

Brand With Purpose

Find Your Passion, Stay True to Your Story,
and Accelerate Your Career

by **Ivan Estrada**



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THE SUMMARY IN BRIEF

Whether you're just launching a new venture, brand, start-up, or product, or you're stuck in a cycle of failed marketing campaigns or branding efforts, *Brand with Purpose* is your new go-to handbook for building a brand that has impact because it has something no other brand has— you.

In *Brand With Purpose*, author Ivan Estrada shares that the key to successful branding is finding your passion, staying true to your story, and determining what is the essence of you and your brand— then communicating that essence effectively to your target audience. Market research matters, but have you been doing your research? Through guided self-reflection, you'll be able to embrace your true self and build the career you've always dreamed of— whether as a solo entrepreneur, business leader, executive, or creative. In the end, you'll be rewarded with a brand that's about more than products or profits. You'll have a brand that's centered on purpose— and that's something timeless that leaves a legacy behind.

IN THIS SUMMARY, YOU WILL LEARN:

- How to find the essence of you and your brand.
- How to communicate your brand to your audience in a way that builds trust.
- How your experiences, challenges, and obstacles hold the key to creating a timeless brand.
- How to generate loyalty and influence for your brand in ways you never imagined.

Introduction

What is the concept “brand with purpose”? Having purpose is having an internal drive, sensing that fire inside, that oxygen that makes you feel truly alive. You can have “small purposes” that add up to a bigger drive. It takes some soul-searching and honesty to uncover pieces of you that may have been hidden. Knowing your purpose is knowing what you want to be remembered for.

This book will help you uncover your purpose to help you drive your journey of branding. Brand with purpose is having clarity in broadcasting the message and being seen for your gifts in a way that serves a greater good.

Not having purpose is more obvious: you feel lost, disconnected, you have a vague outlook on life, you don't feel connected to anything greater than yourself. Branding without purpose is broadcasting a message that doesn't feel authentic to you. We've all experienced this lack of purpose and had phases in my life where we had to redefine my purpose, because the old version of us needed a new journey. Let's take that journey together.

What's Your Story?

We all have a story. It is helpful to look at your childhood strengths and experiences. See what has stayed with you as you traveled on your journey in entrepreneurship and branding. It is this story that gives you your authenticity and creates trust with your audience.

Your purpose can come from one moment or experience, and it can start with a smaller project that repeats and makes a bigger impact as you grow it. Your purpose can change over time, and it can stay local or go bigger. Examine your personal story and start something that shares your purpose with a community.

Be Bold and Different

In order to have courage, you need to have fear. Courage is acting in the face of fear. A lot of us push away the fear, hoping it will disappear. You can never push it away. That is suppressing the fear, but it's still there.

Fears are so many, and you can end up collecting them—from fear of not being able to grow your business to fear of not finding that true love, of losing a loved one, of not being good enough, not being pretty enough, not being

rich... and the list goes on. It's the collection of fears that holds you back from being your best self.

Don't hold yourself back. Dare to be bold, accept your fears for what they are, and be different when others are being the same. You'll be amazed at the opportunities that open up in front of you.

Authenticity

If you are a solopreneur—someone who has set up and runs your own business—you can do two analyses of 1) your personality and 2) how you approach your business, and you will likely discover the two are the same. If you have a staff to support your business, you will consider the strengths and weaknesses of your team members in addition to your own (see chapter 7, “Building a Team, Expanding Your Brand”).

You can do a SWOT analysis for yourself as an individual and also for your business to be aware of where you stand in your business environment. SWOT is an abbreviation for the internal aspects of Strengths and Weaknesses (S and W) and the external position of the business environment in terms of Opportunities and Threats (O and T). This analysis can help you discover new strategies based on your Strengths and Opportunities that will help you overcome your Weaknesses and Threats. This is a good exercise in which to involve your team members, friends, customers, and community members, so that you can get an in-depth view from all perspectives.

Invest in Yourself

Do you have something symbolic that gives you strength and confidence? For some people, it might be a particular pair of shoes, a jacket, or a lucky charm.

Can you recall a story or moment where someone else believed in you? Maybe it was something someone said about your qualities or your brand?

Do you have rituals that make you feel more confident? For instance, doing a “power pose” for two minutes, as described in a TED Talk by Amy Cuddy, has helped job interviewees and test takers reduce their cortisol levels and feel more confident. Some people jump up and down or run to get the anxiety or stress energy out of their body. Other people do breathing exercises to get their body together and focus on being present. Can you do your ritual(s) before a

big presentation or meeting and see a difference?

Write down the answers to these questions to support you on the days you need a boost, a reminder to keep investing in yourself.

Personalizing Video

What you do before you record, to be mentally prepared and have the right attitude when planning out your videos, is just as important as the actual recording. Confidence is key.

Whether it's the script content, the location, or the props, going into the filming process with passion will drive your project. Deep down, you have to know that what you're creating is going to be of value for someone, even if it's just one person. Being able to compel and excite even a single person should be enough to inspire you to make your ideas a reality. But it's not just about you, it's about what you're there to deliver to your audience. Once you change your headspace, setting up your personalized video branding will come with ease. It's all about taking a chance at the cost of failure. Being completely honest with yourself is what will lead you to growth as an entrepreneur. The true value will come from expressing your authentic self.

When people watch a video, they learn about your brand in two ways. First and foremost, the brand can be seen as the actual product or service that is being offered through the video. And second, the brand is who you are, and how well you are providing that product or service to the viewer. When people watch your videos, they will be looking at the personality, expertise, and energy you have in promoting and selling your brand. The product doesn't even really matter.

What is crucial to keep in mind is that your content is a way to show your audience who you are, and why they should trust you. The goal is to create an audience that looks at you as an expert in your line of business, even if you are still new. Through thoughtful, educational, and value adding content, you can create a group of loyal followers who will support you in your business.

Social Media Influence

If you're an entrepreneur who is new to using social media for your business, start with searchable themes. Is it truly in line with your brand to post food photos even if food photos are popular?

You never know who is watching. Your intention behind social media is important. Some people don't click Like or comment on posts, but they are still paying attention, maybe without you knowing. Social media is a way for you to leverage time, maintain friendships, and to connect with more people than you could otherwise keep up with.

Building a Team, Expanding Your Brand

As one person, you don't have all the skills you need to run a successful business. So you need to build a team, know what vendors or consultants to hire, and what staff you need.

First, if you haven't already taken some personality tests to get to know yourself better, it is important to identify your individual strengths and find where you need to fill gaps. In this chapter we have several types of assessments you can check out to see how they can help you know yourself and know what you need for your team. Second, you will want to have your prospective candidates or current colleagues take assessments so that you, as the leader, know how to manage your organization better.

Finding Your Creativity: Be Inspired

“The key to being a successful creative person is to create. It takes a certain confidence level to sit down and put pen to paper, and face your fears... There are those voices that say maybe you shouldn't be doing this and stick to what you were doing. The main part of being creative is to defeat those voices. The most important thing: keep creating, keep developing your art, and keep learning about marketing.”

—Austin Kleon, artist and author

What can you create every day? Some people like to try a new recipe or change up a recipe for something they already know how to bake. Some people like to keep a journal to write or sketch in. Make a commitment to be creative every day. What is that activity?

Collaborations and Relationships

Arturo Villarreal grew up in a big family with a single mother in South Central LA. The family had financial challenges and he started working as a teen to help support the others. His loyalty and character as a teen earned him the respect of mentors, who took him far. In our interview, he

still credits the mentors who gave him opportunities and the training that laid the foundation for his company, Virtus. He also credits his team of employees and finds ways to develop his staff so they grow in their skills and stay invested in the company. He personally visits his client sites to make sure each project is going smoothly.

Take care of your relationships.

“You can have all the experience in the world, but if you forget to take care of your clients and the people who help make that happen, you have accomplished nothing.”

Do you have a way of taking care of your relationships? If not, create a system to help you manage your clients and network. Think of ways to show you care. Do you need to mail a handwritten thank-you card or drop off a thoughtful gift?

Networking and Philanthropy

Building a network is about the quality of connections. It's about the amount of time you spend with your colleagues. It's about creating a win-win scenario for each of the people in your sphere. It also comes down to chemistry and personality. At the end of the day, we do business with people we like, people with whom we have things in common.

Building a quality network has a compounding effect if it is done correctly. The crucial thing in building a network is not to forget about the people you met earlier. The follow-up and relationship building is key.

Conclusion: How to Pivot

If you're afraid of a certain change that needs to happen

with your career or business, let's do an inventory. Make a list of what is holding you back, your fears. Then write a list of what you will miss out on if you don't make that change. Look at your opportunities versus your fears.

Then find someone to help you take the next step towards your goals. If you don't know who that someone is, ask your network!

Take two pieces of blank paper. Draw a mind map of your current and previous brands and draw a mind map of your new brand five years from now. What similarities already exist? Are there qualities from your brand you would like to bring forward to your new brand? Are there qualities you want to highlight?

Who among your audience would transition to your new brand? How can you give them a call to action to join the audience of your new venture?

Visualize five years from now. How do you see your company growing? How will it need to pivot? What can you carry forward from your current branding, and what new audiences will you need to adapt to for that future company? How can you stay ahead of that growth and prepare for it now?



Ivan Estrada is an inspirational business leader and highly ranked real estate broker with extensive experience in the industries of real estate and finance. He is a top producer in the Los Angeles metro area, with a thriving team in residential and commercial properties. Ivan is part of a selected cohort of top entrepreneurs for the Stanford Latino Entrepreneurship Initiative. He is a sought-after public speaker on topics of branding and marketing, personal development, and real estate by organizations such as Inman, California Association of Realtors, and The Real Deal.

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