

5  
STEPS  
to Creating an  
Unstoppable  
*Brand*



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I believe every small business owner should feel empowered to market their business themselves. “Empowered” means you have the knowledge, confidence and tools to get the job done. You understand how to target your ideal customer, and how to build marketing materials and campaigns that grow your profits.

I believe in the undeniable power of combining strategic marketing with great designs. If your branding & marketing is well-thought-out, but looks terrible, no one will take your business seriously.

If your design is beautiful, but your marketing isn't planned strategically, it will fall flat. This combination of strategic marketing and

great design builds an “UNSTOPPABLE” brand that grows your business. This is why I am so passionate about helping my clients build a SEXY brand.

So let's break it down.

You have so much to offer.



How do you know  
what to focus in on?



How to make sure your  
looks reflects your  
message?



How to decide how  
to position yourself?

Clarifying your own personal brand can be hard - we get it. You want to make a great impression, let others know why they should choose you over the competition, and make sure your imagery is on point, message is clear and concise and your strategy is working for you (not against you).

So let's talk about the solution, shall we?

Before you start designing, building or printing ANYTHING, it's vital to determine the essence of your personal brand - the core of what you want to be known for. Once that's clear, then you'll have a compass to guide you with everything you design, write, and create to communicate and convey your authentic personal brand going forward. ☑ That's how you craft a compelling and cohesive personal brand that attracts the right prospects and makes achieving your goals easier than ever before.





# When Building Your Brand Focus On 3 Elements:



## Brand Image

Imagery that matches your personality, and position in the marketplace. Color, look and feel can determine whether your audience stays or goes. You only have 6 seconds to make the first impression, so your brand image had better be on point to keep them there.



## Brand Message

Clear and concise of exactly what you do, and the results you will get for your clients. We call it “Grunt Testable”, is your message so clear a caveman could understand,



## Brand Strategy

A strategy that showcases your USP and gives your audience the feeling that you are omnipresent. Wherever they turn, you are always there. This is the power of taking a brand and turning up the SEXY component.

# Exactly what is a personal brand?



Even though personal branding has become a bit of a buzzword lately, there's still confusion about it. So, what is a personal brand? Here's how does our team at the Unstoppable Brand Agency defines it.

Your personal brand is essentially your reputation, what other people know you for, how they expect you to show up and what they rely on you to deliver. Jeff Bezos, the founder of Amazon, summed it up nicely when he said, "Your brand is what other people say about you when you're not in the room."



*“In today’s world, self-branding matters more than any other form of talent, not least because the mass market is unable (or unwilling) to distinguish between branding and talent.”*

*-Harvard Business Review*

What goal do you want to achieve?

Maybe you want to earn a promotion, land more speaking gigs, attract more clients to your business or raise the perceived value of your services?

Whatever your aim, your personal brand can support you in achieving it.

Now let’s get strategic.

You have so much to offer. You could actually be known for lots of different things (after all, you have an extensive background of experiences, a long list of qualifications and accomplishments under your belt, and many strengths and skills to offer).

But here’s the million-dollar question:

**Your personal brand isn’t everything about you.**

You must narrow it down to something that will be relevant, memorable and enticing to those you need to influence in order to achieve your goal.

But first, a reality check.

It’s important to recognize that attention spans are shrinking.

Other people simply don’t have endless capacity to dedicate to filtering through your decades of history and process immense amounts of information about you in order to uncover the specific aspects that are most relevant and valuable to them.

So in addition to being strategic, it’s important for you to be specific and succinct in conveying what you have to offer.



**What is it about you, if the right people knew it, that would be most effective at influencing them in a way that helps you achieve your goal?**



# So, how can you strategically position your personal brand?



At Unstoppable Branding Agency the first step we take to support our clients in achieving their goals is to help them define their brand essence, the core of what they want to be known for and want people to associate with them.

We use the following three criteria to narrow down what brand essence will be most effective and influential for you.

To hit the ‘sweet spot’ it must be:

**1 Authentic to you.**

**2 Enticing to your audience.**

**3 Distinctive from the competition.**



## Authentic to you.

When choosing your personal brand it should NEVER feel like you are putting on a mask. There is absolutely no need to fake it (how exhausting would that be?). You have so much to offer as an individual and you are the only one who can provide your audience with your specific mix of skills, experiences and personality. Your personal

## Authentic to your audience

When it comes to achieving your goal, it's critical that you are crystal clear on WHO you need to influence. Who is the decision-maker, target market or audience you want to attract? Once you're clear on who you're trying to reach it's time to dig deep to figure out what they want, what value they're looking for and what's most appealing to them so that you can influence them to choose you.



## Distinctive from the competition

Who are the other candidates vying for the attention of your target market? It's important to research your competition to learn more about the other options your audience has to choose from. This will enable you to figure out what they have to offer and identify how you are different so that you can stand out from the crowd.



# 5 steps to get to the essence of your personal brand

## 1 Choose a specific goal you would like to achieve.

(For example, you might you wish to attract a particular clientele, raise your profile in another niche, get a promotion or increase the perceived value of your services.)

## 2 Identify who your audience/target market/decision-maker is

and consider what will resonate with and be enticing to them. (For example: Do they value reliability, flexibility, creativity?

Are they interested in a particular skillset, background or qualification?)

## 3 Analyze the competition to determine what they are offering your target market.

(For example: How have they positioned their brands? What value propositions are they offering? How are their backgrounds different to yours?)

## 4 List out what you authentically have to offer that's appealing to your audience and distinctive from the

(For example, this might include your qualifications, aspects of your personality, the design of your services or your track record of success in a particular niche.)

## 5 Narrow down your list to 3-6 core brand essence elements.

(To see how the Unstoppable Branding Agency has helped other individuals distill their brand essence, we invite you to visit the Portfolio section of our website.)

*Congratulations! You have found your  
Personal Brands SEXY Sweet Spot!*



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-Rhonda Swan  
C E O

For more branding information visit:  
[www.unstoppablebrandingagency.com](http://www.unstoppablebrandingagency.com)

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