



# BRAND 'YOU'

**9** simple rules

**LUKE**



My name is Arthur Luke – previously creative director of the world’s biggest branding agency. I’m a branding expert, coach, blogger and lifelong entrepreneur.

For over 35 years I have been helping some of the world’s biggest brands and smallest startups, as well as my own, to find success.

When we start a new business for the first time 'we don't know what we don't know'.

Therein lies the rub.

# The power of 'YOU' as the brand

Like it or not, we live in a branded world.

It's an inescapable truth and the consequences for us all, as individuals, are profound and far-reaching.

**As consumers** we are constantly branded; from the clothes and perfume we wear, to the car we drive and the drinks we drink.

Everywhere we turn brands shape our lives. We become (willing) walking advertisements for the brands we love. They represent our aspirations and our dreams.

**As businesses** (especially new businesses), we struggle to be noticed above all the others selling the same stuff to the same customers.

Sometimes the best way to stand out from this noise is 'to be your own brand'.

# What is a personal brand or 'YOU' brand?

For me Jamie Oliver is one perfect example of a successful 'You' brand.

There have been many famous ones over the years; from Chanel and Dior to Richard Branson, Oprah Winfrey and David Beckham, where the personality has successfully become the 'face' of the brand.

Jamie Oliver is a chef, restaurateur, businessman, author, TV personality, passionate campaigner **and** a brand. We all know his face, what he does, and what he stands for.

He is the face and name of what is now a global brand.

The power of the 'You' brand is that it puts a human face to a whole range of products and services.

## How do you build a 'YOU' brand?

If you want to build your new business idea and brand around 'you' instead of your product, the first thing you need to do is - and I know it sounds corny but... 'be yourself'.

Don't pretend to be someone you're not.

Building a brand and a business around 'you' rather than your product is not for everyone, and that's ok.

You're putting yourself centre stage (and in the firing line) and that can be very uncomfortable.

You're stepping out from behind your product or idea to become the brand itself.

- What will people think?
- What if no-one likes me?
- What if they think I'm rubbish?

It's okay to be the centre of attention in business. In fact there is no other way; so embrace it, don't fight it.

**\*Critical Tip:** If you want to build a 'YOU' brand you must start today, right now! The sooner you start, the sooner you begin building an audience.

## Here are 9 powerful rules for building your 'You' brand - right now!

### 1 Be you

There is only one you! Use that uniqueness to your advantage.

By building a brand around 'you', your personality, your talents, your knowledge, your values and your experience, you are creating something that cannot be copied. It's impossible.

**What a powerful thought!**

The worst thing you can do is to start with a lie. It sounds obvious, I know, but many people do.

Social media is full of people trying to sell to others based

on a lie. You know the ones I'm talking about.

If you want to be trusted, be honest. Brands that tell a genuine, honest story build a genuine following.

"In today's world many brands, just like politicians and institutions, are mistrusted by default and, in too many cases, rightly so".

It's time for you to leverage the 'YOU' in your brand!

## 2 Define your 'You'

This is where it all begins. Without working this one out you have no clear vision, no purpose, no plan and no brand story.

The formula is simple. Ask yourself:

- What you do best - your talents, your skills, your passions. (don't say you don't have any. Of course you do, you're just not thinking outside the box yet).

Where these talents and passions overlap is your starting point. **You build your brand from here.**



- What can you offer your audience that no-one else can?

People like to know about people. Your experiences, your successes, your mistakes and what gets you out of bed in the morning. These all make you who you are and who you are is important to your audience.

## 3 Define your audience!

Without an audience you have no one to sell to. Without an audience you have no business.

**“Until you know your audience, you don’t know your audience”**

Sounds obvious but I am always amazed at just how many people and businesses I talk to get it wrong.

**‘Your audience is not everyone’,** no matter how much you would like to think they are.

Define your ‘real’ audience and the whole process of building your new ‘YOU’ brand suddenly becomes a whole lot easier.

**Remember:** If you don't know your audience how can you expect to connect, inform, inspire and sell to them?

Do your research

- Where do they hang out online?
- What inspires them?
- Who are they following?
- What do they need?

The most successful 'You' brands know exactly who their audience is; they know where to find them and they focus on producing amazing content that resonates with them.

## 4 Build trust

To build a successful 'You' brand in you must build trust.

It doesn't come overnight and you can't buy it. It takes time. We have to nurture it, build on it and stand by it. It's the foundation of any lasting relationship.

It's a brands most valuable asset. Don't play with it or abuse it and don't underestimate its power.

In the world of social media, brands have nowhere to hide.

People see through the fake brands, the bandwagon brands and the dishonest brands.

“In a time of deceit telling the truth is a revolutionary act.” - George Orwell

**Tip: It's not all about you!**

(But you just said..) Yes, build your 'YOU' brand around you **but** it's not all about, “Look how impressive I am!”. It's about serving your audience. **It's about helping others and building trust rather than bragging.**

## 5 Build your reputation

People are remembered for one good song, story, skill, achievement or product. Build your reputation around one thing and 'own it'.

Become the 'go to' person for that subject/niche. This

keeps the message simple and succinct. It eliminates confusion in the minds of your customers and followers. Become a trusted expert in your niche.

**Pro tip: Once you have defined your true niche, stick to it. Don't be distracted.**

**Beware** - Customers always remember their one bad experience, so take care; your reputation depends on it.

## 6 Be inclusive

We all like to be part of something (well most of us anyway).

Too many brands, like politicians, sell to us behind a mask of sincerity; they don't walk the talk and the bigger the brand the more effective the mask.

Build your business and your brand on honesty, compassion, generosity and a common interest, and you will turn followers into customers and customers into ambassadors. Your cause will become theirs.

Brands that stand for something have a better chance of creating meaningful connections with their customers and followers.

**Remember:** When it comes down to it we are simply people talking to other people.

If you want to build a powerful brand, bin the 'business speak' and remember who you're actually talking to.

Be honest, be yourself and cut the crap.

## 7 Be consistent

Content is not king and it never has been. Usefulness is, but it is nothing without consistency and persistency.

Use whatever communication channels are right for your personality, and your talents, to spread your brand message.

It's all about building a relationship with your audience and to achieve that successfully you must be a regular and consistent voice in your niche.

## 8 Believe in 'you'

We are often our own worst critics, we convince ourselves we have nothing of value to offer. We tell ourselves no-one wants to hear what we have to say.

The truth is that there is an audience out there waiting to hear how you can help them.

## 9 Don't do it alone

We all need mentors.

"He that is taught only by himself has a fool for a master" - Hunter S Thompson

Someone somewhere has already been on the journey you are about to take.

That journey has given them knowledge, experience and valuable insight that could take you years to acquire on your own. Why repeat the mistakes of others when you can learn from them?

## What now?

Of course this is just the beginning. The next step is to put the 9 steps I have outlined into action.

## Brand 'You' - Online course

Everything you need to turn 'you and your business' into a brand that cannot be ignored!

This course is powerful and it's built on my 35 years experience of building global brands.

Imagine what that can do for you! ([FIND OUT MORE >](#))



\* Online Course