

Building Your Million Dollar Brand Be Bold, Stand Out and Get Noticed™

Program Description: Do you want to attract more clients and get paid what you are really worth? Build a brand worthy of remark and watch your success grow exponentially. The following programs are designed to coach, train and support you in your desire to build your million-dollar brand. Inside these info-packed multimedia programs, I outline the entire Personal Branding Roadmap you need to build your business offline and online using social media. You will learn how to take the steps necessary to generate increased awareness for your personal brand and generate more business online. You'll do this very simply - by harnessing the power of YOUR personal brand, which I'll teach you all about in a step-by-step fashion. You'll learn how to build your base of support with Brand Champions as well as connect with people online and implement a strategy that will drive them back to your web sites. Through this process you will discover the simple steps and attract business and referrals.

Learning Objectives:

- Learn how to gain massive exposure with simple yet powerful personal branding techniques.
- Learn how to do your own market research - so you know what your customers are searching for, and how to get them to buy from YOU!
- Learn how you can work ONLY with your ideal customers and clients - so you never have to deal with problem customers again!
- Discover the best way to setup your blog and social media profiles for maximum exposure!

Silver Level – Building Your Million-Dollar Brand (\$2,495)

Section 1 – Assessments and Analysis

- 1) 360 Personal Brand Assessment - benchmark your current brand and get input into the creation of your Personal Branding Strategy.
- 2) Online Brand Identity Analysis – Determine the strength of your online brand identity.
- 3) Niche Market Competitor Research – Determine how you stack up against the competition and use this information to enhance your brand presence.

Section 2 – PDF Deliverables

- 1) Your Powerful Social Media Strategy in 45 Minutes a Day (a customizable plan)
 - a. Tools and Strategies for Aggregating and Social Linking
 - b. Mapping Out Your Social Media Daily Action Plan
- 2) Monetizing Your Blog in 3 Simple Steps
 - a. Google AdSense
 - b. Banner Ads
 - c. Affiliate Programs
- 3) Twitter Branding Tactics: Attracting and Leveraging New Twitter Followers
 - a. Must Have Twitter Tools

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- b. How to Attract 1,000 Followers in 10 days
- c. 7 Strategies for Managing Relationships on Twitter for Greater Brand Exposure
- 4) Tools of the Trade: Must Have Tools for Building Your Brand Online
 - a. Widgets
 - b. RSS Feeds
 - c. Email Marketing Software
 - d. Online Shopping Cart
 - e. Blog
 - f. Membership Sites
 - g. Multimedia Sharing Programs
- 5) 7 Strategies for Leveraging LinkedIn
- 6) 7 Strategies for Engaging Friends on Facebook
- 7) 7 Strategies for Success with Squidoo

Section 3 – Special Reports

- The Personal Branding Manifesto: 7 Strategies for Creating Your Million Dollar Personal Brand
- Using Google Tools to Manage Your Online Brand Presence

Section 4 – Program Deliverables

- 1) Your Purpose Statement.
- 2) Your Vision.
- 3) Your Target Audience.
- 4) A picture of your Personal Brand Persona and Attributes.
- 5) Your Personal Brand Statement.
- 6) Your Personal Brand Bio.
- 7) The core elements of your Communication Strategy.
- 8) Online Personal Branding Strategy

Section 5 – Brand Design Deliverables

- None – This is an opportunity to sell CallKayla services.

Section 6 – Coaching

- One 45-minute initial consultation with Lethia Owens to map out your Personal Branding Roadmap.
- Two 30-minute personal coaching sessions with a member of Lethia’s certified coaching team.

Section 7 – Teleseminar

- Bi-Weekly “Ask Lethia About Branding” Q & A Session

Section 8 - Extra

- FREE access to a seminar of your choice. (Valid on for Lethia’s Paid Public Seminars)
- Access to “Your Million Dollar Brand Learning Library” which includes resources (eBooks, articles, audio and videos) on:

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- a. Social Branding, which is a hybrid of personal branding and social media.
- b. Promoting your brand on Social Networks such as Facebook, Twitter, Squidoo and YouTube.
- c. Strategies for monetizing your blog.
- d. Using RSS to feed content to your website and membership group.
- e. A simple social media action plan that you can complete in just minutes per day!
- f. Expand your brand exposure using Article Marketing.
- g. Attract tons of qualified visitors using Search Engine Optimization (SEO).
- h. Increase your revenue with Google Adwords and Adsense.

Gold Level - Your Million Dollar Personal Brand Strategy Implementation Program (\$4,995)

- Includes 'Silver Level - Building Your Million Dollar Brand Program'.
- Have a highly trained Virtual Assistant implement your online Personal Brand Strategy which includes the following assistance:
 - Create a WordPress blog to promote your brand - Includes a basic theme and 4 blog posts to get you started.
 - Setup/review your profile on the top 4 major social networking sites.
 - Link your social networks to make it easy to stay connected and engage your community.
 - Create a viral video and submit it to the top video sites to drive traffic to your website.
 - Website review with details on how to more effectively promote your brand using this tool.

Platinum - Your Million Dollar Personal Brand Strategy Implementation Program Plus Membership Group (\$7,995)

- Includes 'Gold Level – Building Your Million Dollar Brand Strategy Implementation Program'
- We will help you design and create a membership group to help you build a community of followers for your brand. This can be a free or paid membership group. You will also learn how to administer the group and maximize your profits and exposure.
- Four 30-minut personal coaching sessions with a member of Lethia's certified coaching team.