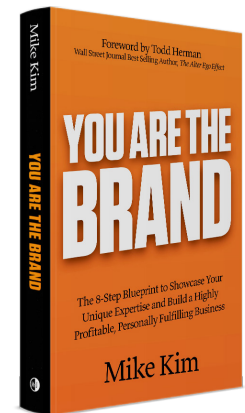


You Are the Brand

The 8-Step Blueprint to Showcase Your Unique Expertise and Build a Highly Profitable, Personally Fulfilling Business

by **Mike Kim**



Contents

Introduction

Page 2

Who Do You Have to Become?

Page 2

How-to-preneur vs. Ideapreneur: Which One Are You?

Page 2

Positioning: Always Know Who Your Competitors Are

Page 3

Pitch: The Most Effective Marketing Strategy Is to Simply Tell the Truth

Page 4

THE SUMMARY IN BRIEF

Author Mike Kim has had a front-row seat to see how the mistakes people make, some unknowingly, can end up costing them their careers or, equally sad, can cause them to dislike the world they've created for themselves. So how can you tell a better story about who you are so you can perform at peak levels wherever you are? Everyone already is a personal brand, whether they like it or not. But how you choose to cultivate that brand is a choice. Ignore it and let the world decide who you are, or be intentional and bring your best self forward.

You Are the Brand isn't about cultivating some perfect persona of someone with zero faults. It's about asking basic questions, discovering your own answers, and building your personal brand around them. If you use the frameworks, tools, and exercises in *You Are the Brand*, you'll be rewarded with more opportunities, wins, and profits than ever before.

IN THIS SUMMARY, YOU WILL LEARN:

- The difference between a how-to-preneur and an ideapreneur, why it matters, and where you fit.
- The three questions you must answer to build your personal brand.
- How to build a platform and effectively position yourself on that platform, launching products, setting pricing, and more.
- How to build pitches that make things happen and make partners that will support you to the end.

Introduction

You Are the Brand is a book about building a business around your ideas, expertise, reputation, and personality—through building relationships. Marketing isn't about closing a sale, it's about opening a relationship. You open relationships with potential clients and partners by sharing yourself in an authentic way, not by hawking some doctored-up image of yourself.

What this book offers is a way to dig deep and identify your own personal brand. You'll discover who you are, what you have to offer, and how to market your ideas. It's going to take work and a bit of vulnerability on your part. But keep in mind that the more you put yourself out there, the more you will start to discover yourself.

It's not going to be easy, but if you build your personal brand with intention, you truly can create a highly profitable and personally fulfilling business. You truly can change your life while changing other people's lives. Are you ready to become the powerful brand you always have been, simply with more intention and ability to succeed than ever?

Who Do You Have to Become?

Narrowing your career focus can be unsettling, like you're making a lifelong commitment to a particular market. But it's always possible to pivot later. There's a reason we use the word 'pivotal' to describe key turning points in life. In basketball, players work on planting the pivot foot in order to turn the rest of the body through the next move because it allows you to read the situation regardless of what you decide to do next.

Likewise, while it's possible for you to pivot later, it is vital you put roots down first, so if you decide to go in a different direction, you are able to move from a place of strength. Many people who are building their brand make the mistake of obsessing over the decision for months or even years, honing in on some idealized 'perfect' brand that will take them to the top. But guess what? In the time you're working on that perfect brand, your personal identity may have evolved and shifted. Better to launch sooner and pivot later.

How-to-preneur vs. Ideapreneur: Which One Are You?

Now it's time to consider which of the two types of entrepreneurs you are: the how-to-preneur or the ideapreneur. One is

not better or worse than the other, but there are distinct traits of each that will help determine how you should proceed. The answer to which path to follow may surprise you.

The how-to-preneur simply teaches people how to fix a problem or fixes it for them. The advantage of a how-to-preneur is that the problem they solve is very easily identified. The disadvantage is that there is a lot of competition. Think of all the people out there who show others how to get fit, how to make more money, or how to have better relationships. As soon as you enter the market with your brand, you'll be competing with all of them—many of whom may already have an established following, reputation, and niche.

An ideapreneur has a particular message, perspective, or philosophy they are trying to spread. The advantage of being an ideapreneur is that there isn't much competition in the market because the idea is usually unique. The disadvantage is that most people won't easily understand your idea or, worse, aren't convinced they have a problem that needs to be solved. Moreover, an ideapreneur may not always want to fix an actual problem at all. Often, they simply want to raise awareness about a specific issue.

The best ideapreneurs aren't just content with talking about a problem or raising awareness. They turn something vague like an idea into something concrete, like a movement. They inspire people to see the world in a new way and, as a result, to change their behavior and the world around them for the better. Does that sound like the type of brand you want to bring into your world?

Point of View: The PB3

Want to discover what your unique point of view is? The answer falls in the middle of the following three questions:

What pisses you off?

What injustice, inconvenience, or glitch in the world leaves you mad every time you think about it? What can you go on and on about at a dinner party, to the point that other people start to wonder whether maybe you're a little obsessed?

What breaks your heart?

What unjust truth about the world is taken as a given by others, but you believe could be changed with the right action taken by the right people?

What's the big problem you solve?

What is the big, life- and world-altering problem that you're bold enough to go out and try to solve?

Question 1 is about the injustice you see in the world. Question 2 is about the compassion you carry inside. Question 3 is the purpose of your business. The intersection of these three things is where your point of view is found.

To put it bluntly: Find a problem that pisses you off, figure out how to fix it, and get paid to fix it. In its simplest form, business is nothing more than solving a problem for profit. But branding is more complex, especially in the personal brand space.

Personal Stories: Never Be Blender Gray

As you craft your personal stories, a powerful aspect of your personal brand, don't overthink or overwrite. We overestimate perfection and underestimate connection. Actually, the opposite is true. People are looking for connection, not perfection. Lean into the power of your stories, and you'll ensure your messaging doesn't become blender gray.

Remember, marketing isn't about closing a sale; it's about opening a relationship. While it's initially awkward, the more you share your stories, the more comfortable you will be with them. Get your stories written! Once you have a story or two fleshed out, it's time to share them on your platform.

Platform: Build Your Business Like the Chinese Zodiac

The reality is that in this day and age, our brands are like a shopping mall, and there are many entry points for people to encounter us. Some folks may hear of you through your podcast. Others may have heard you speak on someone else's podcast or at a conference. Still, others may follow you via any number of social media channels or saw a video of you circulating online. A friend or colleague may have referred you.

There is no shortage of places you can broadcast your message and share your story. Yet all of these roads should lead back to you and to your 'home base.'

Now matter how active or inactive we choose to be on social media, podcasts, or other platforms, it's vital we own our home base—like our own website or database of email addresses or phone numbers. This is important because you actually own those assets. No one can take them away from you.

Positioning: Always Know Who Your Competitors Are

The three sub-identities of your brand are:

- Visual identity
- Verbal identity
- Value identity

Each of these sub-identities are like legs on a stool. If one is 'off,' then your entire brand will be unstable. If they're aligned, then you have a clear and cohesive brand identity.

The visual identity is what most people think of when it comes to 'branding' because those elements are so easy to identify. Your verbal identity is determined by copy: the written content you use for any and all marketing. Your value identity has to do with positioning. Positioning is all about where you sit relative to your competitors and how the public perceives your worth.

Products: Validate, Create, Refine, Relaunch

Your first goal when creating a product is to get proof of concept. Hear this carefully: You cannot simply manufacture something and then market it, hoping it will sell.

Look at the marketing campaigns for any huge blockbuster movie coming out and you'll see they market the movie well before it's even finished. But during that time, they are continually pulling together small focus groups to give creators feedback on the product. Then they go on to the big launch.

Here's the four-step process to follow when creating more robust offerings.

Validate the key problem and identify the top result that prospects want.

Create a beta group and solve the problem with your prospects. This will naturally require you to coach, consult, speak, or write.

Refine the program and see if there is a better vehicle by which to solve the problem, whether it is an online course, workshop, book, or coaching. You'll be able to set up different income streams this way.

Relaunch the program and sell it in the new medium as a course, book, workshop, or some other product.

Pricing: People Like to Buy, They Do Not Like to Be Sold

For most people, the recipe for pricing sounds like some exotic cocktail with equal parts of psychology, strategy, and time stirred together with a sprinkle of math. The good news is that if you are clear on your positioning and the kind of product you are offering, the price becomes a little bit easier to determine. Whether you price by the hour or in tiers, use common sense to create pricing that makes sense for your product and market and never short-sell your value.

It is amazing how we tend to overlook the value we provide others and then have pricing guilt when we quote clients. Don't overestimate others and underestimate yourself. Your gift is your normal. Your normal is someone else's 'weird.' They wonder how you can see things the way you do, solve problems the way you do, and create outcomes with just a few deft touches. Price accordingly.

Pitch: The Most Effective Marketing Strategy Is to Simply Tell the Truth

Never think about marketing and pitching as trying to 'trick' your audience into believing in you. Your most effective marketing strategy is to simply tell the truth, plainly spoken. If you're having to 'sparkle' up your offering, then you need a better offering. Pitching is about getting to the very root of what you have to offer.

Regardless of what happens, you have to keep going. We have to keep pitching. We have to keep throwing big rocks into the pond. Next time you get a bit anxious about putting yourself out there and pitching an offer, just remember— even two people attending a webinar isn't a failure.



Mike Kim believes marketing isn't about closing a sale, it's about opening a relationship. This refreshing approach has made him a sought-after speaker, online educator, copywriter, and consultant to some of today's top thought leaders and personal brands. He has also been a published contributor for leading business platforms including Entrepreneur.com, Inc.com, and the Huffington Post. Nowadays you'll find him speaking at conferences, looking for the next great place to scuba dive, and occasionally sipping a glass of single malt—all while coaching, serving clients, and recording his top-ranked (and rated) podcast, the Brand You Podcast.

You Are The Brand: The 8-Step Blueprint to Showcase Your Unique Expertise and Build a Highly Profitable, Personally Fulfilling Business by Mike Kim. © 2021 by Mike Kim. Summarized by permission of the publisher, Morgan James Publishing. 224 pages, ISBN 978-1631953477. Summary copyright © 2021 by Soundview Book Summaries ®

That big step into the next phase of making your brand into a movement doesn't have to come from a massive audience—it could come from one person being in the right place at the right time and launching your career into the stratosphere.

Partners: Relationships Are Rocket Ships

Building relationships should always be an absolutely integral part of building your brand. The kicker? You can't just focus on building relationships with cool people—you have to become someone other people want to partner with. You have a point of view. You have authentic and powerful personal stories. Your positioning is clear, your platforms are growing, and you have products that solve real-world problems.

People may not be able to articulate exactly what draws them to partner with you, but you know the answer. It's because you are the brand. You've done the hard work. You've paid the price. You've walked the path. Now you're ready to step into and leverage partnerships that will skyrocket your influence, impact, and income.