

BUILDING YOUR

Profitable

Personal Brand

FOR THE MODERN NETWORK
MARKETER & SOCIAL SELLER
THOUGHTBOOK

GENERATE AUTHENTIC CONNECTIONS, SALES AND
IMPACT SIMPLY BY BEING WHO YOU ARE, AND
SPEAKING DIRECTLY TO YOUR IDEAL CUSTOMER TO
CREATE A COMMUNITY FULL OF LEADS READY TO BUY
FROM YOU!

alwayslaurenchamberlain.com

l e t m e

paint a picture

f o r y o u

You wake up on a crisp Thursday morning, brew some coffee, grab your favorite sweatshirt from college, and cozy on up to the couch.

You take that first sip of hot coffee, set it down next to you, and open up the DM's to messages like this:

" Hey! I saw you mentioned a sale and ordered! So excited to get these products!"

"Oh my gosh! Me too! I thought I was the only one who experienced that. "

" I ordered! I also grabbed a couple extra things I saw on the site that I heard you talk about the other day too. Thank you! "

Messages hitting your inbox WITHOUT cold messaging, or spamming your audience with your products.

Does all of this happen by chance? Nope.

It's the result of consistently creating intentional content that resonates with your audience, attracts people into your DM's and builds genuine connections through your personal brand magic.

Are you ready to get those DM's poppin'? Let's talk about HOW.

first things first,
your brand

If you hide behind your network marketing company and it's products, you are missing out on a HUGE opportunity to stand out from the crowd.

Do you know how many pieces of marketing that people see flood their social media pages every single day? 5,000!

Do you know how many times people need to be exposed to you and what you offer before they buy? 15 to 20 times!

And on top of that, you're not the only girl in the newsfeed slinging the same products or business opportunity.

How are you making sure that you are standing out?

Discovering what makes you unique, identifying your target audience, and speak directly to them will help you cut through the noise of social media to help build your business.

To do that authentically, genuinely, and strategically... discover your personal brand first.

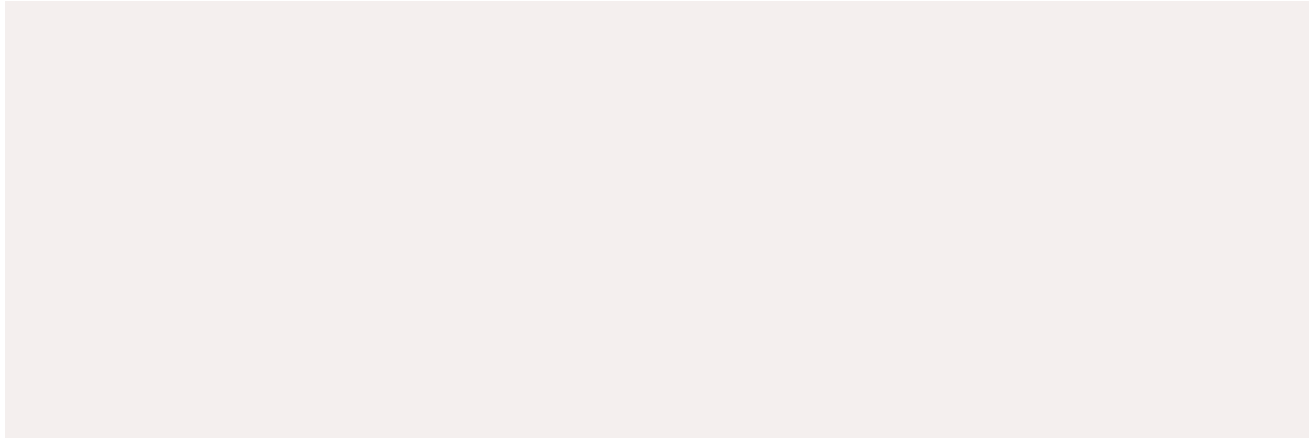
What are your strengths? What are your weaknesses? What lights you up to talk about? What do people come to you for advice for? How can you apply this to your company products and opportunity? How can you STAND OUT?

Complete the personal brand thought prompts below, and let's start your journey.

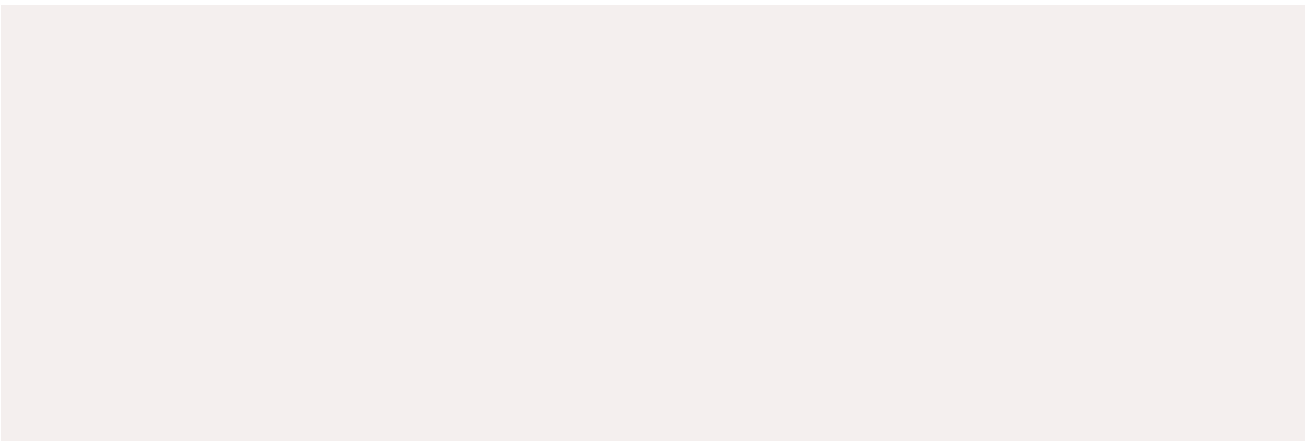
Profitable Personal Brand

thought prompts

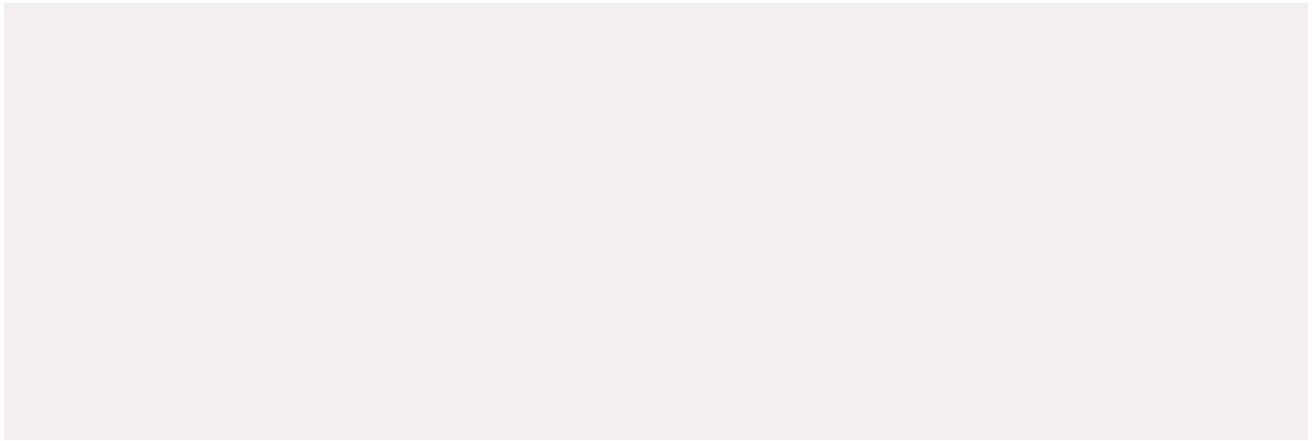
1. If your life was a magazine cover, write down five topics that would be featured.



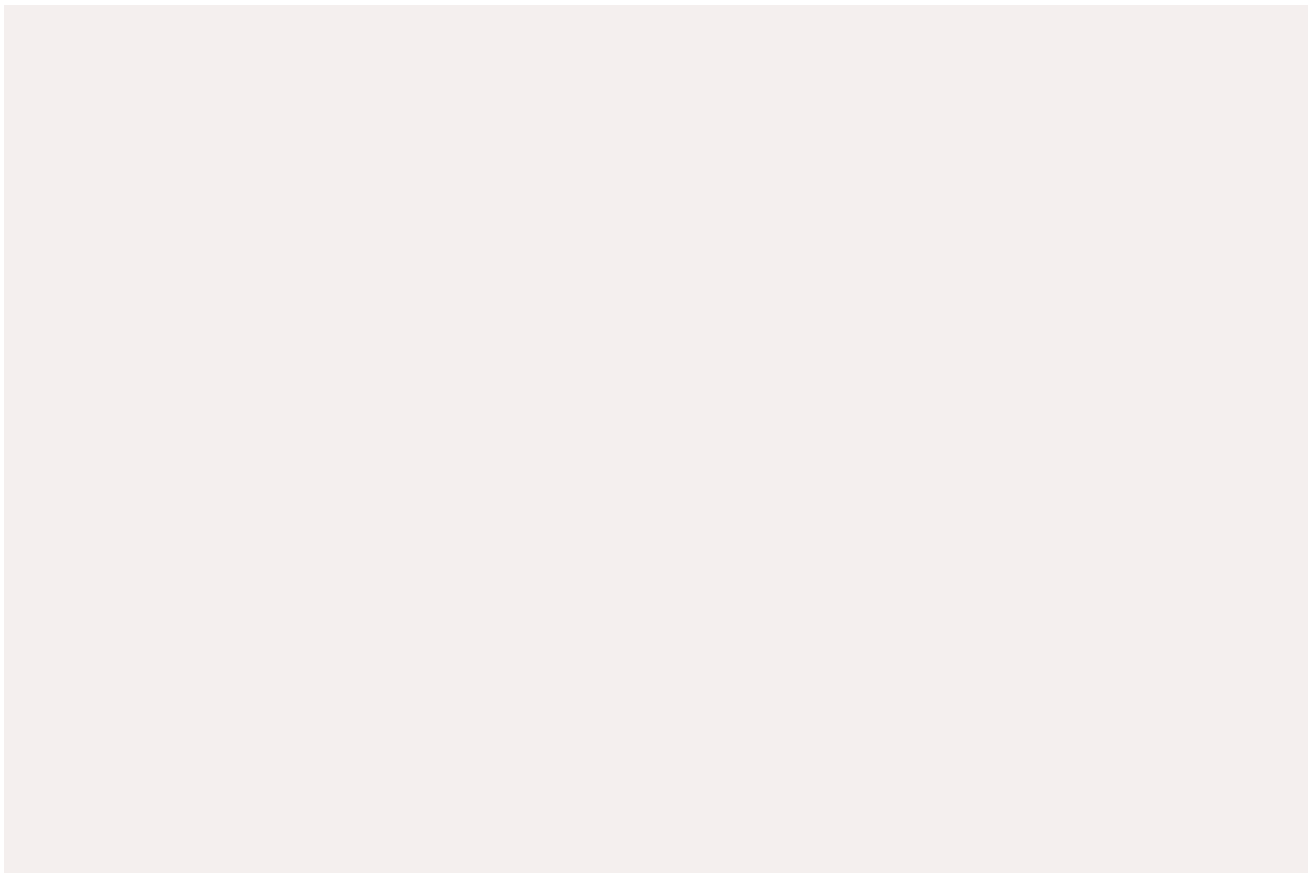
2. What are some colors, emoji's, textures, phrases that you love/use that describe you?



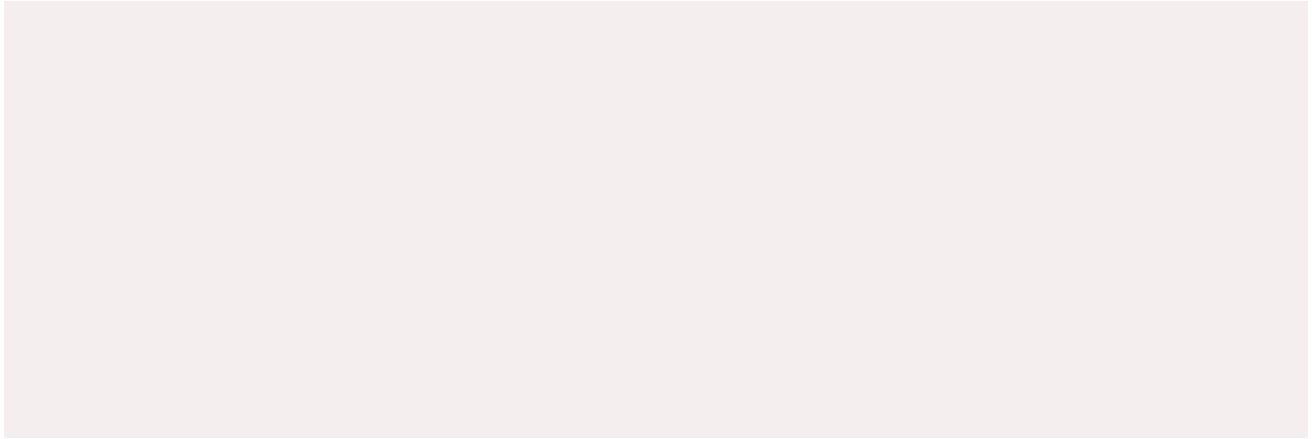
3. What makes you different from other consultants, reps, beauty guides, coaches, etc. in your company and on social media?



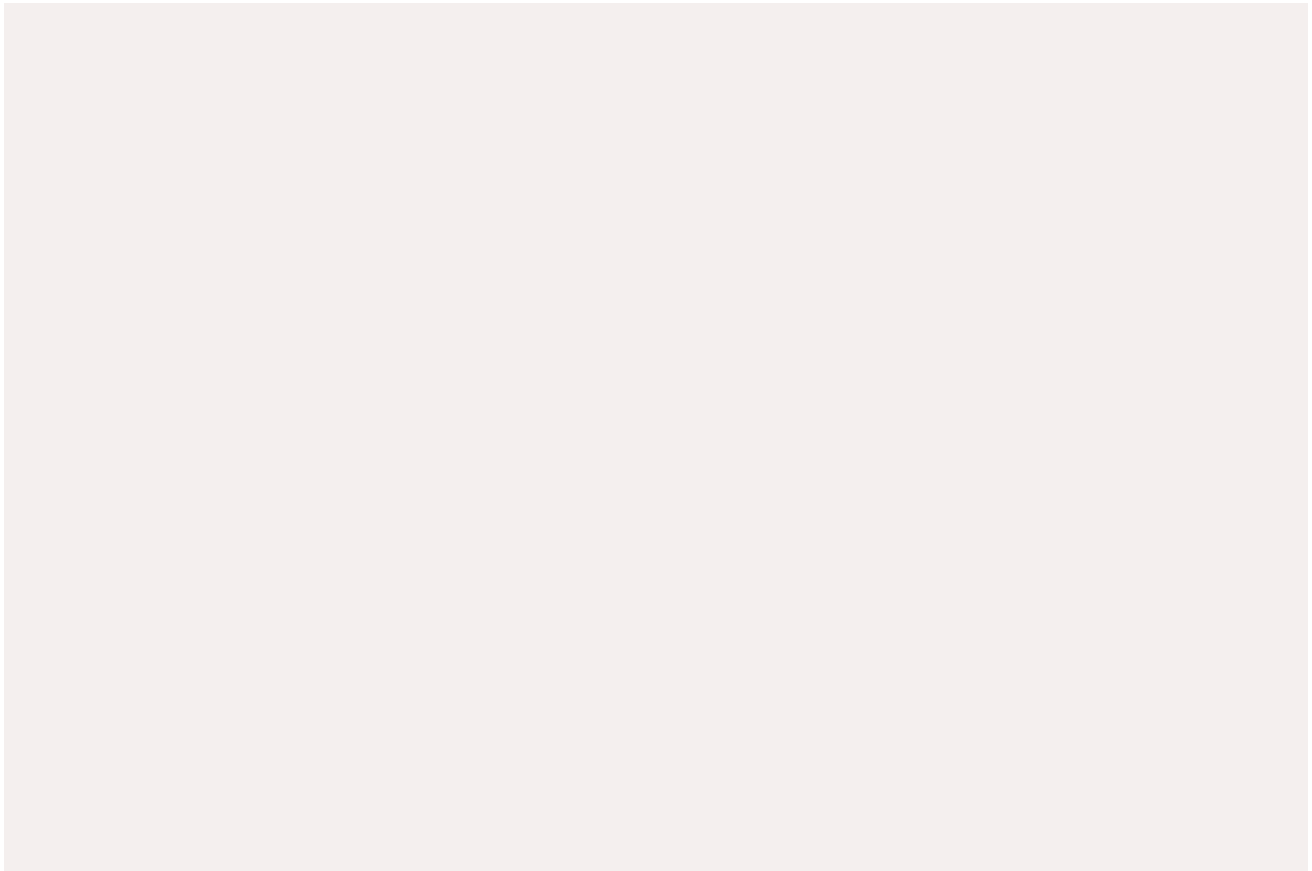
4. What ways do you provide value? This can be anything!



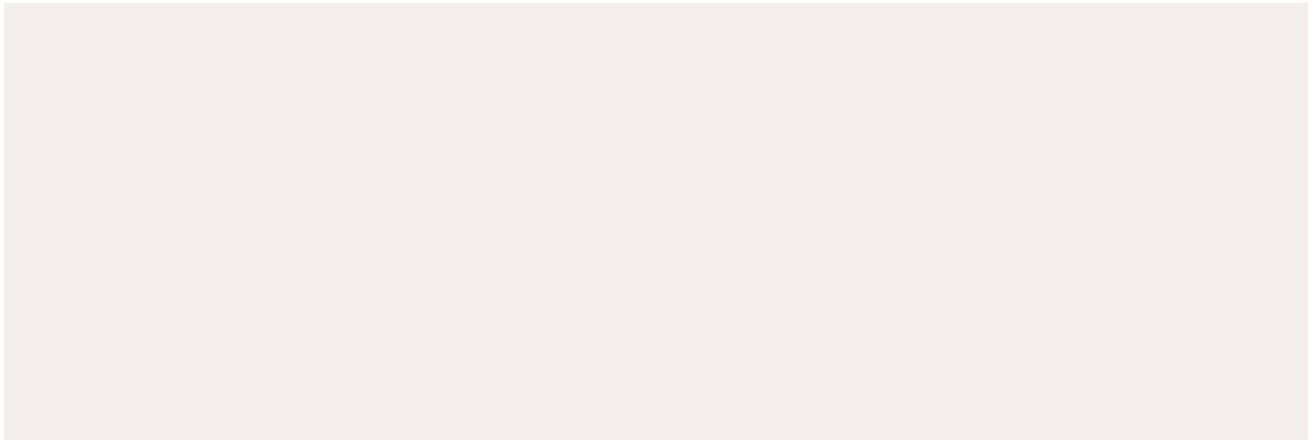
5. What is your WHY?
It sounds so cliché but knowing this really helps you clearly define your mission.



6. If I asked a friend to describe you, what would they tell me?

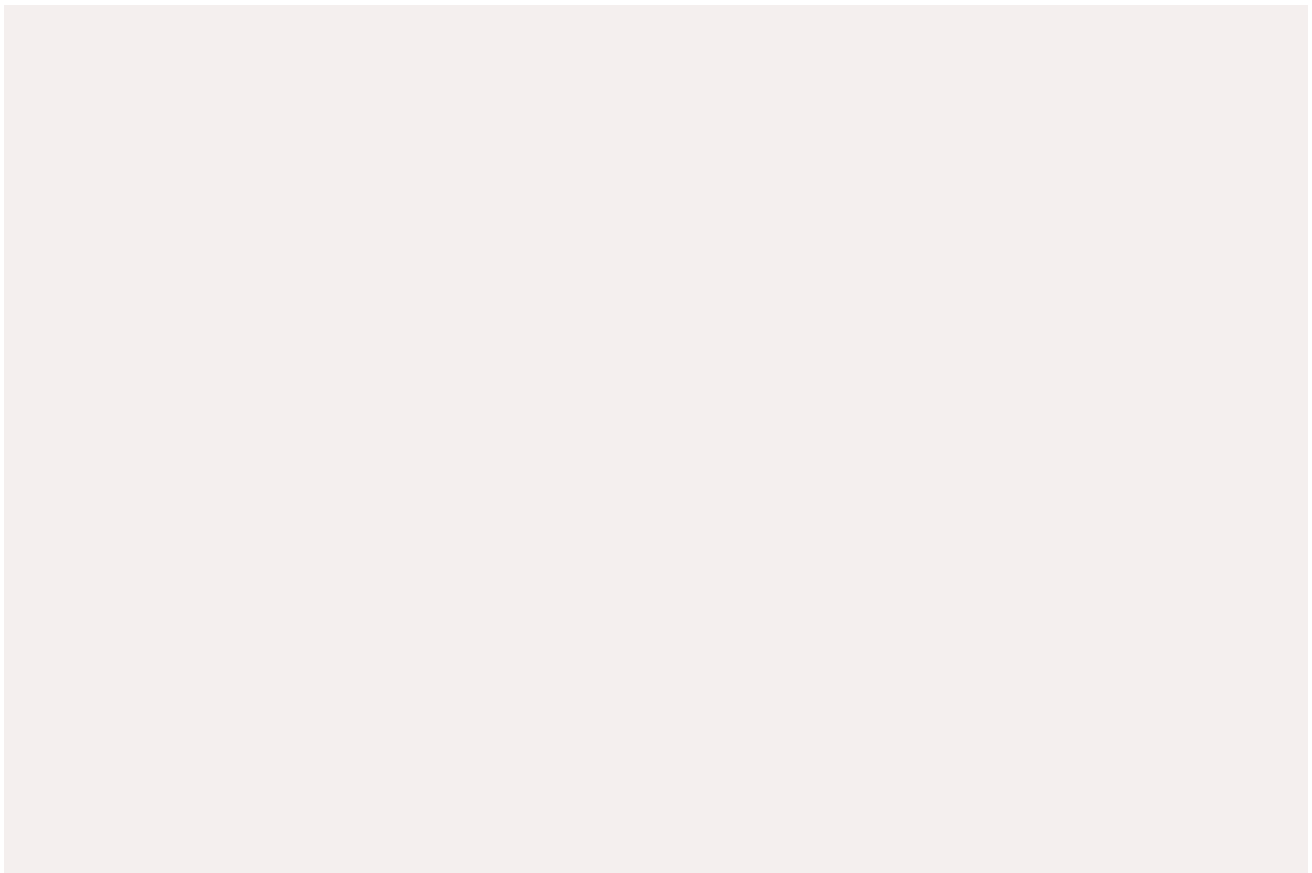


7. What three topics LIGHT YOU UP inside to talk about and share?

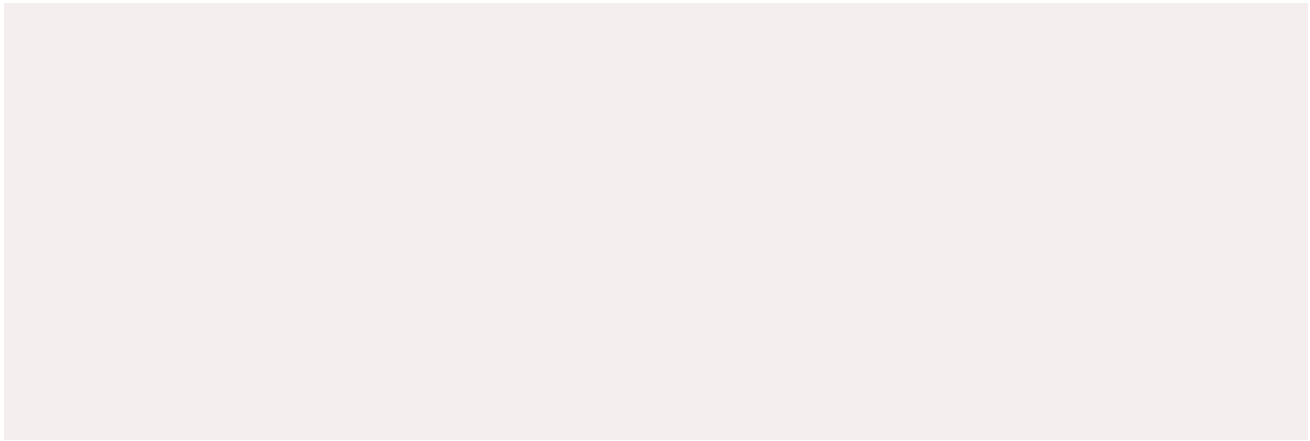


How could you use your naturally given strengths in your business?

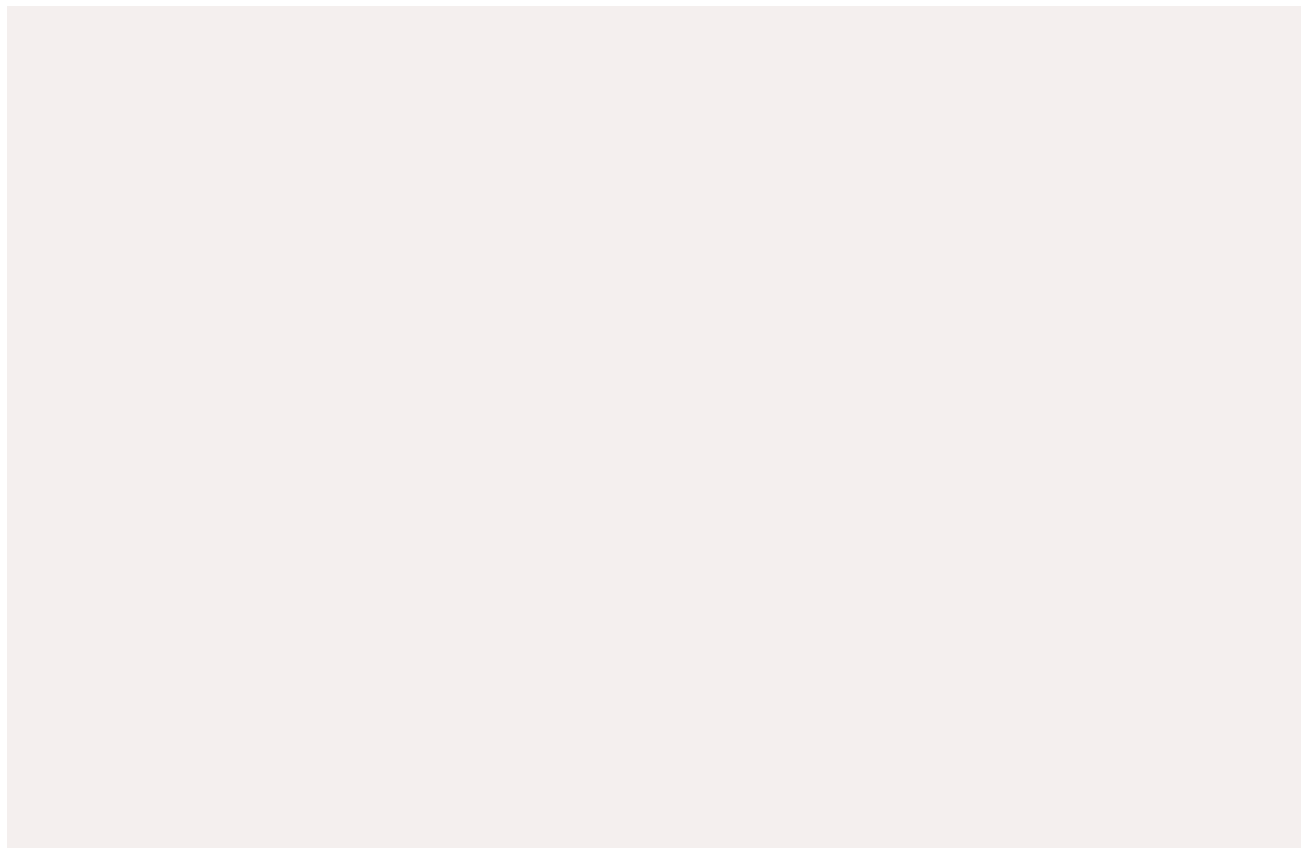
8. Example: If you're super charismatic, and energetic--video content and use of voice clips in DM's would capitalize on that strength.



9. What are some unpopular opinions that you have or fun fact about you that someone would be surprised to learn?



10. What are FIVE aspects about you that never change. You know, the parts or features of you and your life that are deeply rooted. How do they apply to how you can approach your business?



now how do we turn your
answers into a
profitable
personal brand?

Good Question!

I'm going to let you in a little secret here...

This is where people can get it all wrong.

You can't just show up as who you are without a method to your awesome and unique madness.

The most successful leaders with personal brands have aligned their authentic selves seamlessly with their products and opportunity to develop a unique dimension within their market.

This is how you'll stand out...consistently.

But before we get to infusing your personal brand, products and business opportunity, let's get clear in your messaging, values, and beliefs.

This clarity will help negate any possible confusion, and ensure that your content is intentional, and standing out to the right people.

In the next few pages, we'll focus more on narrowing down to a few key elements to build a foundation to your brand and business.

F i r s t U p , C h o o s e Y o u r

core values

Your personal brand is created to make people FEEL something when they are around you.

What do you want their experience to be when they have a conversation inside the DM's with you?

What do you want them to say about you when they are referring you to their friends?

What do you think of yourself and what do you have to offer your community/the world/ the people around you?

What words come to your mind?

Infuse these words in EVERYTHING that you do offline, and into your content online.

Brainstorm

N e x t u p . . .

your intended audience

Your intended audience is the group of people that you serve.

Typically, they are a group of people that you relate to.

Example: Millennial women who love to hike or aspire to hike for their health.

To find your intended/target audience, ask yourself who will benefit the most from your type of products, and how can the value that you love to share from your personal brand prompts be infused into the content that you share with them to create your unique value?

Ex; Your company is health and wellness. You love to hike and be outdoors. Your intended audience may be women, specifically millennials, who want to have better health. Your niche is women achieving better health through hiking outdoors and amplifying their results with the help of your products.

Brainstorm

create your beautifully
crafted
mission statement

Your mission statement is the CORE of everything that you do.

The most successful and authentic statements stem from who you are your personal core, and how it naturally aligns with not only who you serve, but HOW you serve them your own unique way.

You may have heard it called an "elevator pitch" and for good reason because it should easily and clearly state who it is that you help, and what it is that you do.

Revisit question prompts three, four, five, and seven to help you create your statement.

EXAMPLE MISSION STATEMENT:

I help millennial women reclaim their physical and mental health through plant based nutrition, hiking, and developing a deep love and respect for nature.

Brainstorm

t h e n . . .

your ideal customer

If you want to create content that speaks DIRECTLY to one person, then you have to get super niched and into the head of the people that will benefit from your products the most.

Enter, your ideal customer!

Your goal is to know who they are, what they resonate with, and how you can relate to them.

Where do they work, how long is their morning commute, what social media app she opens first in the morning, what makes them want to buy, what level of hiker they are, and more importantly *WHY* they need your products.

Get detailed!

Create your ideal customer persona on the next page.

Brainstorm

a l w a y s l a u r e n c h a m b e r l a i n . c o m

What social media platform do they open FIRST in the morning?

Do they use Pinterest, Google or Youtube to find more information?

What is their budget, and what do they love to splurge on?

How do they like to buy products?
Online, In-store, Impulsive, Well Planned?

What is their biggest objection when it comes to purchases?

Do they spend of their time on their phone, or laptop?



What does a typical day in their life look like?

What are their goals and what do they struggle with most?

What do they love to do for fun?

What type of visual content do they love to see on social media?

WHY would they want to purchase your product? What need does it solve?

Your Ideal Customer Persona

From completing the Ideal Customer Persona Sheet, you now have the context you need to begin creating content that will relate to them.

Use the information you have brainstormed to also choose WHICH platforms you will benefit the most from when marketing your products.

If your ideal customer doesn't spend time on Facebook and opens Instagram first thing in the morning, then focus your marketing efforts where they are.

When you speak so intentionally to your reader, you'll pull them out of the scroll faster than any other competitors out there who are simply sharing vague descriptions as to why people need to purchase.

On the following page, we will now take what you have brainstormed above, and blend your brand with your products.

(Psst! Inside The Collective, We go even deeper into your niche to create even more traction with your content, and I'll be there to help you navigate through it all with monthly content strategy sessions, pop-up tailored Q&A's, as well as masterclasses from guest experts in the Network Marketing field.)

“ Authentic connections are the foundation of trust, and trust is the catalyst of unstoppable influence.”

Creating your
content pillars
& blending
your personal brand

This is where you start standing out, having fun, and creating massive impact on your audience that will turn into a raving community.

The most successful leaders with personal brands have aligned their authentic selves seamlessly with their products and opportunity to develop a unique dimension within their market.

Your core values: The pillars of everything you stand for.

Your Mission Statement: The impact you create daily.

Your Target Audience: The group of people you serve.

Your Hero Product: The one product or method that aligns with you and your target audience the most.

Your Ideal Customer: The one person inside your target audience that you serve with your unique brand value and products.

This is how you will put everything together to work in unison to successfully build a profitable personal brand.

Your content pillars are what keeps your message consistent, and showcases multifaceted topics that make up who you are and your mission.

Choose your pillars (3-5) based on the unique value, and brand that you are building around your products/company.

Use the worksheet below for examples and to brainstorm.

MY PERSONAL BRAND AND CONTENT INFUSION BRAINSTORM

Content Pillars: main content topics that support your brand message and unique value

EX: You love hiking and are with a health and wellness company that sells supplements. Your message is to educate how hiking is beneficial for your audience's physical and mental health.

Your content pillars could be: hiking education, nutrition and meal prep, products/biz opp, hiking fashion finds, and personal.

Instagram Stories

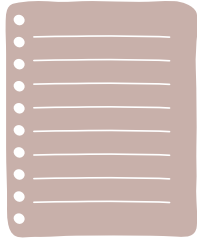
EX: You love the travel part of hiking but it's one aspect of you that is for fun, and not a strong or consistent enough topic to be a content pillar. You'll share your adventures inside stories.

Income Producing Activities

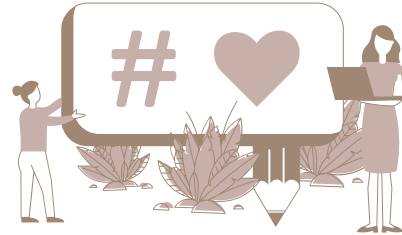
EX: You have a bubbly personality and great energy so you'll send voice clips over basic text messages when inside the direct messages to let your natural strength shine!

Your Homework

because those who take action, win!



Dig deep to think about what makes you, you! Those quirks you have will make you stand out in your business.



Research your intended audience and ideal customer to see what they resonate with, and how you connect with them.



Pick your preferred platform, and focus there FIRST. Don't water down your message by spreading yourself thin in too many places.



Growing your personal brand is a long game. Start now! Keep giving unique value, and authentically showing up for your audience.

o h , a n d

before you go

Thank you for taking the time and trusting me to help you kickstart your personal brand magic to create the impact and income you are striving for in your Network Marketing business.

Keep doing what feels good to you when it comes to how you show up on social media, and in your business.

Because YOU are the the ultimate secret sauce.

Keep an eye out for me popping into your inbox the next couple of days to start learning about how to write confident copy and captions to relate to your audience.

Like I said, I have a problem with NOT giving you more of the best of my best.

We're in this together, and I can see you going places.

As always,

Cheering you on from afar, friend.

xoxo,

Lauren

