your target mark
2. As a way to attract your most ideal clients and not those who are less than ideal

Before you build a brand

You must identify your target market

What

- The group of people you serve
- Not a demographic, not your 'niche'

Why

- You'll know where to find them
- You'll discover their networks
- They will know you are committed to serving them

You must understand your target market's urgent needs & compelling desires

Their needs, not yours

www.bookyourselfsolid.com/small-business-leadership-advice/whats-your-problem/

What are we really selling?

No Sweat, Dr. Michelle Segar)

You must determine the #1 result you provide

You must be able to demonstrate additional benefits of what you give

Financial

Emotional

Physical

Spiritual

4 Steps To Building Your Brand

- Distinguish yourself from everyone else
 - Don't water yourself down or you won't be of any interest
 - Live out your true colors (feel alive, uncompromised)
 - Be BOLD
 - Have clear intentions
 - Find and use your talents
- Develop your WHO & DO WHAT statement
 - I help ...
 - What I help them do is ...
- Develop your WHY you do it statement
 - Why I do what I do for the people I serve ...
 - My vision for what I hope to achieve through my work ...
- (optional) Develop a Tagline that says something about who you are

Once you have a brand

- kill the elevator speech
 - have a conversation
 - everyone becomes a potential client
- avoid using only your profession to talk about what you do
 - connotation
 - is that really what you do?
- use the 5-part formula to talk about what you do in an organic way
 - I help...
 - Their 3 biggest urgent needs are...
 - So I help them with those things by ...
 - What's more, they experience some deeper core benefits like ...
 - I'd say the #1 result they experience when they work with me is ...
- ditch the scripts so you don't sound like a robot