5 STEPS TO BUILD YOUR PERSONAL BRAND AND ATTRACT ALL THE CLIENTS YOU WANT AND ACHIEVE BUSINESS SUCCESS!

For small-business owners in the services sector (Interim Managers, Coaches, Trainers, Consultants, Advisors, ...)

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About Greet Bunnens

Hi, I am Greet Bunnens and I have been a HR Interim Manager for more than 10 years delivering HR services to different companies. Today I’m on the other side. I help HR Interim Managers and other small business owners in the services sector attract more clients and achieve business success by guiding them through my unique 5-step Personal Branding Program called BRAND©.

I am a small business owner myself and I know what it is to look for new clients and assignments. Thanks to my experience and skills in marketing, networking, business development and social media I am able to help you build your Personal Brand and become the authority in your field.

I have noticed that lots of small business owners are very good at what they do, their core business. But lots of them have difficulties to sell themselves without being salesy or brand themselves without being a bragger.

I truly believe that with the right business model and mindset you CAN get noticed, attract more clients and enjoy freedom.
10 Benefits of Personal Branding

Or why you should start building your Personal Brand now...

All my life Personal Branding has been important to me. I did not know that back then, of course. I just recently discovered it. But it makes sense.

“When I was young, I never needed anyone... (Eric Carmen)”

As a teenager I always felt the need to stand out. I was an ugly duck and I did not want to be known as the ugly duck. Thus I needed to find other ways to leave my mark. I tried being the “esprit de contrariété” way, or in English “Tend to systematically go against the opinions or feelings of others”. I was assertive (euphemism 😊) to everyone, my friends, family, teachers. That did not work out so well. Didn’t make me a beloved person.

So I decided to do it differently and I tried to belong. I tried very hard to copy my girlfriends and tried to fit in. But I came to the conclusion that it wasn’t me. It wasn’t my unique, real ME.

The real YOU!

It was only when I allowed myself to be myself that I found happiness in life, I gained self-confidence and became successful in most things I did.

This quote, I once read, says it all:

“Be who you are and say what you want, because people who matter won’t mind and people who mind don’t matter”

Or like Oscar Wilde said: “Be yourself, everyone else is already taken.”

Personal Branding: 10 Benefits

I decided to be my authentic self. And that is what personal branding is about. Being the real authentic you. And boy, that is such a relief! Not having to copy anyone, not pretending... pfew. I could say that is the first benefit of Personal Branding... and I have a couple more:

1. You better start building your Personal Brand, or others will do it for you.
   And is that really the brand you want?? Whether you know it or not, like it or not. You already have a brand. Isn’t it better to take charge of it and gain power over it?

2. It boosts your self-confidence.
   You work on your strengths in fields you love, with clients you like. You can be yourself and do the things you like best. Now isn’t that the perfect soil to grow that self-confidence flower?

3. You are able to show your mastery, your expertise.
   You focus on the domains you are an expert in and tell it to the world, ok not the world, your target audience.

4. You become the authority in your field.
   By focusing on your expertise and showing it to your target audience in every way possible, you become the authority in your domain.

5. You create a better link with your target audience.
   You bring solutions to your target audience’s needs. Unique solutions. Solutions your target audience was not able to find before. Ideal way to create a good relationship with them, don’t you think?
6. **Prospects and clients find you!**
   Stop the cold calling, thank God!

7. **You are unique and know how to differentiate yourself from the competition.**
   The intersection between your unique proposition and your target audience in your niche is called the sweet spot. No competition there!

8. **You have focus, you have a goal.**
   Once you have discovered what unique offer you can make to your target audience and how to communicate it, you have found the roadmap to success!

9. **You gain visibility and presence in your market.**
   Communicate, communicate, communicate – give, give, give. And your visibility will rise sky high.

10. **You create awareness of your services or products.**
    Communicate, communicate, communicate – give, give, give. The only prospect left who did not hear about you, just spend some years on a deserted island, must be!

11. **BONUS: you can ask higher prices for your services**
    Isn’t that a nice bonus? 😊
Why is it so difficult for interim managers, coaches, trainers, advisors, consultants... to earn the money they deserve?

I meet quite some passionate small business owners who have a dream, a passion, competencies and still find it difficult to make ends meet.

> “I am far more competent and experienced than she is, how comes she gets the assignment and I don’t?”
> “I have all the right competencies for the job, why is it that the client doesn’t see it, and chooses that other guy?”
> “I’m working so hard and at the end of the day I do not earn a decent living... how is that possible?”

Sounds familiar? You are not the only one!

Here are some of the main reasons why small business owners “fail”:

- **They are paid by the hour**
  This means you only get paid when you work, not when you are on holiday or ill. And there are only 24 hours in a day.

- **Their prices are too low**
  “What if the client thinks I’m too expensive, I’ll never find a client...” you have to show your client your unique value and he’ll pay what you deserve.

- **They are not really in touch with their clients through a deep dialogue**
  Where are your clients? Do you know what they need? Do you communicate with them? Do you have a conversation with them?

- **They don’t have a Unique Selling Proposition**
  What makes your service unique to your ideal client? What’s unique about you?
• **They do not communicate their Unique Value in a clear, concise and compelling way**
  Does your client know what is so unique about you? Do you tell it to the world?

• **They dislike marketing and so let’s not spend money on it**
  Marketing, isn’t that a four-letter word? For lots of small businesses it is. Not for you, I hope!

• **Sales – ouch – not something they like**
  “Woops, I hate sales, but that’s not a big deal, is it?” Euh, think again!

• **Lots of bright shiny ideas and no action**
  Are you the girl or boy suffering from the “bright shiny object syndrome?”, ie lots of great ideas, lots of new ideas – but putting it to action is difficult? Not the brightest way to try to make money

• **NO PERSONAL BRAND**
  AHA! No personal brand – but you are ready to change that, aren’t you? 😊

هج • **So what can you do about it?**

How to put lipstick on a pig?

Or why Personal Branding is not just about image and clothing...

One of the main answers people give me when I ask: “What is Personal Branding” is the following: “Personal Branding is all about clothing, looks, image, right?” That makes me smile because indeed that is what a lot of people think Personal Branding is about. And even though there are Personal Branding specialists who prefer focusing on that aspect, I, personally feel that Personal Branding is so much more.
First impressions...

It is so much more than the first impression you make when you enter the room. It’s the second, and the third, and the fourth and so on.... And not only when you enter the room. Not only the physical aspects. Not only offline. It’s also the impression you make online. Whom do you communicate with? What does your website look like? What statements do you make?...

A pig with lipstick

But let us first focus on the physical aspect. OK, appearances matter. Have you got the look? I’ve always been an ugly duck when I was younger. So I know looks matter, trust me!

But really, I always say: “you can put lipstick on a pig, but it still is a pig”. So dressing up nicely, focusing on clothes and grooming alone won’t make you the next celebrity in town. You have to start with the REAL YOU, the inner YOU!

Cupcakes

I tend to compare it with a cupcake. The basics, the essence, the most important part of the cupcake is the cake. If the eggs are rotten, the cake won’t be eatable.

The real YOU

Translating that into Personal Branding terms: start with yourself. Who’s the real you? What are your strengths and weaknesses, your values and passions, your talents and competencies?....

Take your time to think this over and discover the real YOU, your mastery, your expertise. Discover your cake.

The cherry on the cake

Only then you can start to think about the cherry on the cake.

Picture this: there is this special person who is near and dear to you. And he/she just loves cupcakes. You want to make a good impression and you decide to make that perfect cupcake. The cake better be good. But the topping, or shall I say the cherry, must be perfect, just the way that special person likes it. It’s that cherry that makes it the perfect cupcake for that person, for no one else.
Again returning to Personal Branding: once you know your mastery, think of your ideal client and his/her needs. Now, what is your unique solution to that person’s needs? And how will he/she know about it? Now we’re talking about the cherry on the cake. Now we’re talking about packaging and Personal Branding.

Again, Personal Branding is so much more than image and clothing. It’s a process. And you have to have a goal and a plan. That is why I have created a 5 step program, conveniently called BRAND© to guide you through the different phases of the Personal Branding process. I help you build your YouBrand. That’s why my company’s name is YouBrandBuilder!

**In this E-book I will reveal the 5 steps.**
Step 1: Become aware of the real YOU!

Remember, it all starts with yourself. Who’s the real you? In the following pages you’ll find some tips to uncover the real you.

STRENGTHS

What are your strengths?

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WEAKNESSES

And how about your weaknesses?

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OPPORTUNITIES

Example: you have specific skills that sell well to potential clients...

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THREATS

Example: the competition is fierce, fees go down...

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VALUES

Choose your 5 values

Able           Educated          Patient
Accurate       Effective         People person
Achiever       Efficient         Perceptive
Act decisively Embrace change  Personable
Active         Energetic         Poised
Adaptable      Enthusiastic      Polished
Adept          Experienced       Positive
Adroit         Expert            Principled
Aggressive     Extroverted       Problem solver
Alert          Fast              Productive
Ambitious      Fit               Professional
Analytical     Flexible          Quick-thinking
Articulate     Focused          Realist
Attractive     Follow through    Reliable
Big-hearted    Friendly          Resourceful
Bilingual      Get along with   Seasoned
Bold           Goal oriented     Self-assured
Bright         Go-getter         Self-Reliant
Capable        Good listener     Skilled
Caring         Good memory      Smart
Charismatic    Gregarious       Sound instincts
Clear thinker  Hardworking      Sound judgment
Committed to... Healthy          Spirited
Communicate effectively Honest          Stable
Competent      Imaginative       Straight-shooting
Confident      Industrious       Successful
Consistent     Innovative        Tactful
Cooperative    Integrity         Talented
Creative       Intelligent       Team player
Decisive       Likable          Tenacious
Dedicated      Managerial       Trustworthy
Dependable     Maverick          Upbeat
Detail-oriented Motivated        Valuable
Do whatever it takes Negotiator     Versatile
Down-to-earth  Open-minded      Willing
Dynamic        Organized         Worldly
Eager          Outspoken         Youthful
Easily inspired Outstanding       
Edgy

Result: ........................................................................................................................................................................
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EXPERIENCE

Write down the experiences you wish to take along in the future.
# TALENTS AND SKILLS

When you look back at your experiences, what are the talents (talents are the competences you are born with) and what are the skills (what you’ve learned along the way) you used?

**Talents**

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**Skills:**

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WHAT ARE YOUR PASSIONS?
What do you really love to do?

MOMENTS OF SUCCESS
Remember the situations where you were feeling great – what were moments of success?
What were the results you achieved?
DOWN MOMENTS

What were the most difficult moments? Why? What are the lessons learned?

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YOUR UNIQUE YOU!

What are you really good at? What can you immediately use when working with your client and will be a success as of day 1? What is your MASTERY?

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Step 2: Reach out to your target audience

Are you the big fish in the small pond?

Or how to identify your Target Audience, your ideal client

In the previous chapter I focused on the question ‘What is Personal Branding?’ and where do you start to build your Personal Brand. What is the first step you have to take? Become aware of the real YOU!

We are our choices – Jean-Paul Sartre

In this chapter I would like to go deeper into the second step “Reach out to your Target Audience”. And the first question that pops up then is “who is your Target Audience?”. I meet a lot of small business owners who find it utmost difficult to define their Target Audience, to describe their ideal client. Not only because describing the ideal client is so difficult. Ok, it takes some thinking and checking and thus time, but it is not that difficult.

Most small business owners I meet struggle with the fact that they have to choose. “Help! I don’t want to choose, what if I choose wrong? Or what if I hate it after a while? Or what about the other people outside my target group?...”

Trust me, I have an answer to all these objections. And one thing stays clear: You have to choose your Target Audience. You cannot sell your services or products to everybody! And you cannot market to everyone. You will lose too much time and money if you do not focus your marketing/selling/branding efforts to the right Target Audience.

“Choosing is losing” is what I often hear people say. In Personal Branding choosing is winning.

The fish

It is better to be a big fish in a small pond, than a small fish in a large pond. Personal Branding is all about standing out, being the go-to-expert in your field. If you want your clients to seek you out instead of you chasing them, if you want to be the celebrity in a certain area, you need to start thinking about your target audience.
Aim, shoot, score

One of the biggest mistakes I see my coachees make: they try to appeal to everyone. I compare it with basketball. You have to aim and shoot the ball in order to get it through the net and score.

Now who’s your ideal client? Here are some of the main characteristics you ideal client should possess:

- He/she is willing and able to pay for your services
- They have a problem that you can solve
- They know you can solve their problem
- You like them
- They value and appreciate what you offer
- They are easy to target, limited marketing efforts
- They can and will introduce you to new customers
- They respect you

YOUR Target Audience

OK, now these are the general characteristics of the ideal client. Now, who’s YOUR ideal client, who’s your target audience? There are two ways of defining your target audience:

- The demographic profile: Gender, Age, Income, Location, Occupation, Educational level, Kids, Marital status, Etc...
  
  Example: Women with master’s degree between 30-40 with a full time job and kids.

- The psychographic profile: Hopes, Fears, Likes, Dislikes, Ambitions, Motivations, Frustrations, Etc...
  
  Example (this is my target audience): small business owners in the services sector who are scared that they will not be able to attract enough paying clients, and thus afraid of not earning enough money to support their family

I chose that target audience because I know and like these people. I know what it is to be a solo-entrepreneur, a small business owner, I know what it is to have to look for clients and being worried to get paid for my services. And I am pretty good at marketing, sales, networking and personal branding. I have the talents and competencies that enable me to help these small business owners attract more clients and achieve business success. I can give an answer to their needs. And that brings us to the third step in my BRAND© model: Answer your Target Audience’s needs. More about that in the next chapter.

Your first Target Audience = YOU!

And remember this: your first target audience must always be yourself because you need to believe in your brand before anyone else will.
YOUR TARGET AUDIENCE
Step 3: Answer your target audience’s needs

Please tell me that story of how I rescued you again

Or how to answer your Target Audience’s needs...

5 simple steps ...

... it doesn’t take more than that to build your Personal Brand.

We’ve already covered step 1 and 2 – Become aware of the real YOU! and Reach out to your Target Audience. What can you offer your Target Audience.

It is important to know our Target Audience, ok, but what’s next?

The money is in your niche

What’s next, is your niche. “My niche? Yes your niche!”.

Your niche is the combination of a specific Target Audience, a specific problem or need of this Target Audience and the specific solution you have to offer.
So if you want to find your niche, you better start analyzing your Target Audience in more detail. What are their needs? You have to know that all needs are related to at least one of these five overall topics:

- Health
- Wealth
- Personal growth
- Enjoyment
- Relationships

So identify your Target Audience’s fears, frustrations and hopes & desires related to the above topics: health, wealth, personal growth, enjoyment and relationships.

Maybe one of these people is your ideal client?

- Frank: “I’m an overweight accountant, and I really should start changing my eating habits because if I don’t who knows what will happen ...”
- Patricia: “I want to know all about passive income and get rich without working too hard...”
- Anne: “I really need to learn all about mindfulness, it will help me grow personally and professionally...”
- Ben: “I want to learn how to play golf, an ideal way to take some time for myself in and enjoy nature...”
- Jo: “I want to find a wife...”

You don’t drown by falling in the water; you drown by staying there

So we have arrived at step 3: Answer your Target Audience’s needs.

How can you solve their problem? How can you prevent your Target Audience from drowning? How can you ‘rescue’ your client?

Remember my Target Audience: the small business owners in the services sector who are afraid they won’t be able to attract enough paying clients, and thus afraid of not earning enough money to support their family.

There you have it – that’s their pain and frustration. And how can I help them? By guiding them through my five step coaching & mentoring program BRAND© enabling them to build their Personal Brand, become the expert in their field and attract all the clients they want. And help them ask higher fees. That’s the bonus 😊
Your turn. I’m also curious to know how you kept your Target Audience from drowning. What’s your unique solution? Write it down..

YOUR UNIQUE SOLUTION

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Step 4: Name and claim your brand

Give it a name!

Or how to name and claim your brand

Before we can give the kid a name, we should bring all the pieces of the puzzle together. We already identified our unique solution, but what makes it unique? What makes you different from the competition?

This graph summarizes what we've just mentioned:

- **WHO** is your target audience?
- **WHAT** is their need?
- **WHERE** can you find this target audience? This is particularly important in the fifth step.
- **WHY** should they work with you? And not with the competition?
- **HOW UNIQUE** are you? What unique value do you promise?
I’m not weird, I’m just different
It is important to find an answer to these questions, because this will be the basis of your Personal Brand Statement. Your Personal Brand Statement is the heart and soul of who you are and what motivates you. It’s an expression of the promise you make to your target audience. It is the short version of your Unique Selling Proposition and Elevator Pitch. Which brings me smoothly to these two important elements of Personal Branding.

Elevator Pitch
The elevator pitch, or “tell me more about yourself in 1 minute”, and more importantly: how can you help the person you are talking to.
Here is one example of my elevator pitches (you can/should have more than one, depending on the person you are talking to and the situation you are in…)

Hi, I am Greet Bunnens and I have been a HR Interim Manager for more than 10 years delivering HR services to different companies. Today I’m on the other side. I help HR Interim Managers and other small business owners in the services sector attract more clients by guiding them through my unique 5-step Personal Branding Program called BRAND©. Thanks to my experience and skills in marketing, networking, business development and social media I am able to help them build their personal brand and become the go-to person in their field. My clients love my no-nonsense, result-oriented approach and my sense of humor.

YOUR ELEVATOR PITCH

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Unique Selling Proposition:

Your USP will accomplish 3 things for you:

- **UNIQUE** – it sets you apart from your competition
- **SELLING** – it persuades others to buy your services or products
- **PROPOSITION** – it is a proposal or offer suggested for acceptance.

I promise the small business owners in the services sector that they will attract clients easily by following my unique 5-step Personal Branding Program called BRAND©. My program allows them to gain much more self-confidence thanks to the focus on delivering their unique solution to their right target audience and branding this in the best possible way via the most relevant channels. As a bonus, they will be able to enjoy more (financial) freedom.

For example:

**YOUR UNIQUE SELLING PROPOSITION (USP)**

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Brand Statement
As mentioned before, your brand statement is kind of the summary of your elevator pitch and USP. In my case for instance:

I use my experience and skills in marketing, networking, business development and social media to help small business owners build their personal brand and become the go-to person in their field.

YOUR BRAND STATEMENT

YOUR TAGLINE

Tagline
Now that we have an idea of our promise of value, we can sum it up in a tagline. A tagline is a short one-liner that you can add to your business card and/or signature of your Email.

My tagline: Get noticed, attract clients, enjoy freedom.
And then finally we have come to the name-game. WOOHOO! 😊
People don’t do business with you because of your name or the name of your product or business. They do business with you because of what you do and the solution you provide to their problem. So there is no such thing as a perfect brand name.

Still, some tips for a good brand name:
- It should be distinctive and memorable.
- It should be easy to read and to pronounce.
- Ideally it should suggest a meaning (although not all brands do)
- Be sure it’s ownable (on the internet for example)

I use my own name, and the YouBrandBuilder name.

www.greetbunnens.be and www.YouBrandBuilder.be

What’s yours?

YOUR NAME

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<td>YOUR PERSONAL BRAND STATEMENT</td>
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Step 5: Deliver your message and content

The marriage of Ms. Marketing & Mr. Branding

Or how to deliver your message and content

Remember the cupcake with the cherry?

In the first step of the 5 step BRAND© program, I explained you that knowing who you are and what you have to offer to your target audience is the cake. The cherry on top of it packaging it and telling it to your ideal client.

They lived happily ever after

Oh yes, Miss Marketing is in town! And has she some effect on Mister Branding? Yes she does!

“Wow! I’m lost!”, that’s what I hear you say. Don’t worry. The marketing boys and girls have a tendency to make things difficult once in a while (and by the way, for all you HR people grinning, you guys make it even more difficult 😊)

But the truth is, it’s not that difficult.

Mister Branding: what you promise your clients

Miss Marketing: what you do to get your message or promise to the clients

OK, now that we know that, what marketing tools will we use? How will we get our message across?

There is one thing I want to add here. It’s not only getting your message across. It’s much more.

Remember, we want to be known as the authority in our field? Well then we have to show them our expertise. That’s one thing.

Bill Gates got it right

Next, we want potential clients to know, like and trust us. How do you do that? By GIVING! Give information, not just basic information... give valuable information. Make yourself irresistible to your clients. Make them come back for more and more. Give content, valuable content.
Bill Gates popularized the phrase “content is king” during a speech in 1996. Although content was king long before then, it has never been more powerful than it is today.

**Content is king, distribution is queen**

But if content is king, then distribution is queen. There we have the marriage again 😊

Anyway, you need to get your message and content out there, more specifically to your target audience. So you need to know the distribution channels and choose the ones that suit you best, I repeat, choose the ones that suit you best.

Huh! Wait! It’s all very nice to choose the channels you like best, but be sure that’s where your target audience is.

Pfew, a lot of the people I meet are afraid of Personal Branding, because they don’t know where to start. And when they have taken their first steps, a lot of them still panic because there are so many ways to deliver your message. What should you choose?

**Life begins where your comfort zone ends**

I say, choose whatever is in your comfort zone first. OK, maybe life begins where your comfort zone ends, but still, let’s be focused. You cannot do everything at the same time, so why not choose the things you are good at first. Keeping in mind that you choose effectively, i.e. where you can find your target audience.

Some of my clients are good writers, they choose blogging, newsletters, E-zines. Others prefer networking events. There are also the social media queens and kings....

So my advice, focus on the fields you feel comfortable in (keeping in mind... yeah yeah) and expand later.
YOUR FAVORITE DISTRIBUTION CHANNELS

It ain’t over until the fat lady sings

This is an ongoing game. So have your Personal Brand Strategy Plan ready and keep on tweaking it where necessary. Keep on delivering valuable content, stay relevant, set new goals, keep up with technology, nurture your network and never give up.
THE ULTIMATE GOAL

Write down your ultimate goal – What do you want to achieve by focusing on your Personal Branding.

What are the sub goals you can identify
## ACTION PLAN

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**Next step**

Are you eager to start working with all these ideas and information?

You want to attract clients and earn the money you deserve fast?

But can’t see the wood for the trees?

- What choices do you need to make?
- Where can you start?
- How to go about it efficiently?
- What mistakes do you need to avoid?

Having somebody who guides you through all of this is so much more effective. You’ll save lots of learning time.

**My tip for you**: start my individual and personal 5-step coaching and mentoring Personal Branding program called BRAND©. I can help you attract more clients and enjoy freedom fast. This program is delivered in English, French or Dutch.

Interested to know more about it?

- Have a look at our website and find out all about this program: [www.YouBrandBuilder.com](http://www.YouBrandBuilder.com)
- Or contact me. No strings attached. Greet.Bunnens@YouBrandBuilder.be or +32.478.39.02.69

I’d love to work with you!

Hope to see you soon.

Good luck in building your Personal Brand and becoming the celebrity in your field!

Greet Bunnens

**PS: we are social – I’d love to connect with you!**
GOOD LUCK!