



DEEDRA
DETERMAN

7

STEPS
TO CREATING
A SUCCESSFUL
PERSONAL BRAND

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DO IT MY WAY

DO IT MY WAY is a philosophy I developed that empowers women business owners and CEOs to do business on their terms without regrets, hesitation, or fear.

Maybe you're a CEO who's worked countless hours for your company only to find yourself exhausted and not in control of your own life.

Maybe you're a female business owner who wants to be seen as the expert in your industry and get paid to consult others who wish to follow your path.

Or maybe you're an entrepreneur looking for the X-Factor in your business to set you apart from your competition.

Whichever describes you, this is your place!

The phrase **Do it My Way** is me encouraging you to do the same: **to do it YOUR way.**

Block out all the noise around you from your friends, family, co-workers, and neighbors. Whether you're a female CEO, entrepreneur, or even the CEO of your household trying to do it all...when you play by someone else's rules, it just won't work!

But if you can figure out how to do things your way, you will live a much happier, healthier life, and success will come your way. Maybe doing things your way will come through what you feel is your calling, a spiritual direction, or even a "gut" feeling. The more I listen to my internal voice, the more aligned I feel with myself!

When I finally ventured out to DO IT MY WAY and become an entrepreneur launching a niche website for moms in my local market, I realized the power of personal branding. It was my first experience creating a personal brand, and I didn't realize I was doing it at the time. I branded myself as the "mom expert" on social media and hosted the Mix Mom Squad on Mix 96.5 radio, a local radio station. I was just looking for a place to trade some advertising because I didn't have a budget, but ended up hosting a radio show with the target audience being moms! The radio station got to sell the show to advertisers and make money, and I got a full hour of radio time promoting my website for moms. It was a great partnership! Over time, I became an "expert" in all things "mom" and started

to brand myself. Other moms came to the website in droves because they were moms wanting to connect with other moms. This was before Facebook took off for moms, so the forums on the website were that connection. Then, when Facebook started to explode, I used that platform to push moms back to our website, posting 10-15 times daily! It was free advertising at the time! After one year of the site being live, we grew it to 100,000 local moms visiting it each month and sold it to a media company. Why do I share this story with you? It only worked because there was a personal brand behind it. Once it was sold, it flopped because no real mom was associated with it anymore.



Personal branding is so powerful and should be the X-factor in your business. The beauty of building a personal brand is that it's just you being YOU!

You might be thinking, well, that's great, but where do I start? I came up with **7 Steps to Creating a Personal Brand** that I will share with you!

1) CREATE YOUR BRAND STORY.

Your brand story is the 3 to 5 things that shape who you are today. Many things have shaped your life, but a few stand out more than others. For example, my parents divorced when I was in 7th grade. My mom got pregnant in high school with my older brother and didn't go to college. She immediately got married and raised three kids, never having a job. She found herself at 40 years old, a divorced single mom who needed to find her first job. I watched money, or the lack thereof, dictate her decisions. I decided right then



and there that I would never rely on anyone else for money. I would work hard to support myself and control my destiny. This may sound like a sad story, but it was the drive I needed to become a successful entrepreneur.

Maybe it's the hero story showing you down and out to becoming a hero and overcoming a huge obstacle. Think about the weight loss industry. I work out at a gym where the owner has lost 80 lbs and is now 50 years old. It looks like she could step on stage as a bikini model. That is serious motivation for her gym members who want to lose weight! They want to follow the path she did to lose weight.

Maybe you went from broke to a millionaire, or you've had an incredible career. People want to see you as the expert and learn the steps you took to get there. The most important thing is to be vulnerable, which is where your personal brand will relate to people. If you show up and share your highlight reel of all the good things that have happened to you, it seems too good to be true. Be real and create connections.

Write down the 3 to 5 things that have shaped you, including the good, bad, and the ugly, as they relate to your personal brand. These will become your brand story.

2) SHOW UP AUTHENTICALLY AS YOURSELF.

You can't be a motivational speaker if you aren't able to motivate yourself or anyone around you!



You can't be an expert in real estate if you have never had success in real estate. What are the things that people see you as the expert in? Maybe it's fitness, nutrition, business, gardening, relationships. Why do people seek you out for advice? This could be what you develop your personal brand on. What won't work is trying to show up as someone you are not. I did a podcast interview with this amazing woman CEO in the human resources industry the other day. She was hilarious and could honestly be a comedian! She was so charismatic and memorable because she showed up authentically as herself! No one else could duplicate her brand because her story and personality made her stand out! It was her X-Factor!

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**You can't be funny if you aren't naturally funny!
BE YOU! It should be the easiest thing to do!**

3) CREATE A BRAND NAME THAT STANDS OUT

INTRODUCTION to DIVER
EQUITY and INCLUSI

When I was searching for names for my digital marketing company, D2 Branding, I wanted it to be simple, memorable, easy to search on Google, and have some meaning behind it. It's as simple as my initials, "DD," but instead of DD, as I didn't want it to be so obvious that it was my initials, I did D2. It's easy to remember but has meaning behind it.

For my DO IT MY WAY brand it is something that grabs your attention and makes you want to know more. Like, what is "her way"?

Remember, your brand could be something you make up. Look at Nike. Nike is a name that meant nothing until they branded it with greatness by making Michael Jordan, the greatest basketball player of all time, the face of the company. They used a well-known personal brand to brand their company, and now, when you think of Nike, you think of greatness.

4) INVEST IN A LOGO WITH PROFESSIONAL PHOTOS AND VIDEO

It's time to bring your brand to life with a logo. When picking your logo colors, make sure they align with the look/feel you want for your brand. Look up the meaning of the colors to see if they align with your brand.



D2 is "Tiffany" blue and orange. I love OSU, so I went with orange, but I wanted a combination you don't see often, so I chose Tiffany blue, which is also one of my favorite colors. It catches your eye because it's not something you see every day.



Orange represents optimism, happiness, enthusiasm, youthful connections, freshness, warmth, energy, creativity, attention, luxury, prestige, and good health.



Tiffany blue represents luxury, elegance, sophistication, and the joy of life's special moments. What do you want your brand to represent?

After establishing your brand colors, you will want to set up a photo and video shoot to get professional headshots and lifestyle shots. Wear something that compliments these colors in your photo/video session so you don't clash with the brand in ads and on your social media.

Be sure to pick a location that fits the brand. For example, it could be your office, a modern studio, or outside in nature. You can also bring props that fit your brand. Maybe the shots are of you collaborating with other women, on your laptop in a coffee shop, or helping others.



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5) CREATE A WEBSITE TO SELL YOUR PRODUCT OR SERVICE



Create a personal branding website that features you as the expert in your industry. You will want to highlight your brand story, the problem you are solving for your clients, and a call to action for them to work with you or learn more. Be sure to include case studies from people you have helped and testimonials for third-party endorsements. It is always better for others to say how great you are instead of you saying how great you are.

6) CREATE AN ONLINE DIGITAL STRATEGY TO PROMOTE YOUR BRAND AND START MAKING \$\$\$

Creating a personal brand aims to help people who want to be where you are and make money doing it. Maybe this is through business coaching, a book, or a podcast. The easiest way to establish yourself as the expert in your industry is to show up on social media as the expert! Share your story and share expert advice! You have to add tremendous value to get people to follow you and they have first to get to know you, then like you, then trust you to buy.



Create a content calendar and post at least 3x per week. Don't overthink your content; just offer value and show up as YOU!

7) HIRE A BUSINESS COACH TO HELP YOU GROW AND SCALE, CREATING TIME FREEDOM AND FINANCIAL FREEDOM.

I didn't hit seven figures in my business until I hired a business coach. A coach will see things differently and look at your business objectively without any emotional bias. You might be ready to hire your first team member but are unsure where to start. You might need to get rid of a team player who is toxic, which you don't see because you are too close to the situation. Or maybe you are working too far in the business and doing the day-

to-day where it is impossible to scale and grow. You'll never regret hiring a business coach who is where you want to be one day! Do you want time freedom to work whenever you want to work and financial freedom to make the money you want to make?

Hire a coach living that life and coaching other people through their process to success.

NEED HELP CREATING YOUR PERSONAL BRAND?

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