

TRANSCRIPT



LAUNCH BRAND YOU TO THE WORLD!

Hi, and welcome back to the **Woman of Confidence Personal Brand Accelerator Course** and a massive congratulations on making it through to your final last class in your personal brand success formula journey. This is the magic moment you've been w working so hard for in your brand journey. It's so exciting because if you're listening to this final master class right now, you've completed all the lessons in this course, and you are ready to launch your brand to the world.

And I'm so excited for you as I know how launching your brand to the world can open up attract so much greater opportunity choices and more financial security for you. Launching your brand will help you grow your impact and influence in a much more meaningful way.

So, In This Final Masterclass, We Are Going To Do Three Things.

- 1. Plan your strategy to launch your brand.
- 2. Complete your stakeholder connection planner that you started back in module one
- 3. Create a plan for your continued brand development and growth

My goal is to give you a framework and a simple method to launch your brand and a plan to grow your brand from strength to strength so that you can maintain and sustain your brand moving forward. Next, I will walk you through how to build a strategy to officially launch your brand to the world. Officially launching your brand will help you make an immediate impact and grab people's attention and allow you to show up and shine as the brand new you, and show them all the hard work you've been doing. Having a launch strategy is a powerful way to boost your confidence. It makes people sit up and pay attention and re-engage people all at the same time.



Now you might be thinking right now, "well, why should I officially launch my personal brand? Can't I sneakily update my brand and image without really making a song and dance of it?" And if you are a professional working in a large organisation, this possibility may be the best option for you because you must be very conscious of your organisation, brand guidelines, and regulations to promote your personal brand and public profile.

But the good news is all the work that you have put into developing a standout personal brand and online profile will make you instantly more visible and more recognisable and help you be seen as a leader in your industry. Instead of an official launch strategy for your personal brand you can instead focus on the content planner to grow and promote your personal brand through publishing articles and blogs, and posting and regularly sharing to continue to grow your authority and influence and make your mark in a much more exceptional way. Because consistency is the key when you're launching your brand. So, don't just stop after this course, consider ways to amplify it.

Pre-launch Brand Strategy Checklist

So, I've provided you with a personal brand launch strategy and a growth planner to help you. But before I walk you through this great tool that I've developed, there are things that you must do first.

- 1. The first thing is to set a launch date. Yep, you need to start with the end in mind. Makes sense, right? I want you to choose a date, time and day of the week that will get the most engagement from your target audience. For example, don't choose a public holiday, that's not always the best idea. Maybe look at your website, social media, or LinkedIn statistics and determine when the best time for your audience to engage with you.
- 2. Ensure your online presence is complete and live. Check all your personal brand channels are up to date with your new brand, your messaging, and your images including your profile image, all your social media and even your online home base. Please make sure they're consistent and up-to-date and they're live. Test all your links and downloads, and make sure that everything works before launching your brands. And if they're not ready, then build a schedule to ensure you complete your personal branding assets and your online profiles are ready to go.



- 3. The next thing is to develop your official messaging. Now consider why are you launching your personal brand? Is it because you want people to refresh your image? Because you've got a new project? Have you got a new personalised website? Or perhaps a podcast? Or maybe you just want to show up and reengage your contacts, clients and customers and connections and show them the brand new 'you'. Whatever the reason, you must get clear on your intention and then focus your key messaging on exactly what you want to say.
- 4. The next step is to consider, what's in it for your target audience? Do you have a new article? A new eBook, a free download, or a consultation that you can offer them? This is something you want to consider, then think of in advance, because this asset you have to make, and you will need to have the links on hand to include in your launch campaign.
- 5. Now the final step is probably the most important: making sure you have a call to action. If you have any free offers and downloads, don't forget to add the links to your new online profiles and personal brand home base after you've done all these five things to ensure that you can develop your launch strategy around them.

Develop Your Launch Strategy

The next step is to plan your launch using my personal brand launch strategy and growth planner. This is an excellent tool that I've designed for you to plan how you will launch your brand to each of your stakeholder groups that you've already identified in your stakeholder connection planner because there are so many platforms that you can choose to launch your personal brand on. But the best impact can be achieved when you strategically coordinate the launch across multiple platforms simultaneously. To really maximise both your impact and reach and to also amplify your brand awareness.



Now Here Are Some Ways That You Can Launch Your Personal Brand;

- Posting and sharing on LinkedIn in some amazing posts
- Your social media accounts like Facebook, Twitter and Instagram
- Buy it direct email to your database and colleagues.
- Direct messaging is another way.
- Asking your close connections, partners, advocates and other people to share your message to their lists and audiences
- Facebook advertising.

So, my launch planner is a tool to help you determine which platform you want to use to optimise your reach and connect with your ideal target audience.

How To Plan For The Continued Growth Of Your Brand

Once you have launched your personal brand; you must consider a plan for the continued growth of your personal brand. As you have learned throughout this course, your brand is not a set and forget thing. It evolves and changes as you evolve and change too. And remain relevant and engage with your target and ideal audience; it would help if you continued to be visible and showing up in the world. The more you continue to grow your connections, alliances, and brand associations, the more impact, influence, and authority you will gain and command.

To help you do this, you are now ready to complete the second stage of your stakeholder connection planner that you started way back in module 1.



Part 1 – How To Complete Your Stakeholder & Connection Planner

So way back in module one you will have done your research and completed the gold section of this planner. Now in the gold section, you will have researched your market and made a comprehensive list of influencers in your market, key advocates, colleagues, stakeholders and potential partners and collaborators. Having now completed all of your branding work and established your brand values, vision, unique point of difference, and ideal audience; you are currently in a much better position to complete the red section of your stakeholder planner.

So now you're ready for the next step, which is to dive deeper into exactly how and why you want to connect with these key stakeholders. Now the first column is all about identifying the gap in the market, and that is why you are the best person for the job project, leadership role or opportunity. You can refer to your work around identifying your superpowers back in module 2 to identify how you can uniquely help this person or their business.

When completing the red section of your stakeholder planner, one thing that's super important to remember is that if you want to make meaningful connections, that last, you must consider how you can help the other person, because it's not all about you all the time. Building mutually rewarding, beneficial and profitable relationships will mean always being super mindful of how you can help and serve others. We all identify with that person that only calls or emails you when they want something from you. Building strong brand associations is really about helping each other to thrive. It's not just about how you can get something from somebody else.

In the next column, you must think about the best way to connect with this person or target audience. Is it a direct message on LinkedIn and email or a phone call? Be specific with how you're going to reach out to them.

Now the next column is one of the most important things to consider in your connection plan. Be clear on **why** you are connecting and what you want to achieve from meeting or connecting with them, and that is what your intention is for wanting to communicate with them.



After identifying this, you will need to think about what you need to do to prepare. Is it doing more research on their background? Or maybe their products and services or other people in their businesses that they are also connected with? Or perhaps you need to prepare a proposal document, or it could be that you need to ensure your LinkedIn profile is fully optimised. You may have to prepare a free download or product for a prospect and ensure it's complete. Create a new podcast or an article and make sure that it's live, or ensure that your home base is up to date with relevant links. Whatever it is, preparation is the key. So this is especially important when you meet someone for the first time, as they almost certainly look you up online. If they don't know you directly, you also want to show up being completely informed about the other person and their business or organisation so you can put your best foot forward.

Now the final columns are all about tracking the progress and outcomes of your new connection and following up. Where do you go from here? And again, this is critical, as if you promise something or agree to follow up, make sure that you do. If you promise to do something and don't follow through, you will risk damaging your brand and reputation. So, it's super important to have tactics and a schedule, so you don't forget about important contacts and what you've promised to deliver to them.

How To Plan For The Continued Growth Of Your Brand - Part 2

The following tool I've developed for my business and coaching clients, and I will share it with you today, because if you want to continue to meet your goals, you must consistently check in with what you have accomplished. You must celebrate your wins and then set about setting new goals and priorities that will take you to the next step in your leadership and brand journey. So that means revisiting your goals and your top five priorities and your vision work that you've completed way back in modules one and two to now set your plans and your goals for the next 12 months. You will need to set your brand and leadership goals every single year. Your brand is not a set and forget thing; it is part of your plan for success and this tool is a simple and effective way for you to map out precisely what you will need to do each quarter to achieve the results you desire.

- 1. Step one is setting your major goals for the next 12 months.
- 2. In Step 2, you will then set your quarterly priorities to achieve these goals and
- 3. In step three, you will create an action plan.



Your Final Assignment Is To:

- **1.** Complete the second stage of your stakeholder connexion planner.
- 2. Create a plan to launch your brand to the world, and
- **3.** Set your branding goals for the next 12 months to continue the growth of your personal brand.

So, there you have it that was the final master class of your brand success formula journey! If you've invested in the **Expert or Executive plan** for this course, you will have missed out on some of the specialist masterclasses back earlier in module 4 and module 3 aimed to help you grow your thought leadership and your authority and influence as a leader, including a class on content creation, publishing, promoting and repurposing your content. To help you maintain and sustain the growth of your brand—there is also a class on how to get featured in the media and become a featured guest blogger. But don't worry, if you didn't sign up for this right away and now feel like you're ready for that next step because you can upgrade your plan to get full access to these amazing influencer classes right now. All you need to do is click onto one of the locked classes, and you will be able to upgrade and gain access to these super valuable masterclasses instantly.

But now it's all up to you. You have step-by-step guidance and resources. And don't forget you can also book in to reserve a one-on-one coaching call with me for extra guidance and support to help you to achieve your goals and dreams in this course.

Now it's time for you to claim your space and make your mark.

You have the templates and exclusive swipe file files you need to build a brand so that you can better Be Seen, Be Heard, and Be Noticed as the leader you want to be and create a world-class signature brand you can profit from. But I want you to remember; don't spend any more time wishing, wanting and dreaming for more or living a life that really doesn't bring the joy, success and happiness you desire. Instead, continue your brand success journey to actively craft your future to be the leader you want to be, and a true **Woman of Confidence.**

You have got this!

Suzie



MY NOTES

