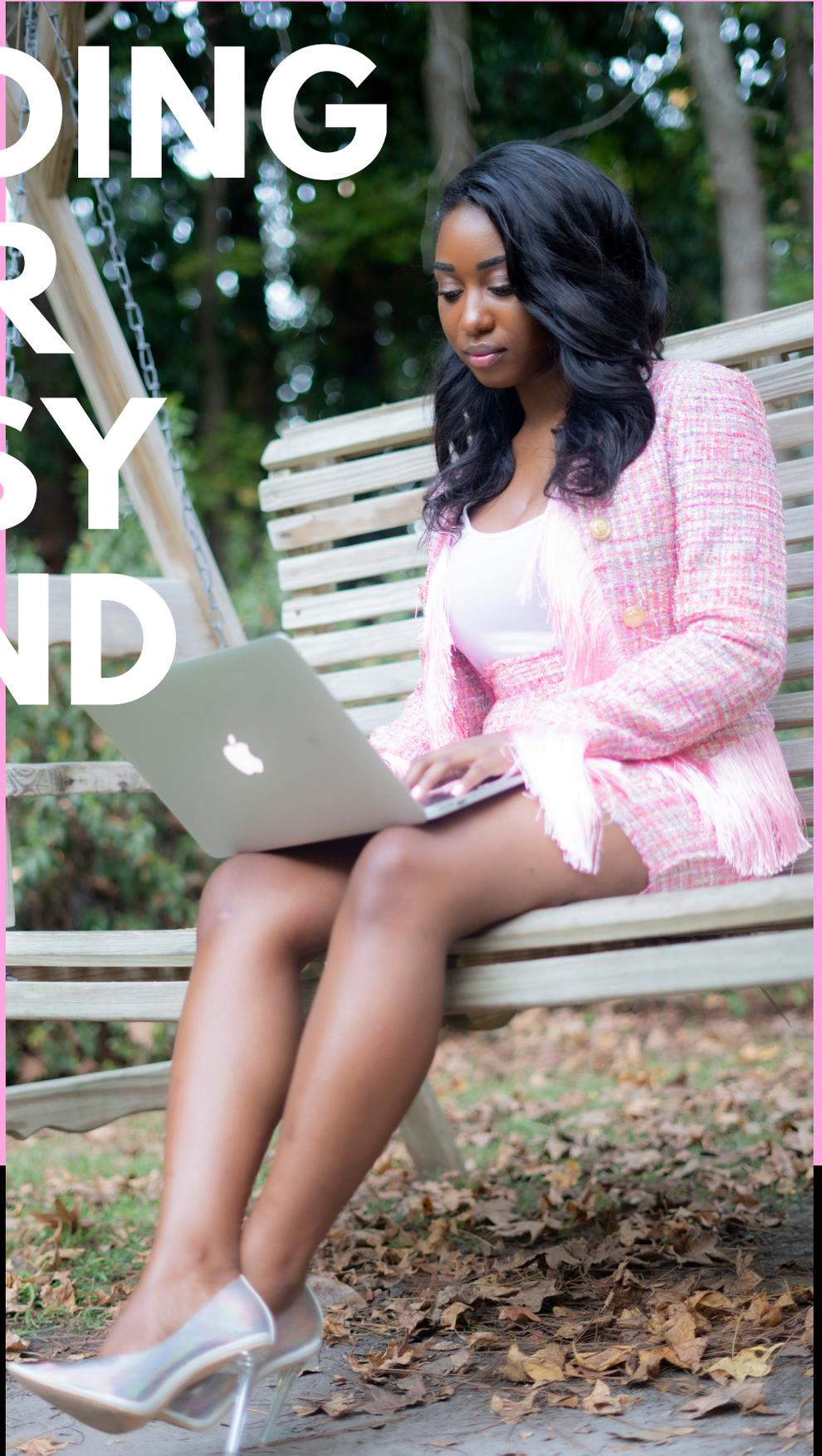


BUILDING YOUR BOSSY BRAND



10 GOLDEN RULES THAT
WILL ELEVATE YOUR
BUSINESS OR PERSONAL
BRAND.

PERFECT FOR BLOGGERS, INFLUENCERS, SMALL BUSINESSES, AND CAREER
DRIVEN WOMEN

MY BOSSY LIFE

Beauty, Business & Boss Style

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No matter who you are or what's your background, developing a brand can be a very difficult and tedious task. One of the easiest ways to get lost in the process is to not know where to start. When branding, you may think I need the perfect logo, the right name, the cutest color scheme and popping designs. But those actually contribute the least value your brand. Your brand is your story and everyone has a story to tell. Use these 10 Golden Rules to find your voice and create a brand that that will elevate your business.

1. FIND YOUR FOCUS

There is one life lesson that I have learned that has transformed my business, "You cannot be everything to everyone." Too many brands are unfocused when it comes to who they want to be and how they present themselves, don't be one of them. Decide your key message and stick to it. Focus on one message at a time. Keeping your message focused for your target demographic will make it that much easier to both create content around your brand and have others define who you are.

2. BE GENUINE

The best way to have a unique brand is to be genuine and authentic. The worst thing you can be is a fake business owner. When people catch a whiff of who you really are, it will show and your sales will suffer. It seems like it's easy to just copy what everyone else is doing but it is actually harder to keep up with it. It is much easier to manage your brand if you are being yourself. Your personal brand should be an easy daily filter that you create content and reach out to your audience with. I also encourage you to be a master of your craft, skillset or industry before starting a brand. Then your content will help amplify who you are. If you're deeply skilled in one area, your reputation alone will help you build the brand you want.

3. TELL A STORY

If your brand isn't telling a story, you've already lost half of your potential audience. You want your audience to linger on your every word (or caption). Stop just telling people "shop here", "buy this", "I'm having a sale". Sounds like you only care about "you, you, you". There are a million other businesses screaming at them, ready to take their money..don't add to the noise. Tell a story that brings value to your audience. At first, you may hear crickets, but after awhile they will be wanting more. Create a story around your brand that your audience can engage with. Show them that you are just like them. Before you know it, the likes, comments, and SALES will come rolling in!

4. BE CONSISTENT

Do you really go hard on some days and others you're out in the dark?! Because that is something I struggle with to. Take It this way, You can't pick and choose what days you show up to work and then expect your job to be done. Your business is the same. You have to show up EVERYDAY to see results. Be consistent both online and offline. Be consistent in your branding. Be consistent In your communication. Be consistent in your quality. Be consistent In everything you do!

5. BE READY TO FAIL

I will not sugarcoat this. You will fail, but that is okay! Failure is tough, and all of us generally want to avoid it ,that's human nature. However, to have a brand that rises above the rest, you need to have a failure. It's better to have a failure in the beginning to learn from your mistakes. You'll never achieve the best branding until you fail a couple times while pushing past your comfort zone. The very best brands always come from repeated trial and error, mistakes and failures and not from instant perfection.

6. CREATE A POSITIVE IMPACT

After you've developed your personal brand over a period of time, there are generally two ways to continue to build your brand to reach the top - hop over others and burn bridges or steadily grow a community around your brand. Find a way to give back to your community. That is your superpower. Making a positive impact anyway you can will help you grow your brand in the long run.

7. FOLLOW A SUCCESSFUL EXAMPLE

If you are interested in branding need you to start marketing themselves like the celebrities and influential people that they look up to every day. Clean your social media timeline to only show people who inspire you. If you want to be successful, do your research! Success often comes from studying trends and popular individuals on different social media platforms and then implementing them with a twist.

8. LIVE YOUR BRAND

Your brand isn't just something we see scrolling down our timeline. It Is a lifestyle! Live it and breathe it everyday! As mentioned before, one of the ways you can make building a brand difficult on yourself is to separate your brand from your personal life. While certainly doable, it's easier when initially creating a personal brand to have your actual lifestyle and brand be one and the same. Your personal brand should follow you everywhere you go. It needs to be an authentic manifestation of who you are and amplify what you believe. With this in mind, your personal brand is not only a reflection of a series of job functions like marketing, finance or creative but also ideals like giving back, thoughtful leadership or mentorship.

9. LET OTHER PEOPLE TELL YOUR STORY

The best PR is by word of mouth. Building a brand is no exception to this rule. People will tell your story when you are not in the room. Make sure you are doing everything you can to make sure they will get your story right. That means you need to be consistent in your branding, marketing, communication, and DO RIGHT BY PEOPLE.

10. LEAVE A LEGACY

Self- explanatory.....

Just kidding, lol I didn't want to leave you on edge but I didn't think I had to tell you that we are in this for the long haul. We are ALL building brands and businesses that will outlive us. Once you've built your personal brand with a reputation and community behind it, the next step is to think about the legacy that you'll leave behind. What are the keywords and actions that you want to be known for?

Building a personal brand is much bigger than building a business. The only exit strategy is legacy. A personal brand is a lifelong project that constantly evolves and changes. That means, change is okay. There are no hard-set rules for creating your brand. But these general guidelines help provide first steps, especially if you're starting a new brand or rebranding.

Building the right brand will not only help you be known as an Industry leader but it will also be the difference between "Who are you again?" and "Thank you for being here".