



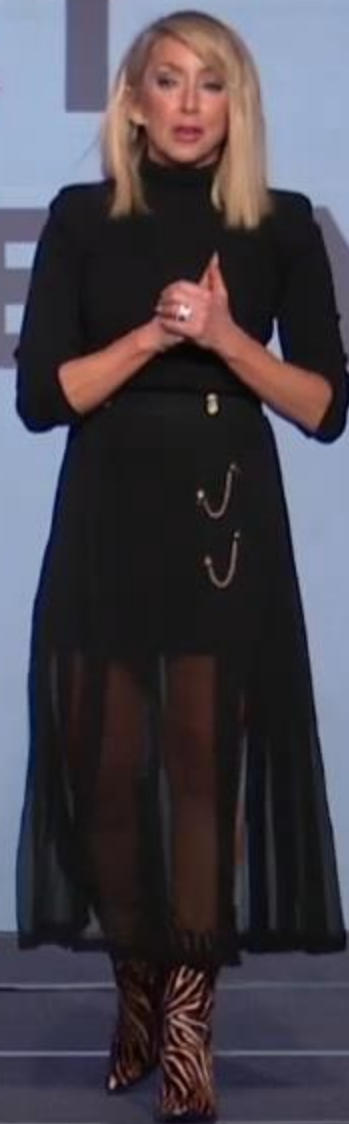
The Influential Personal Brand

WITH NEW YORK TIMES
BESTSELLING AUTHOR
RORY VADEN



BROUGHT TO YOU BY BRAND BUILDERS GROUP

IMPACT ACADEMY





The Influential Personal Brand

WITH NEW YORK TIMES
BESTSELLING AUTHOR
RORY VADEN



BROUGHT TO YOU BY BRAND BUILDERS GROUP

01

What Really is A Personal Brand
(According to Data)

02

Why Most Personal Brands Fail

03

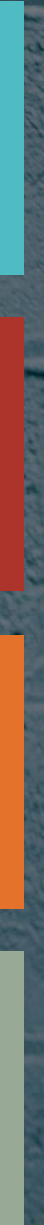
How to Separate Yourself From
the Crowd



01

What Really is a Personal Brand

PROBLEM #1



What is a
Brand?

A Brand

is what people think about
when they think of you



A-ha
moment

Ultimately, personal branding is simply the
DIGITIZATION of REPUTATION.

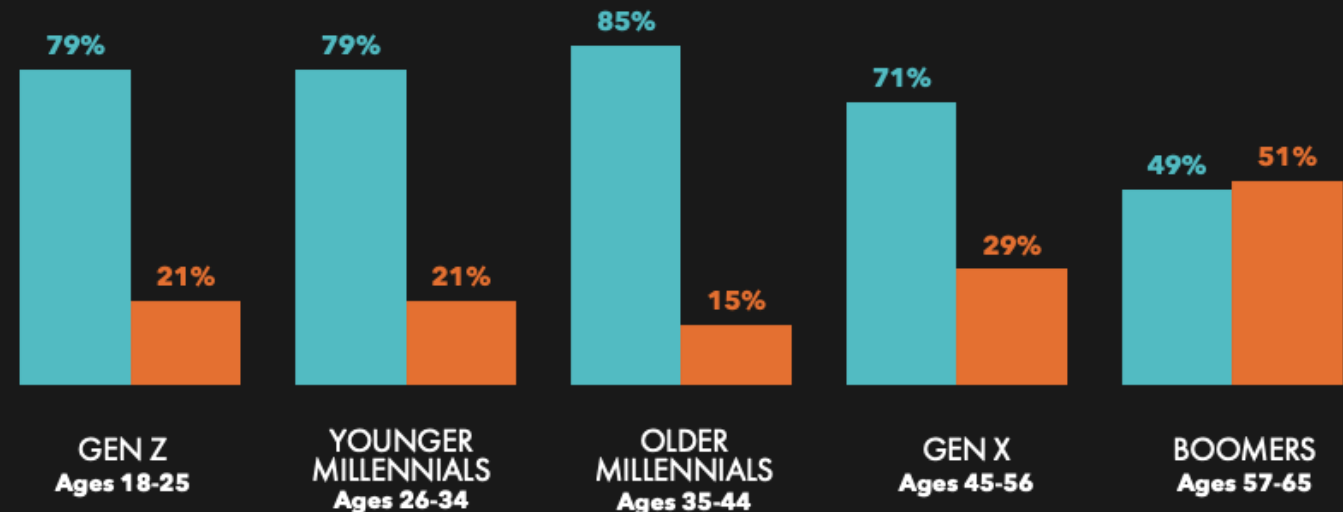
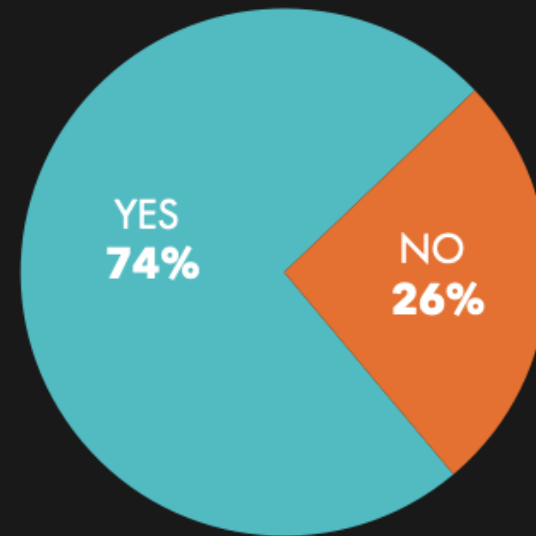
TRENDS IN PERSONAL BRANDING BY brand builders

Almost 3/4 of Americans are more likely to TRUST someone who has an established personal brand.

Millennials are the most likely generation to **trust** someone who has an established personal brand.

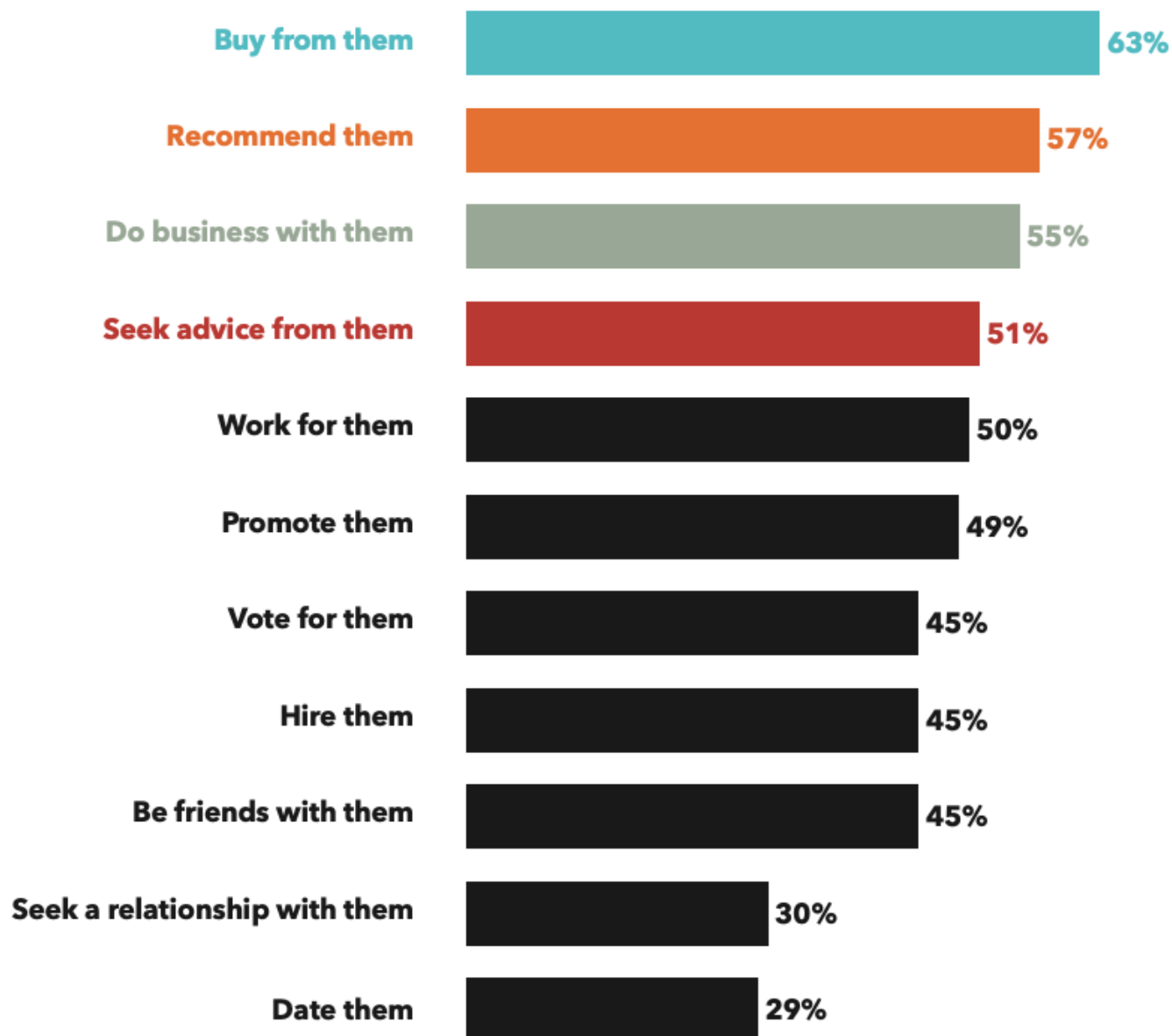
Q: Are you more likely to trust someone who has an established personal brand? Select one.

ARE YOU MORE LIKELY TO TRUST SOMEONE WHO HAS AN ESTABLISHED PERSONAL BRAND?



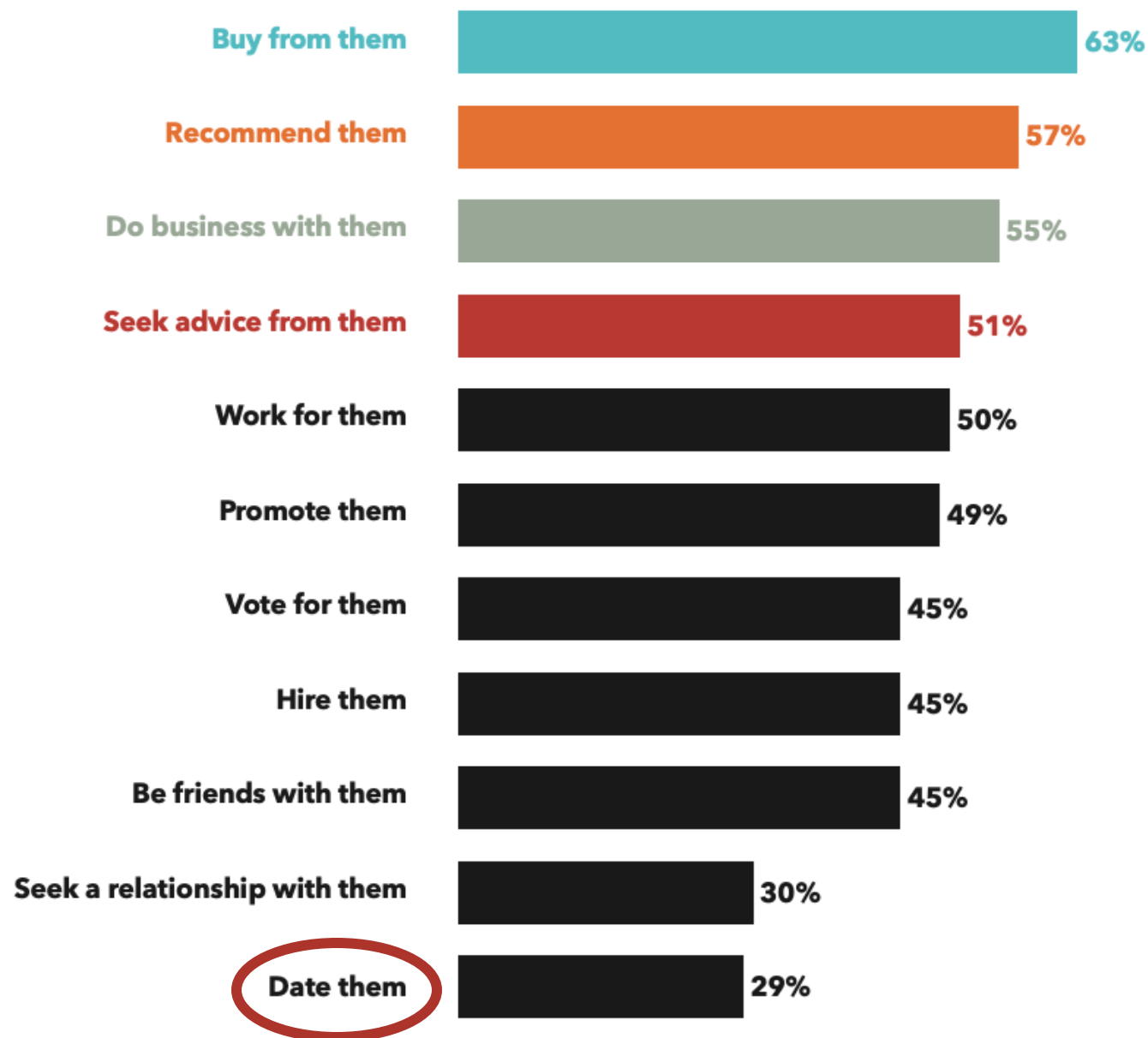
Americans are most likely to **buy from, recommend, and do business with** an individual who has an established personal brand

Q: Are you more likely to do each of these with an individual who has an established personal brand? Select one for each row.



Americans are most likely to **buy from, recommend, and do business with** an individual who has an established personal brand

Q: Are you more likely to do each of these with an individual who has an established personal brand? Select one for each row.

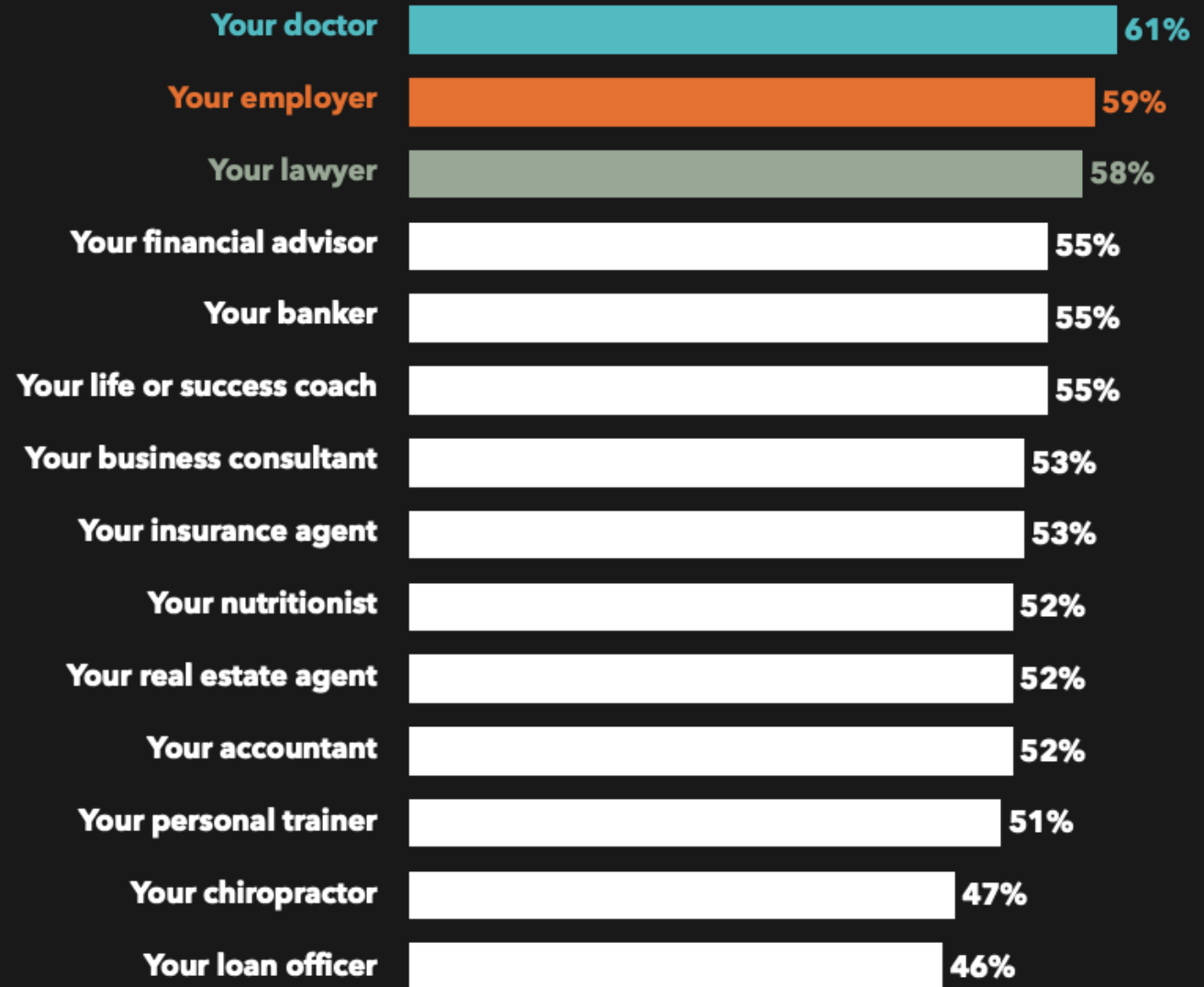


Americans believe it's most important for doctors, employers, and lawyers to have an established personal brand.

Overall, younger generations (ages 18-44) are significantly more likely than older generations to see the importance of professionals having an established personal brand.

Q: How important is it to you that each of the following people have an established personal brand? Select one for each row.

HOW IMPORTANT IS IT TO YOU THAT EACH OF THE FOLLOWING PEOPLE HAVE AN ESTABLISHED PERSONAL BRAND?





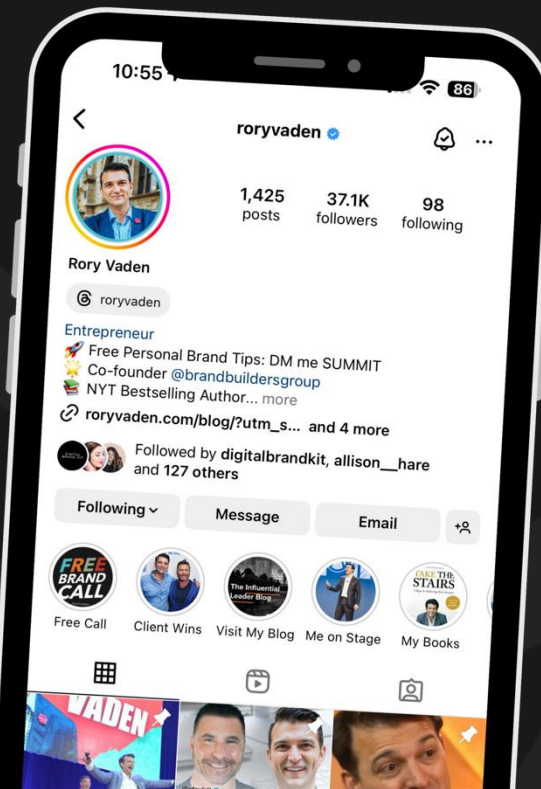
A-ha moment

The higher the requirement for **trust, the more important having an established **personal brand** becomes.**



I ME the word "FERR

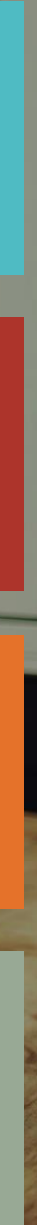
Get the Trends In Personal Branding National Research Study



02

Why Most Personal Brands Fail

PROBLEM #2



Simple
doesn't mean
Easy

Sheahan's Wall

UNKNOWN
(Obscurity)

WELL-KNOWN
(Notoriety)



Sheahan's Wall

UNKNOWN
(Obscurity)

Topics

Audiences

Profiles

Business Models

Jobs

Ideas

WELL-KNOWN
(Notoriety)



WHEN YOU HAVE DILUTED FOCUS, YOU GET DILUTED RESULTS



Marketing Overview

It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve the advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives. The objectives will be based on how you gain sales by acquiring and keeping customers.

A marketing strategy helps convey effective messages with the right twist of marketing approaches that will maximize your sales outcome and marketing activities.

Product Categories	Profit per Year				
	2013	2014	2015	2016	2017
General tools	+920.82	-13.9	+320.52	+7207.75	+80.82
Health & Medical	-13.9	+62.94	+239.74	-229.00	-13.9
Art Supply	+82.94	+920.82	+82.94	+239.74	+82.94
Kids & Baby	+659.02	+7207.75	+659.02		
Kitchen wear					



By the way
This is why
I'm behind on email



By the way
This is why
I'm behind on email





“

“Find your uniqueness
and exploit it in the
service of others.”

- Larry Winget



Sheahan's Wall

UNKNOWN
(Obscurity)

WELL-KNOWN
(Notoriety)

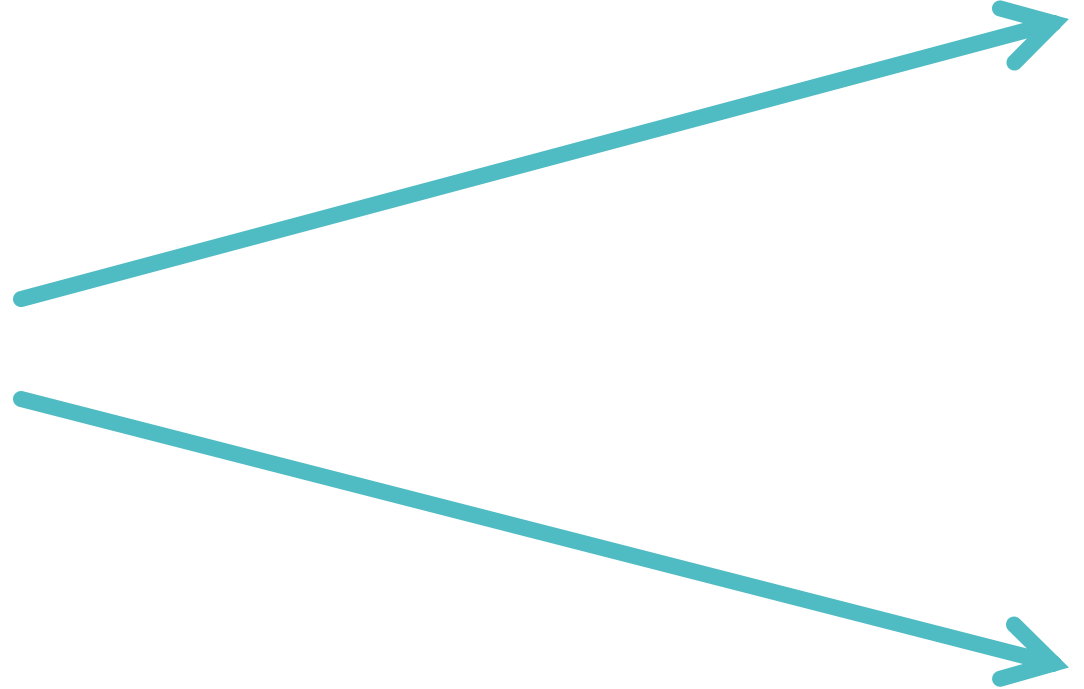


Sheahan's Wall

UNKNOWN
(Obscurity)



WELL-KNOWN
(Notoriety)





THE #1 SECRET TO BUILDING A BESTSELLING
PERSONAL BRAND



What Problem Do You Solve?

(IN 1 WORD)



WHAT PEOPLE REALLY BUY IS:

Solutions to Problems

If you aren't crystal clear on what problem you solve, there is
no way your customers ever will be either.

Shame



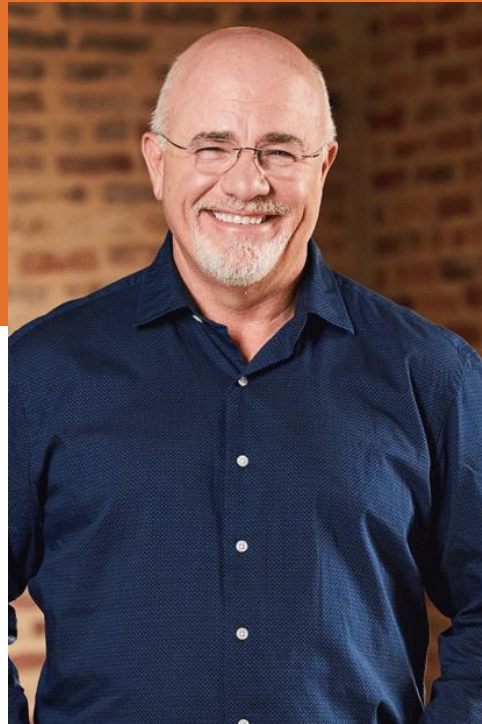
Brené Brown

Shame



Brené Brown

Debt



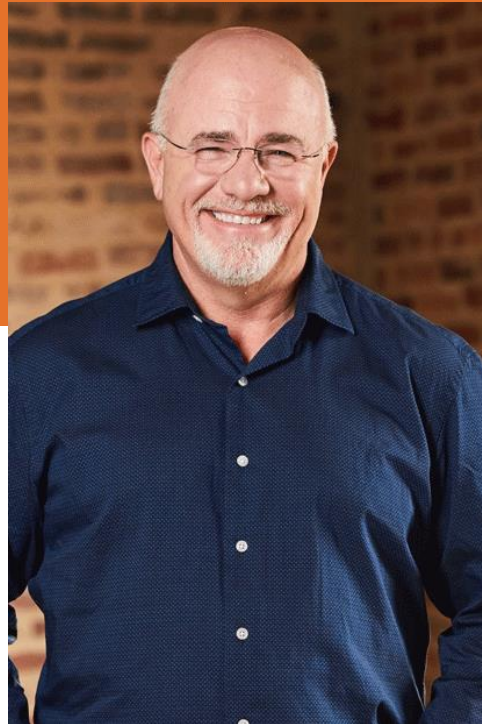
Dave Ramsey

Shame



Brené Brown

Debt



Dave Ramsey

Anxiety



Mel Robbins

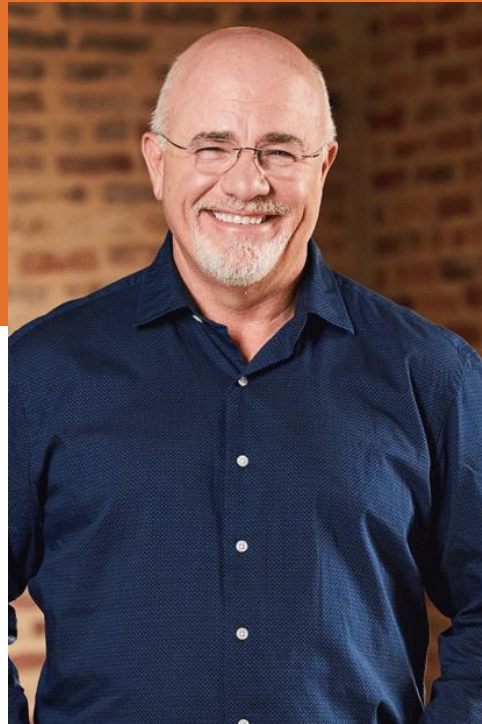


Shame



Brené Brown

Debt



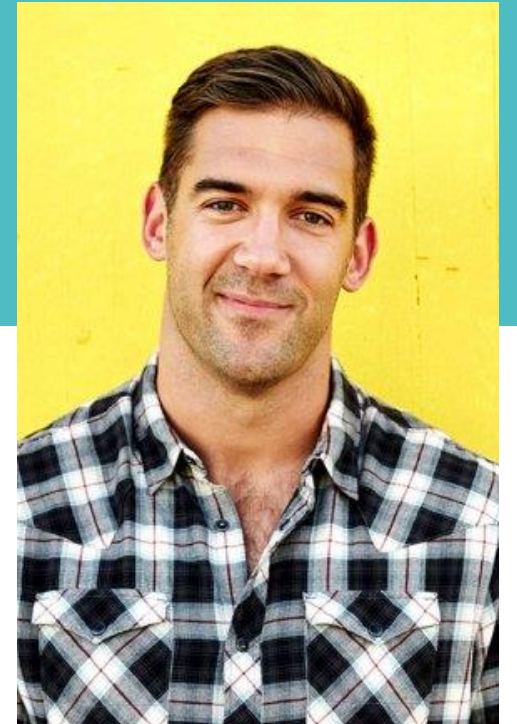
Dave Ramsey

Anxiety

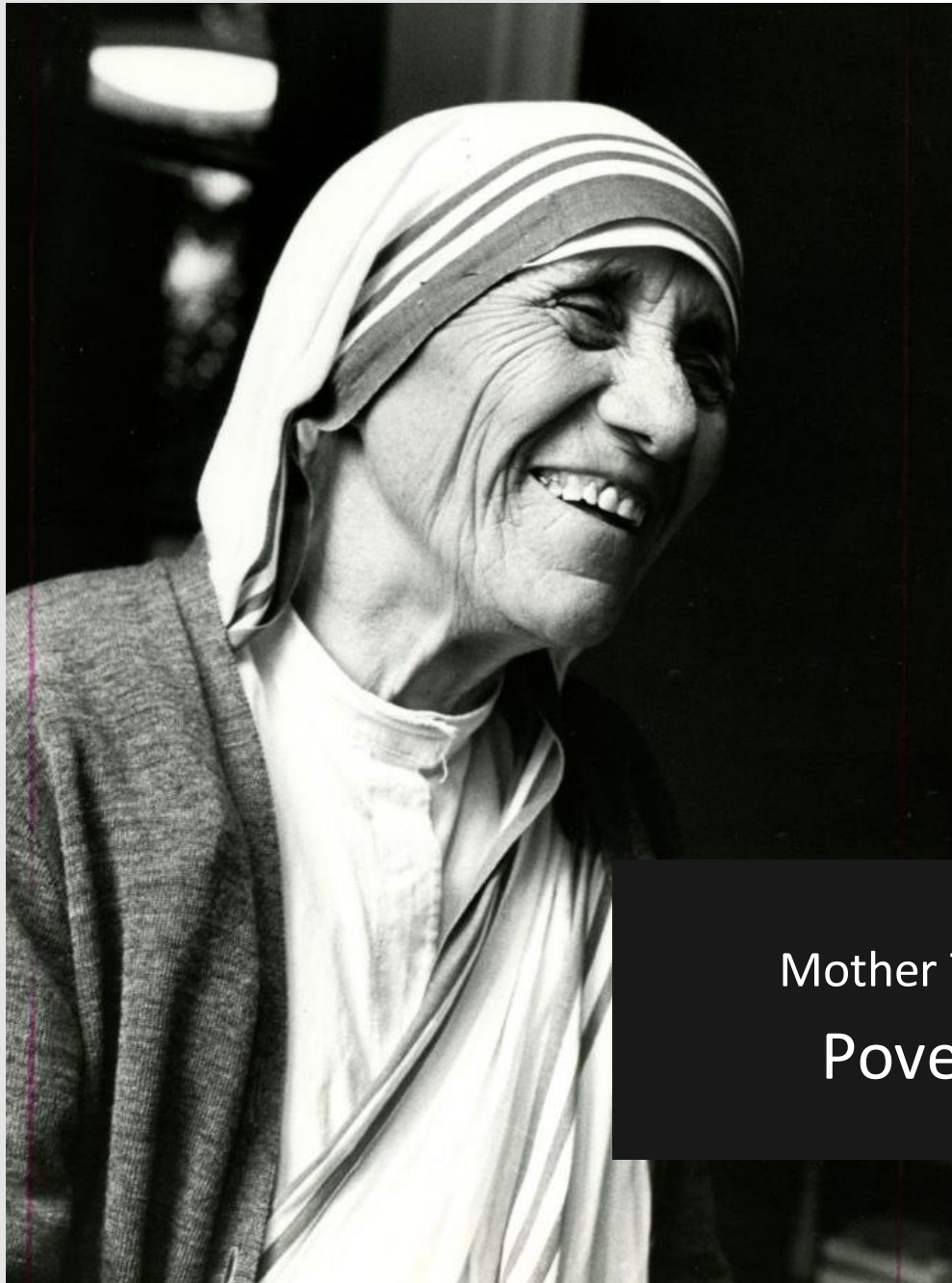


Mel Robbins

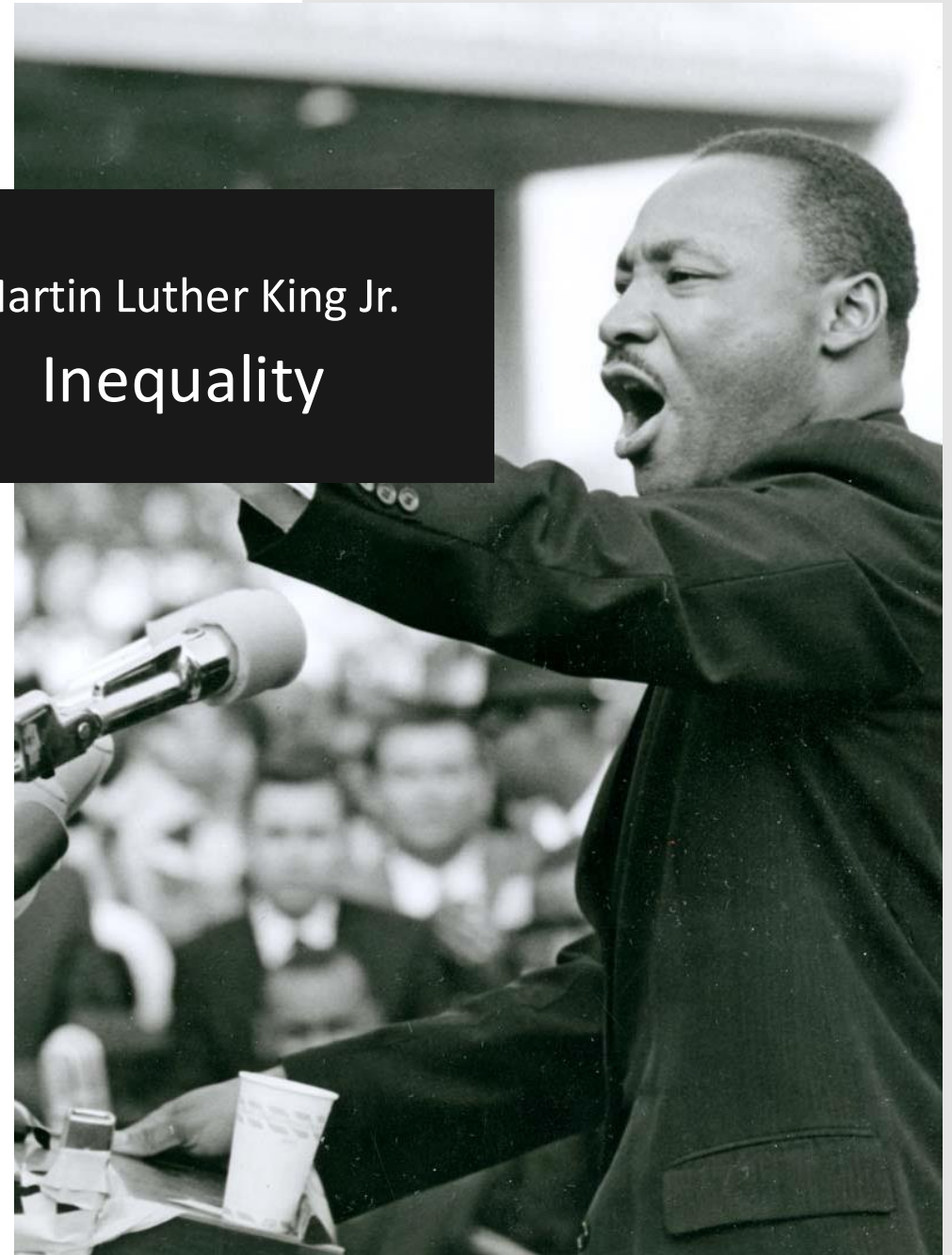
Self-Doubt



Lewis Howes



Mother Teresa
Poverty



Martin Luther King Jr.
Inequality



Procrastination

Procrastination

Consciously delaying what you know you should be doing

Creative Avoidance

Unconsciously filling the day with menial work to be busy being busy; distraction

Priority Dilution

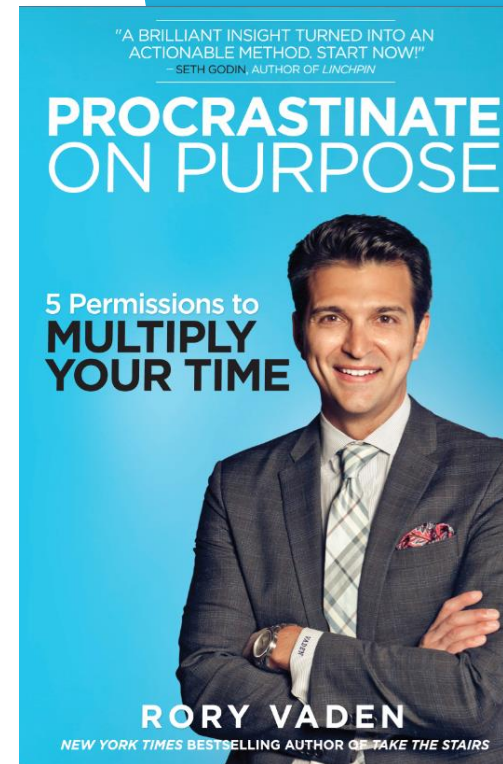
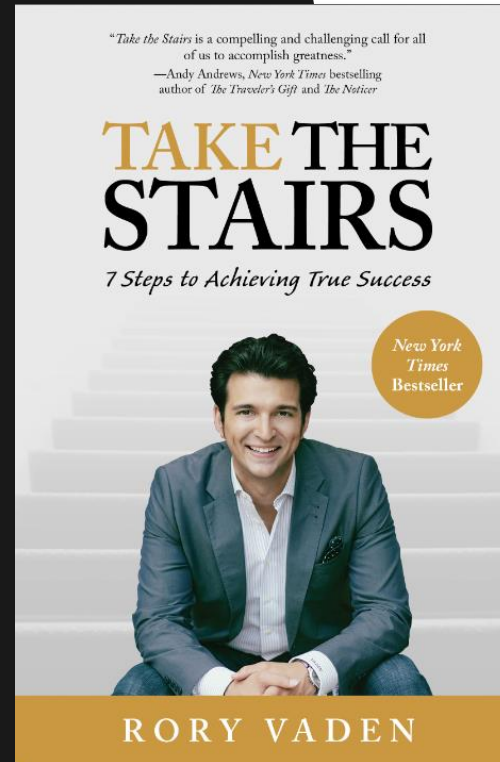
(Un) Consciously delaying by allowing your attention to shift to less important tasks; interruption

#1 WALL ST
JOURNAL

#1 USA TODAY

#1 AMAZON

#2 NEW YORK TIMES



NATIONAL
BESTSELLER

TEDX TALK – HOW TO
MULTIPLY TIME

HAS NEARLY 5
MILLION VIEWS

WEALTHY & WELL-KNOWN

Welcome to Rory Vaden's personal blog about the
psychology of Influence



Mission Driven Messengers



FAMILIAR FACES YOU MAY RECOGNIZE

Some of our clients include people like:

- **Lewis Howes** (NYT bestselling author and Host of The School of Greatness Podcast)
- **Ed Mylett** (Top 50 podcast host and #1 Wall Street Journal best-selling author of The Power of One More),
- **Luvvie Ajayi Jones** (NYT Bestselling Author and viral TED talk)
- **Tom and Lisa Bilyeu** (Founders of Quest Nutrition and hosts of Impact Theory podcast)
- **Eric “ET Hip Hop Preacher” Thomas** (NYT Bestselling Author with more than 5 million online followers)
- **Jon Gordon** (bestselling author of The Energy Bus)
- **Matthew West** (5-time Grammy nominated Christian music artist with over 25 #1 singles)
- **Peter Diamandis** (Harvard and MIT grad and founder of Xprize)
- **Amy Porterfield** (creator of Digital Course Academy and host of the Online Marketing Made Easy podcast)



What Problem Do You Solve?

(IN 1 WORD)



YOU HAVE TO SELL THE

Problem

AS MUCH AS YOU SELL THE

Solution





IN ORDER TO HAVE A BESTSELLING PERSONAL
BRAND, YOU HAVE TO

Become an Ambassador of the Problem

You are most **powerfully**
positioned to serve the
person
you once
were!

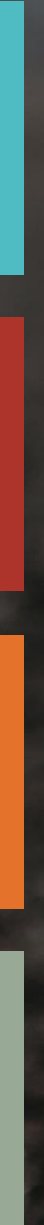
@RORYVADEN



03

How to Separate Yourself From the Crowd

PROBLEM #3



Even if you don't like it

You still must do it



Even if you don't like it

You still must do it



DON'T JUST DIFFERENTIATE
YOURSELF BASED ON

What

YOU DO

DIFFERENTIATE YOURSELF
BASED ON

Who

YOU ARE

Sheahan's Wall

UNKNOWN
(Obscurity)

WELL-KNOWN
(Notoriety)

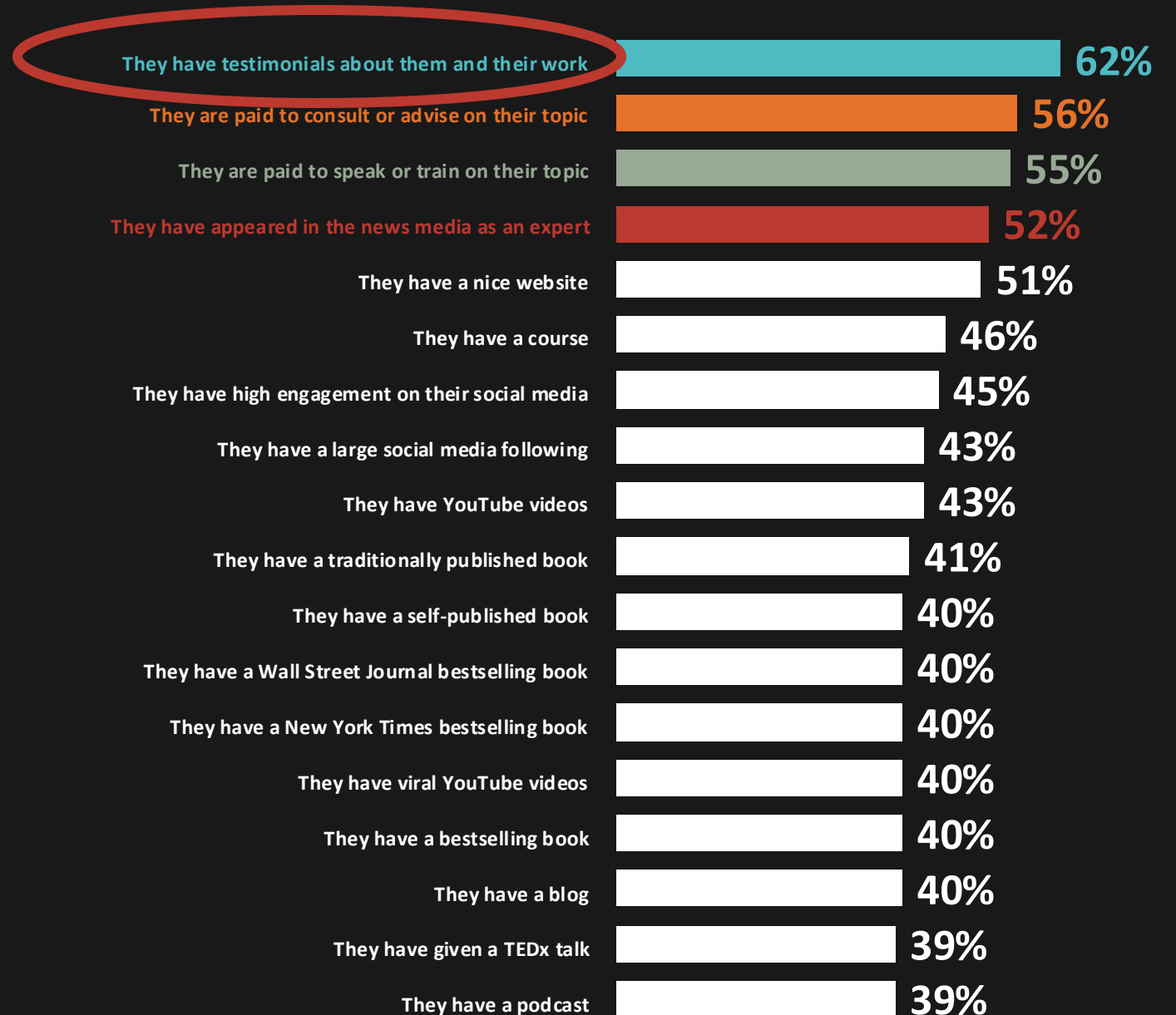


Trust

Want to know what Americans say
is the NUMBER ONE most
important factor when deciding
who to purchase from?!

Having **testimonials** about themselves and their work is also **the most important factor** for Americans when it comes to paying someone for a product or service.

Q: How important are each of the following when it comes to paying someone more for a product or a service?



To build Trust

See
you

To build Trust

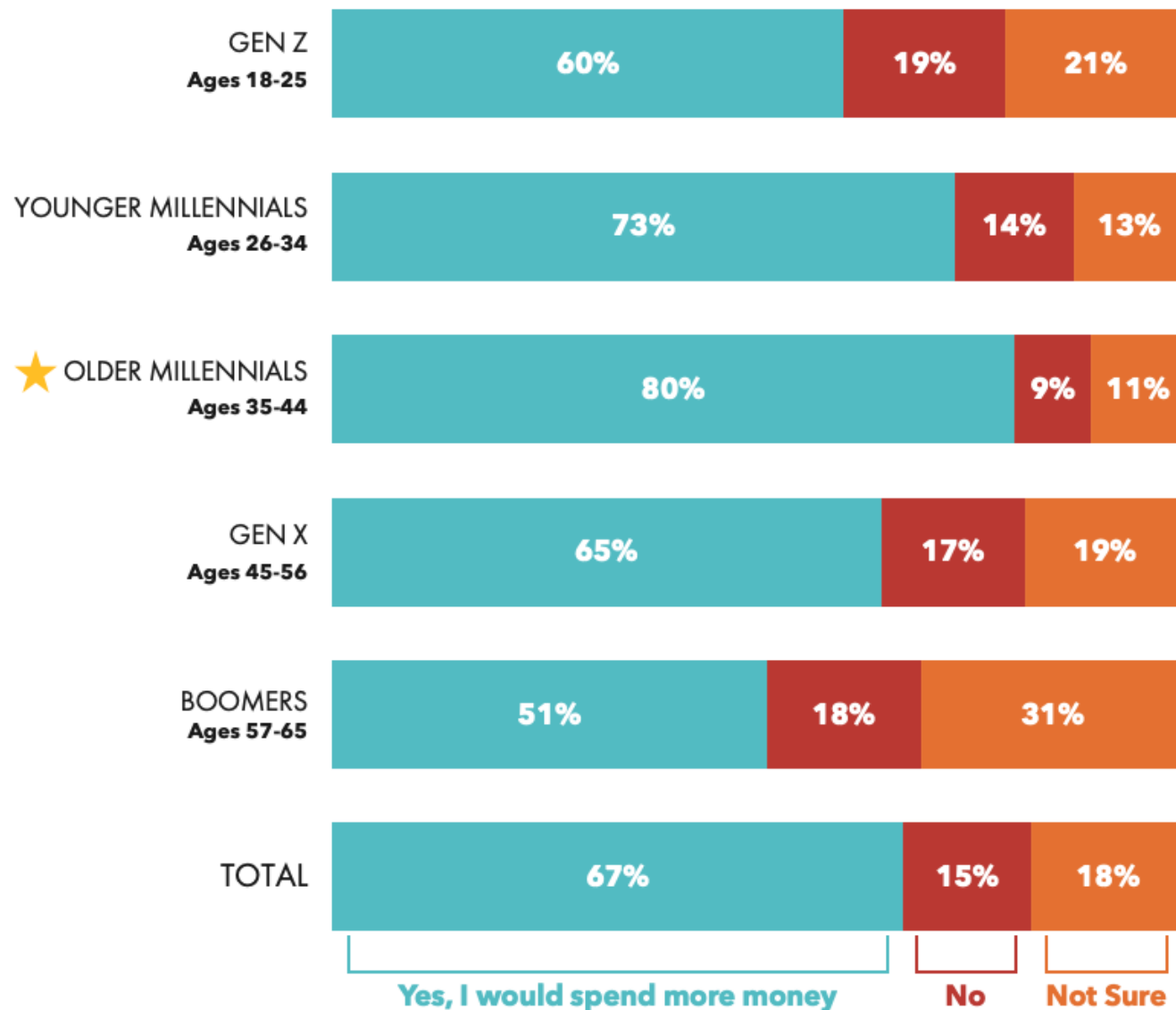
See
you

Know
you

2/3 of Americans would be willing to spend more money on products and services from the companies of founders whose personal brand aligns with their personal values.

Older Millennials are the generation most willing to spend more money on products and services from companies of founders whose personal brand aligns with their personal values.

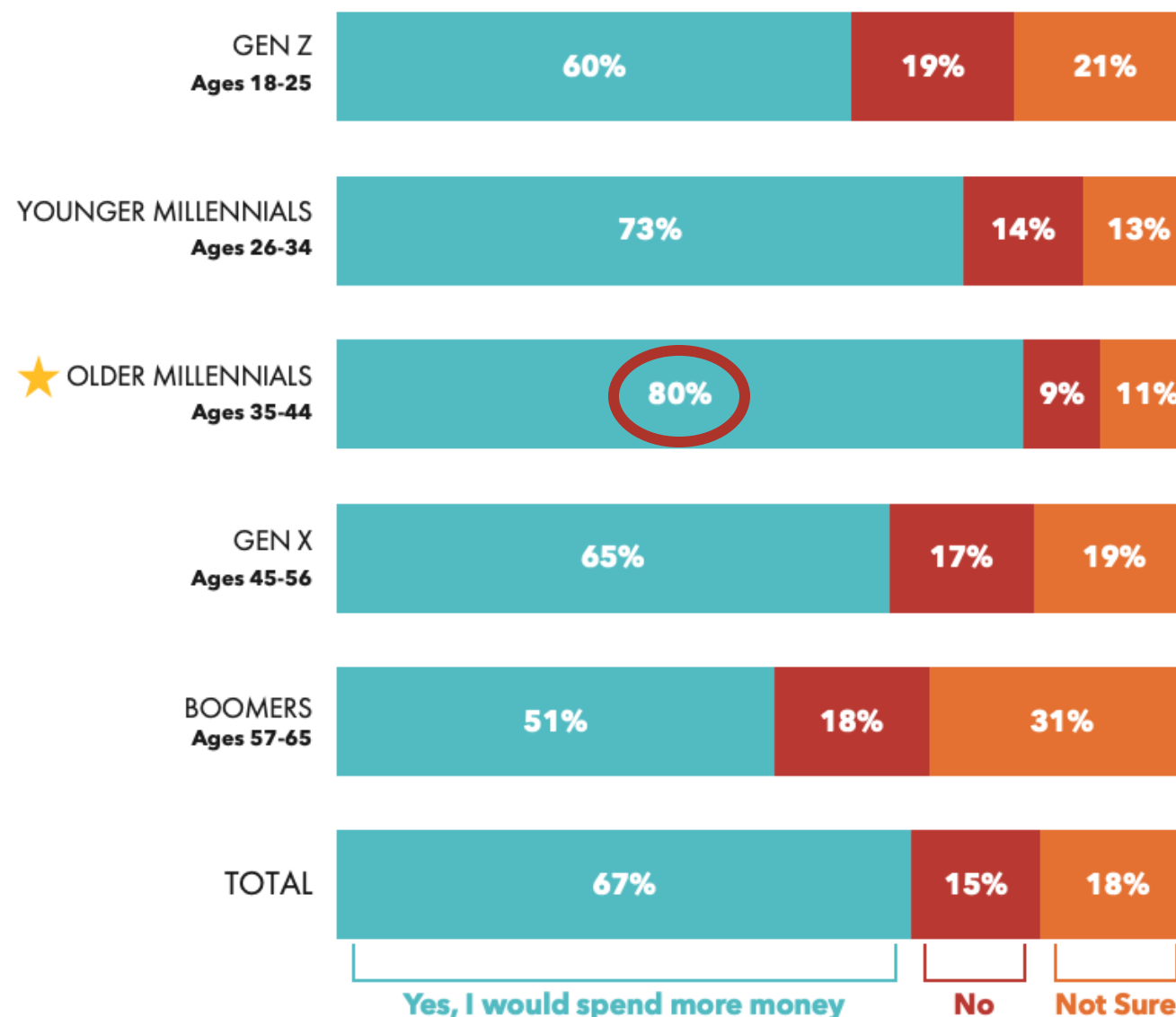
Q: Would you be willing to spend more money on products or services from the companies of founders whose personal brand aligns with your personal values? Select one.



2/3 of Americans would be willing to spend more money on products and services from the companies of founders whose personal brand aligns with their personal values.

Older Millennials are the generation most willing to spend more money on products and services from companies of founders whose personal brand aligns with their personal values.

Q: Would you be willing to spend more money on products or services from the companies of founders whose personal brand aligns with your personal values? Select one.



7 Questions Every Intelligent Skeptic Should Ask About Jesus of Nazareth

DM ME the word "ETERNAL"

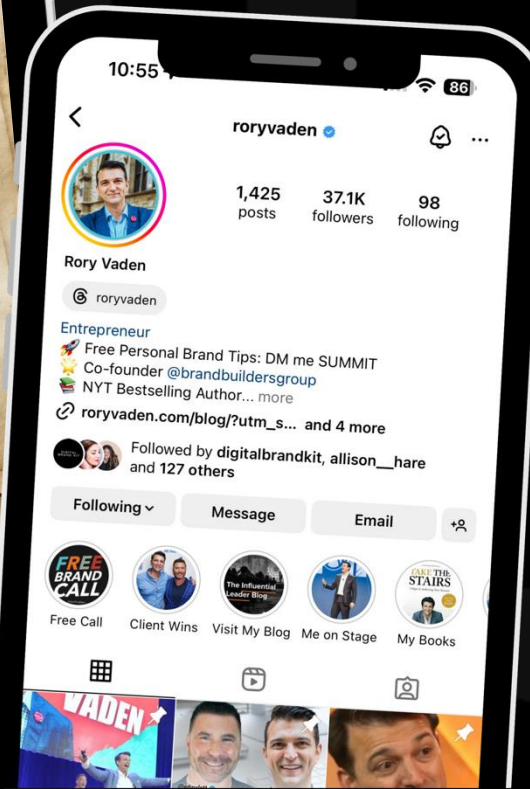
Get the FULL Eternal Life podcast series for FREE

ETERNAL LIFE

7 Questions Every Intelligent Skeptic
Should Ask About Jesus of Nazareth

HOSTED BY

RORY VADEN
NEW YORK TIMES BESTSELLING AUTHOR



Scan For
Instagram



To build Trust

See
you

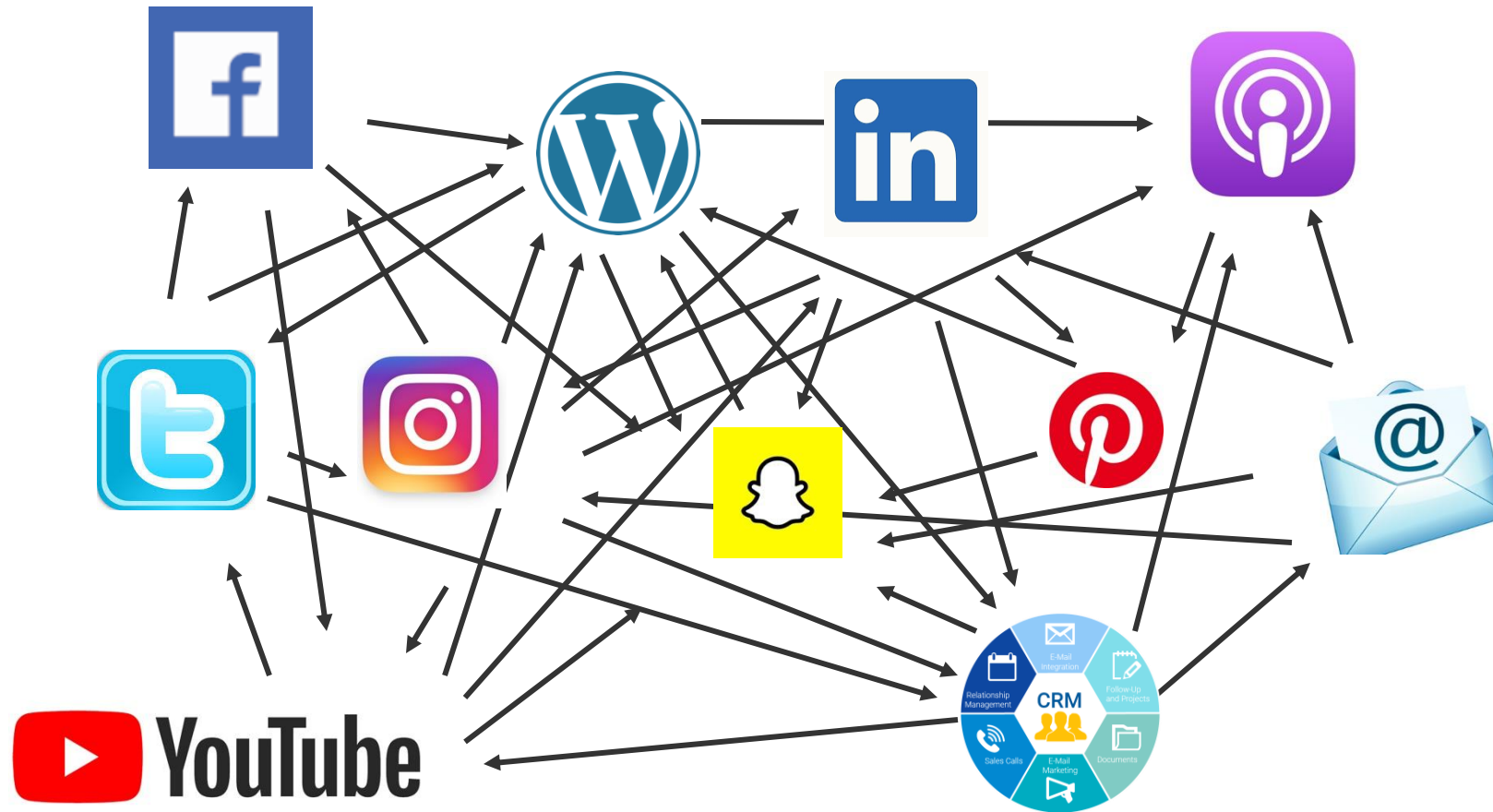
Know
you

Learn
from you

Typical Content Chaos



Typical Content Chaos



The Content Diamond:

A simple structure and detailed checklist that allows you to consistently create 1 piece of content that is easily distributed across multiple platforms.

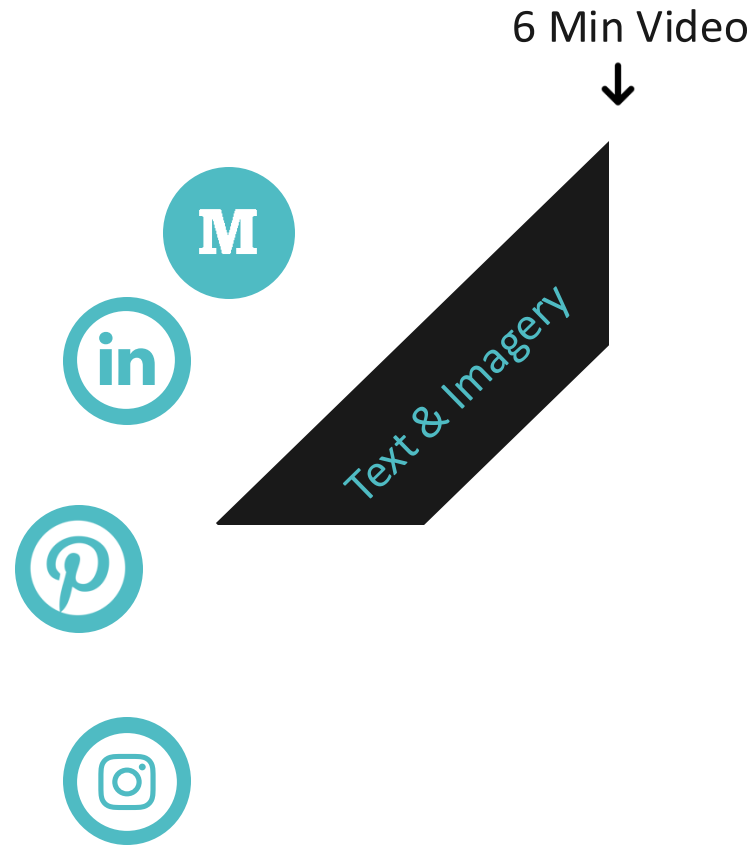
THE Content Diamond



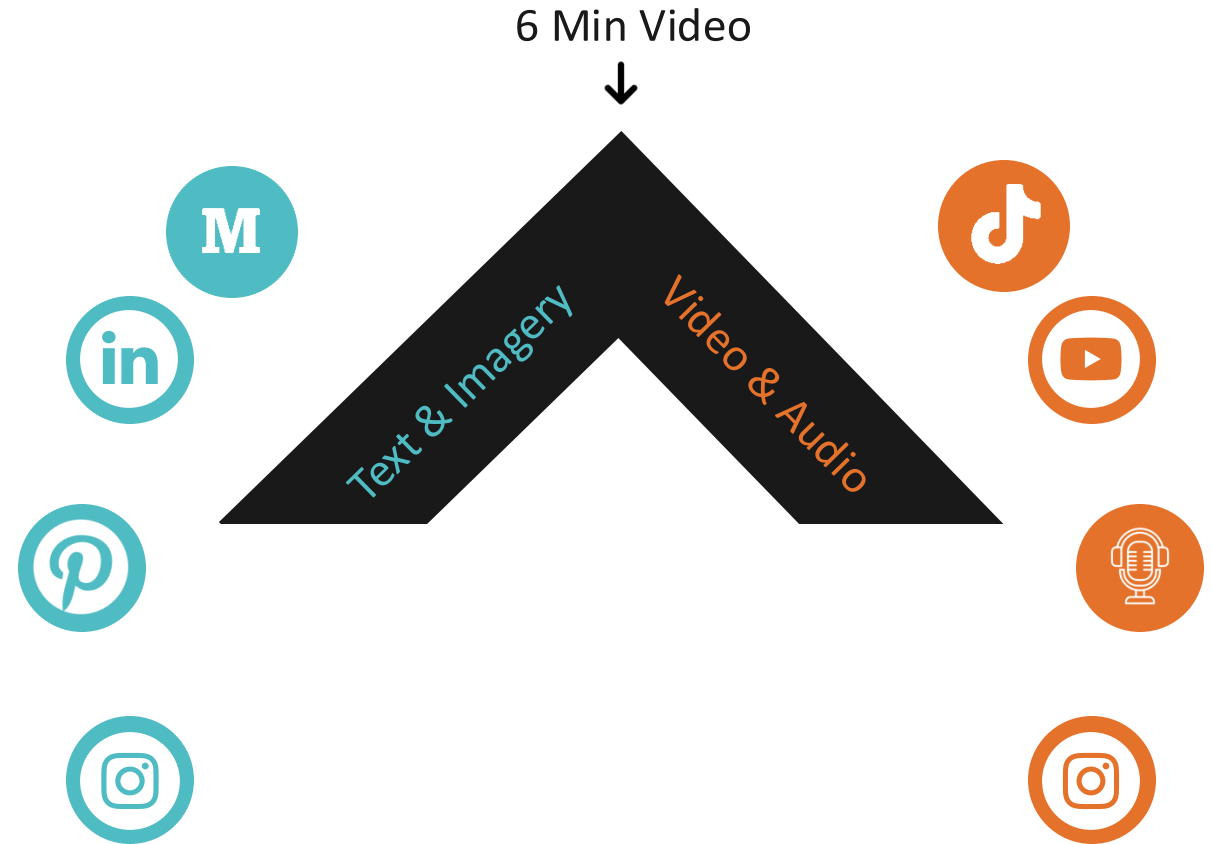
6 Min Video



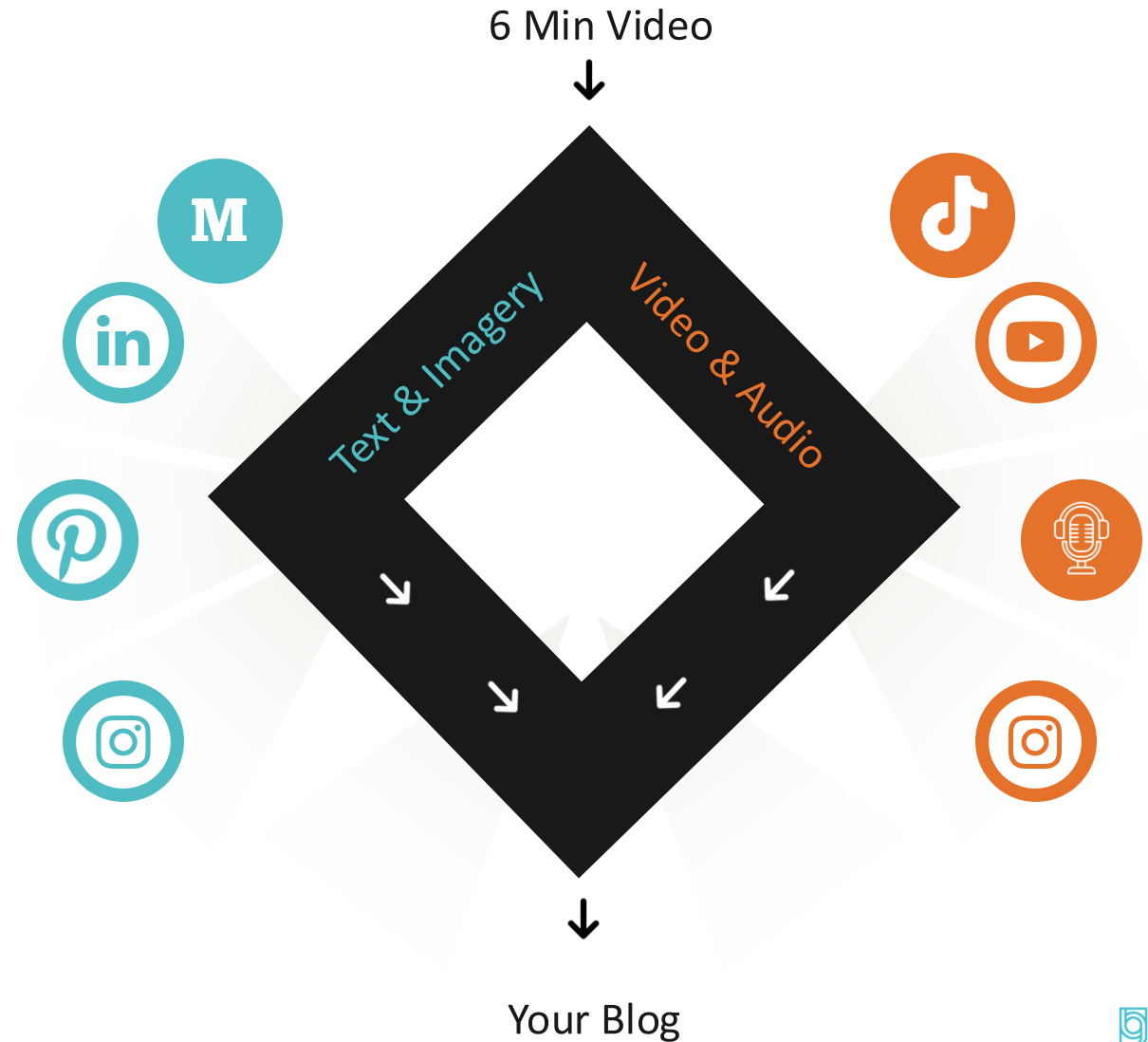
THE Content Diamond



THE Content Diamond

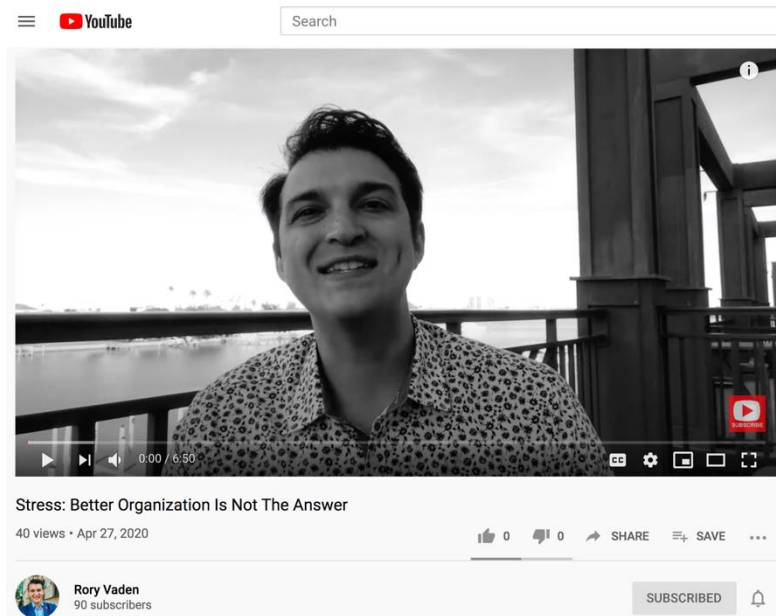


THE Content Diamond

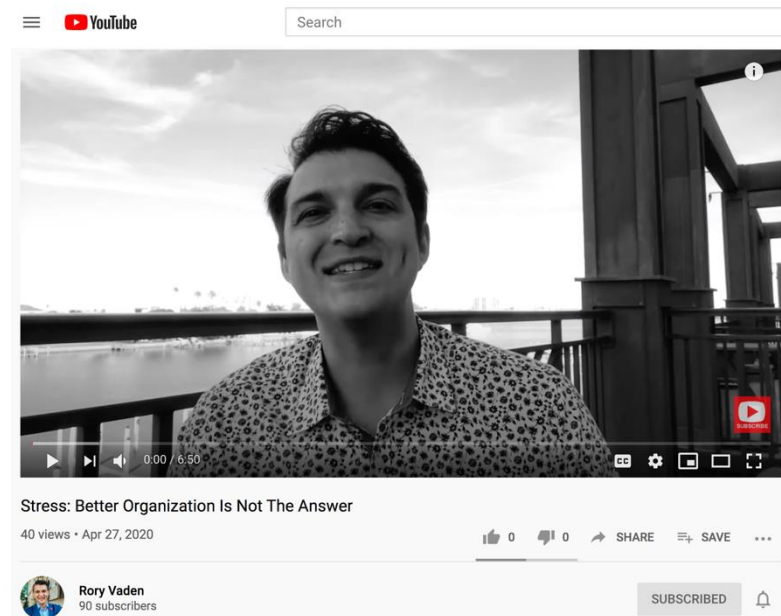


THE Content Diamond

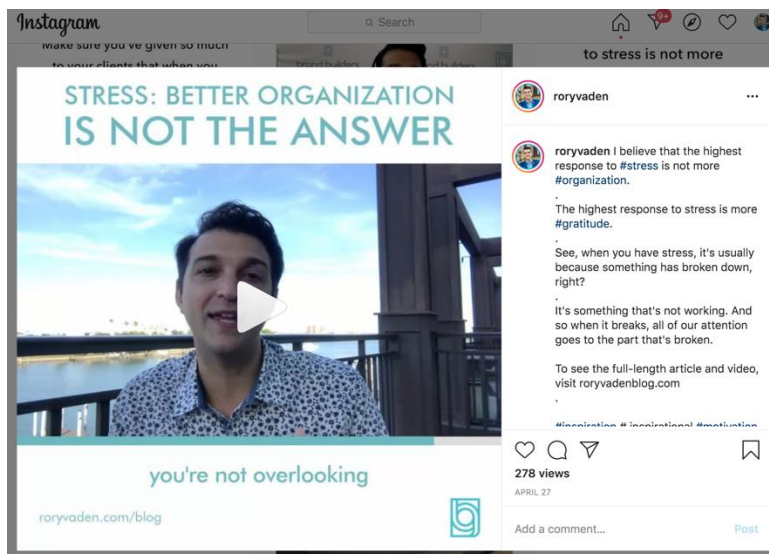




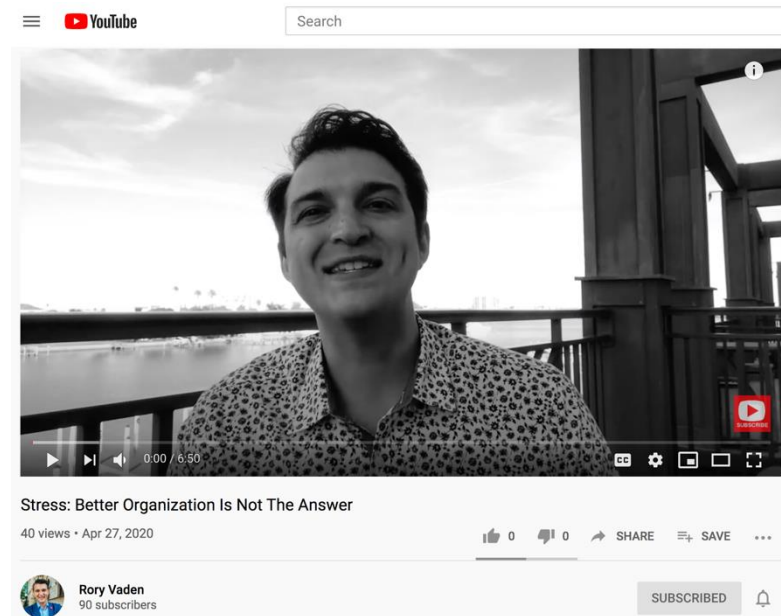
A. Full Length
Polished Video on
YouTube



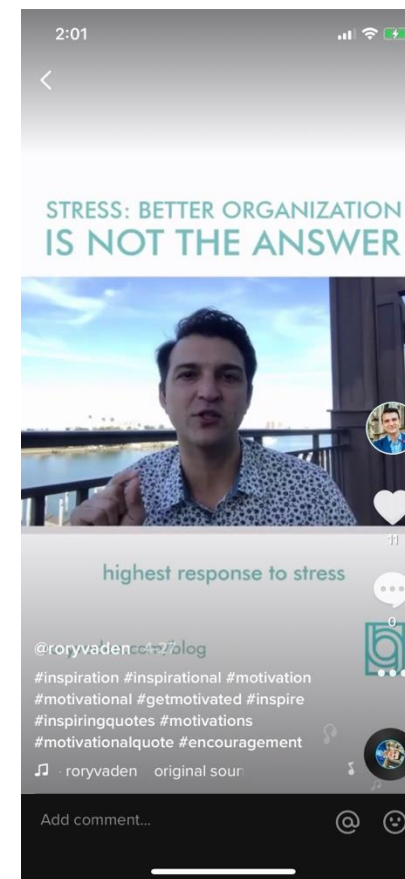
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YouTube



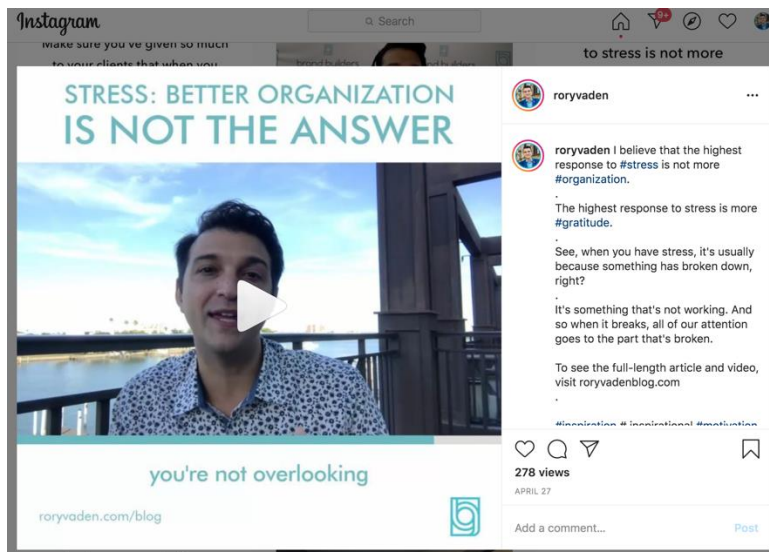
B. Up to 2.5 minutes (or 60 second)
video
for Instagram/Facebook/Linked In



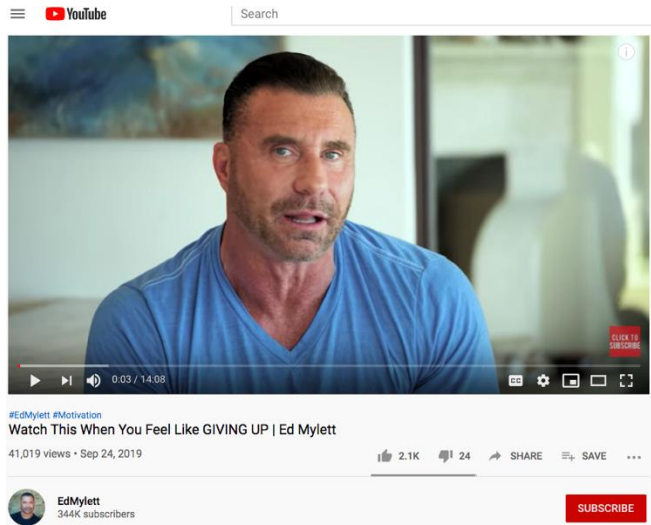
A. Full Length
Polished Video on
YouTube



C. Short 60 Second Video TikTok



B. Up to 2.5 minutes (or 60 second)
video
for Instagram/Facebook/Linked In



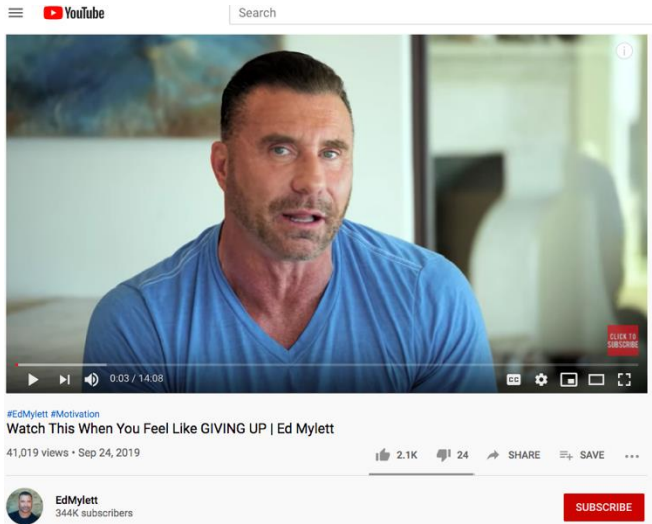
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YouTube



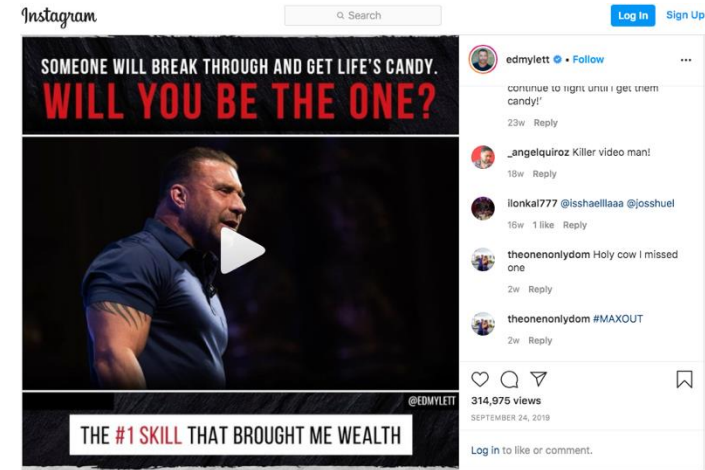
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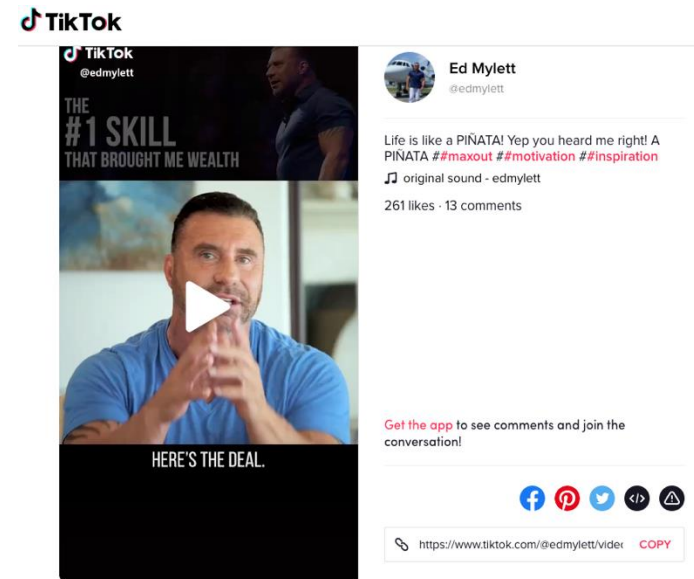
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A. Full Length
Polished Video on
YouTube



B. Up to 2.5 minutes (or 60 second)
video
for Instagram/Facebook/Linked In



C. Short 60 Second Video Tik Tok



SAVE THE

BEST

FOR

FIRST



Content Marketing SECRETS



People don't pay for **INFORMATION**; they pay for
ORGANIZATION and **APPLICATION**.

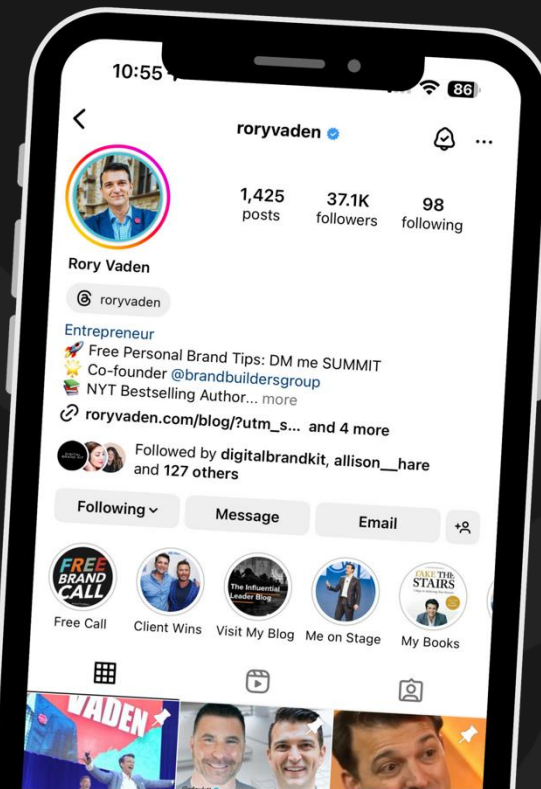


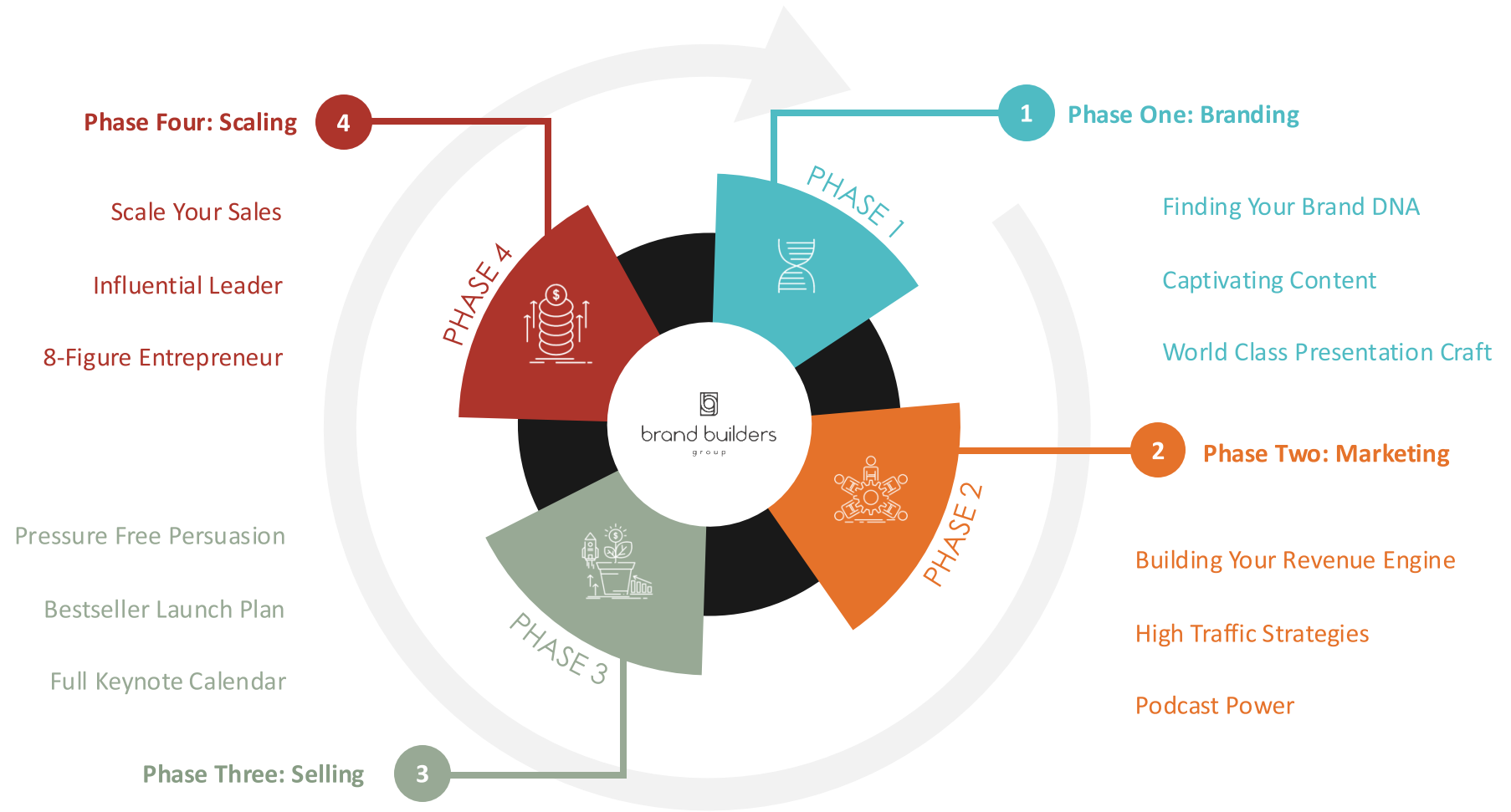
It is
true



I ME the word "FERR

Get the Trends In Personal Branding National Research Study



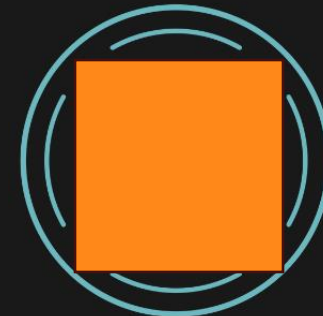




brand builders

SCHEDULE YOUR
FREE CALL!

FREEBRANDCALL.COM/TOMFERRY



Your
personal brand
is not about
YOU. It is about
how you **serve**.





A GREAT
PERSONAL BRAND

IS ~~Self-centered~~

IS **Service-centered**



Your highest **self**

is to be your highest value to

others



When you are

There are

And

SELLING

WINS

LOSSES



But when you are

There are ONLY

SERVING
WINS



You are most **powerfully**
positioned to serve the
person
you once
were!

@RORYVADEN



What challenge
have you

What setback
have you

What obstacle
have you

CONQUERED

SURVIVED

OVERCOME

What makes you

MAD

What makes you

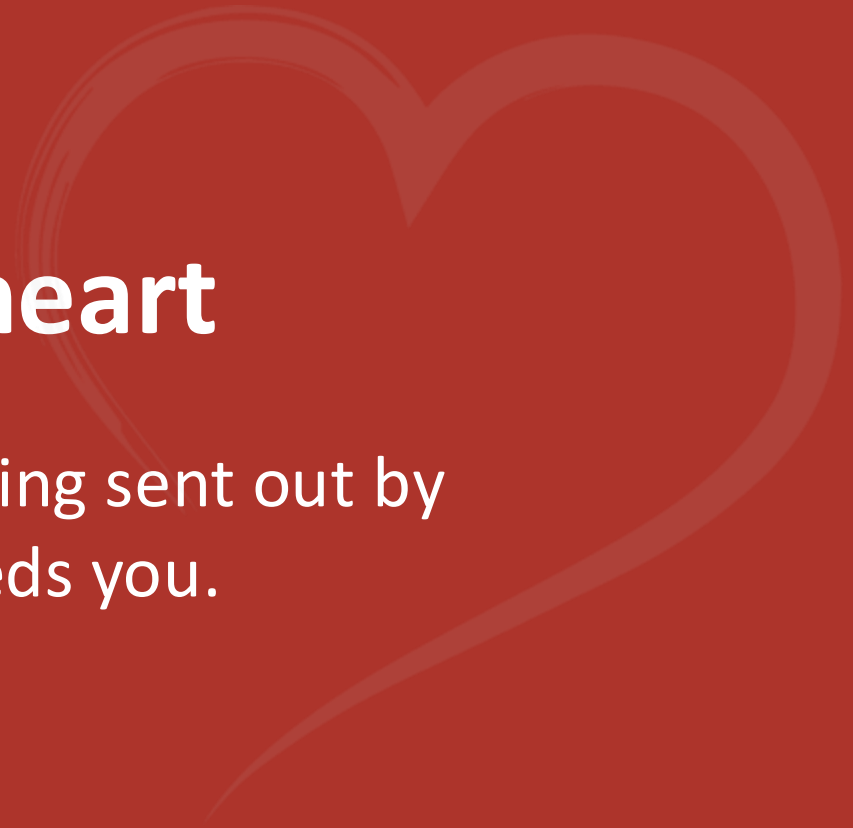
SAD

What breaks your

HEART

The calling your heart

is the result of a **signal** being sent out by
someone who needs you.



Service

There is no **fear** when the mission to serve is **clear**