

MAKING *an* IMPACT

HOW TO BUILD A POWERFUL
PERSONAL BRAND



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Foreword by: Dr. Randal Pinkett, Season 4 Winner of *The Apprentice*

“Making an Impact: How to Build a Powerful Personal Brand”

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ARE YOU STRUGGLING WITH BUILDING A PERSONAL BRAND THAT HAS IMPACT?

In today’s marketplace, it’s easy to feel lost and confused when it comes to building a powerful personal brand—a personal brand that keeps your name, your expertise, and your company at the forefront of people’s minds. You know you *need* to, but you don’t know *how* to make the kind of impact that gets you noticed and attract the clients you need to grow a successful business. *Making an Impact: How to Build a Powerful Personal Brand* shows you how to define your personal brand, how to create a strategy for the greatest impact and how to

market yourself with influence and authority. Packed with proven time-tested tips and techniques, and sprinkled with examples, personal stories, and a little humor, this book will guide you through your journey of discovering the power of YOU and show you how to make an impact!

INTRODUCTION

If you are struggling with creating a personal brand that stands out and gets noticed, you have come to the right place. *Making an Impact: How to Build a Powerful Personal Brand* will show you step-by-step all the tactics you need to make your brand have an impact in the marketplace, so you naturally attract the opportunities to grow your

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business. This book contains examples of the techniques corporations use to build brands, case studies of clients who implemented techniques taught in this book, and low-cost ways to make your brand stand out. You'll no longer be confused about how to brand yourself after reading this book.

It's easy to think that personal branding is for celebrities or influential people. After all, we follow them on social media, read their articles or see them on T.V. and think there's this magic formula to creating a personal brand. The reality is, everyone has a set of unique attributes that make them who they are. Those attributes can be positioned and packaged into a brand that has meaning, offers value, and contributes to the success of the company.

When you read this book, you'll realize you've been confusing your audience trying to be like your competition instead of creating a brand that aligns with your mission, vision, values and goals. You'll also realize that the secret formula lies within YOU. The authentic you! *Making an Impact: How to Build a Powerful Personal Brand* will help you define who you are, create an action plan and show you how to market yourself.

For the last 16 years, Tarsha has built and grown a brand called, The Marketing Lady and she shares with you how she did it. She shares with you all the strategies and techniques used with thousands of people she coached, trained, or consulted. The secret to a powerful personal brand is all in this book. You'll benefit from reading this book because you'll have a plan that makes the process of learning how to market yourself less terrifying.

If you are brand new to personal branding, read the first five chapters of the book because it defines who you are and what your brand is meant to be. I encourage you to download the personal brand action plan using the links provided after each chapter. If you are familiar with personal branding but need strategies to create more visibility, I suggest you start with chapters 6-9. And if you are looking to improve your personal brand, read chapters 10-12. Throughout the book you will have actions steps you can take and a notes page to jot down how you can implement what you've just learned. You'll read testimonials from people who have followed the techniques in the book report improved results.

While building a recognizable brand takes time, commitment and consistency, you can successfully create one on your own or fast track your success, by working with a personal brand coach certified in giving brand assessments. Wherever possible, web site addresses of resources have been included. When you visit these sites, you'll find additional information to help you increase your success at personal branding. If you have questions

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that the book didn't answer or you need extra advice and inspiration, there are personal brand resources at the end of the book.

The personal brand tips and techniques you're about to read have proven results. Each chapter provides information that will help you stand out so you can attract more opportunities AND be top of mind when someone needs your product or service. If you follow the strategies in this book, it's highly possible you will go from no brand visibility to a powerful brand that impacts the success of your company.

CHAPTERS

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CHAPTER SUMMARIES

Chapter 1 – Brand Destiny

In the sixteen years I've been helping entrepreneurs, I've learned that most lack brand confidence and that holds them back. It holds them back from taking their ideas to market, holds them back from promoting what they offer and, in some cases, causes them to quit. Think beyond your outward brand and evaluate your internal brand (yourself) to ensure you

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as the owner, creator or brand itself is projecting confidence. Eliminate your fears and doubts by changing your mindset and focusing on your strengths. When you are confident in your personal brand and clear on the value you add, there are unlimited possibilities. Go to <http://bit.ly/PBactionplan2> and download a personal brand action plan to help you dive deeper into building a powerful brand.

Chapter 2 – How Brands are Born

Brands can be born with intention or by accident, like mine. Just like every human was placed on this earth to serve a purpose (whether you know yours or not), your brand must have a purpose, so it can have an impact on your customers and key stakeholders. Whether you have a company brand or a personal brand, define its purpose and live that purpose every day. Brands are born from our personality and attributes, our core meaning and what we are known for. Go to <http://bit.ly/PBactionplan2> and download a personal brand action plan to help you dive deeper into building a powerful brand.

Chapter 3 – Personal Brands are Influencers

You don't have to be a celebrity to be an influencer, but you do need to gain the qualities and skills that would get people to listen and take action. The qualities and skills discussed in this chapter will help you promote yourself, build better relationships and leverage your influencer style to move the needle to where you want it to go. Take some time and evaluate the influencing principals covered and determine which ones to incorporate in your personal brand.

You'll be surprise how more powerful your brand will become when you live by these principles. And lastly, you might think popularity is what makes a person influential. While that is partly true, what makes a person influential is their ability to hone in or their interpersonal skills like communication, confidence and assertiveness. Being an influencer is powerful. Building a personal brand that has influence is even more powerful. Go to <http://bit.ly/PBactionplan2> and download a personal brand action plan to help you dive deeper into building a powerful brand.

Chapter 4 - What's in a Name

Creating a memorable business name or brand name is a marketing strategy companies use to increase awareness and stay top of the customer's mind. When you sneeze and need a tissue, you might say, "hand me a Kleenex". Kleenex is a brand name that has become associated with tissue paper for the nose. A good name can help you with your online search results, it can make it easier to find you and can clearly explain what you do for the customer. A powerful brand needs a powerful name to be positioned for greatness. Go to

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Chapter 5 - Positioned for Greatness

Learn about your customers and competition in order to position your brand as the top choice in the industry. Understand how your company compares to others in your market and stay on top of innovative trends. If possible, try to create your brand messaging specific to the target market that you are aiming to reach. Use the buyer persona method to help you segment your audience better. Becoming more customer centered instead of brand centered is important to build trust and rapport. Lastly, make sure you do some research on the competition using the tools mentioned in the book. It will help you better understand your competitive advantage. Go to <http://bit.ly/PBactionplan2> and download a personal brand action plan to help you dive deeper into building a powerful brand.

Chapter 6 – I Have a Brand Now What?

The important thing to learn from this chapter is creating your unique selling proposition and how to use it to stand out. Use some of the techniques mentioned to help you attract more clients and opportunities. Brainstorm ideas on how you can stand out from your competition, even if that means reinventing yourself. I hope the story I shared about my NFL experience will inspire you to take a different approach to how you market your brand. Go to <http://bit.ly/PBactionplan2> and download a personal brand action plan to help you dive deeper into building a powerful brand.

Chapter 7 – Boost Your Social Visibility

The main benefit of boosting your social media visibility is to increase your brand awareness to a built-in audience that is using the platform. When you develop your social media strategy, don't forget to leverage the various lead generation features that will allow you to capture email addresses and other information, so you can remarket to them. Use social media to build customer relationships and brand loyalty. And finally, use it to drive traffic to your website. Go to <http://bit.ly/pbactionplan2> and download a personal brand action plan to help you dive deeper into building a powerful brand.

Chapter 8 – But, I Don't Know How to Network

Getting together with other business people for the mutual purpose of increasing visibility and advocating referrals is the backbone of networking and it can be beneficial to

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promoting your business. However, most people don't know how to network effectively. Overcome your networking fears and avoid some of the most common mistakes people make when networking. Surprisingly, what most people don't do is develop a networking strategy.

Move beyond the business card to strategic networking for success and learn techniques to incorporate networking into your overall marketing strategy. In the next chapter, I'll teach you seven steps you can take to develop your very own strategic networking plan. Go to <http://bit.ly/pbactionplan2> and download a personal brand action plan to help you dive deeper into building a powerful brand.

Chapter 9 – 7 Steps to Networking Success

As the saying goes, a person who fails to plan, plan to fail. To make networking work for you, have a plan. Before you attend your next networking event, take 30 minutes to create your strategy. You will be intentional when networking; you'll save yourself a lot of time and you will leave feeling more confident that you will get business from the event. Look at how you do networking on LinkedIn and Facebook to determine how you can incorporate the tips above.

Remember to focus your social networking within groups to maximize your exposure and build relationships. Lastly, be aware of how you network based on your personality. You might find that the reason networking isn't effective for you is because weaknesses of your own personality or not clearly understanding other personalities of those you meet. Go to <http://bit.ly/PBactionplan2> and download a personal brand action plan to help you dive deeper into building a powerful brand.

Chapter 10 – The Brand Building Skills You Need

After reading this chapter you are probably thinking, "how in the world are you going to have a successful brand without the skills needed to build one." My purpose was not to alarm you but make you aware of what is required to take your brand to a higher level. No one can build a successful brand alone. You need people who are talented in the areas you are not, so you can focus on delivering the brand's promise to your customers. However, to maintain the brand's integrity and communicate your brand effectively, you want to gain the soft and hard skills I discussed in this chapter.

Do a self-evaluation and determine the brand building skills you want to learn and what you will pay someone to do. Consider the amount of time and investment needed for you to learn the skills yourself. Remember, you are the guardian of your brand, so make wise marketing decisions like a brand manager. Go to <http://bit.ly/PBactionplan2> and

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download a personal brand action plan to help you dive deeper into building a powerful brand.

Chapter 11 – Get Clear on Your Brand Message

It is important that you learn to connect with your audience, so you can share your messages in an authentic, relevant and meaningful way. When you do this your marketing efforts becomes powerfully irresistible. When your message addresses the customer's problem, it will draw and attract your ideal clients, thus giving you a willing, ready and able audience eager to pay for your products and services. Both the P.S.B.A and A.I.D.A models will help you get clear on your brand messages. Using storytelling techniques to share something that people care about and want to buy into. It's about framing your brand and dictating your value using story. Go to <http://bit.ly/PBactionplan2> and download a personal brand action plan to help you dive deeper into building a powerful brand.

Chapter 12 – When to Reinvent Your Brand

So now you know what reinventing yourself is all about. Reinventing your personal brand by creating a new S.H.A.P.E. is a good place to start. Look internally and externally to ensure you are reinventing in the best way. Create a personal image that reflects your S.H.A.P.E. Create a motto or tag line you want to go by. Branding yourself gives you a leg up on your peers. You must understand what your leadership brand is and develop a title and catchphrase that supports it. And, don't underestimate what a title can mean to your personal brand when you reinvent yourself. And lastly, be authentic. Be who you are and not what others think you are. Go to <http://bit.ly/PBactionplan2> and download a personal brand action plan to help you dive deeper into building a powerful brand.

About the Author

Tarsha Polk is an award-winning entrepreneur, international speaker and personal brand strategist with The Marketing Lady, LLC. Her experience spans over 20 years of combined marketing, sales, training and entrepreneurial expertise. Since 2003, she has helped thousands of entrepreneurs learn to attract more client and opportunities through marketing and business strategies. An engaging and inspirational speaker, Tarsha has spoken in 42 states and abroad on topics such as marketing, networking, entrepreneurship and communication skills. She is passionate about inspiring people to live their dreams through entrepreneurship. Born and raised in Virginia, she currently resides in Texas where she runs a women's business center and is past president of National Association of Women Business Owners, DFW Chapter. Visit www.themarketinglady.com or www.linkedin.com/in/tarshapolk.

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What People Are Saying About the Book

"Tarsha Polk does an exceptional job of providing a comprehensive guide that walks readers through the personal branding process step-by-step."

**Lethia Owens, CEO of Game Changers International, LLC
Ranked #8 Among the Top 30 Brand Gurus in the World**

"I met Tarsha when she was starting her career in e-commerce and branding in the hotel industry. I've seen Tarsha reach the palace of her dreams through hard work, strength of character and commitment to become the Marketing Lady she aspired to be. What a gift for all of us to learn from her directly through her disciplined approach to personal branding. Tarsha's book is an easy, fun, read and her authentic, caring voice comes through in her effective advice."

**Cary Broussard, Author, From Cinderella to CEO
Founder of the Cinderella to CEO Awards**

"Making an Impact: How to Build a Powerful Personal Brand is a great guide for individuals with the ambition to stand out in their discipline but who also need a framework to guide them to success. Tarsha Polk is a professional in this vein; she's positively impacted people, organizations, and businesses in their branding initiatives and I will highly recommend this book to all."

Matt Houston, President, Dallas Black Chamber of Commerce

"Making an Impact: How to Build a Powerful Personal Brand is an easy to read, easily implemented outline of steps for aspiring entrepreneurs looking to define, create and launch their brand in an effective and powerful manner."

Dr. Carla Russo, PhD of Zen Wellness Academy