



The Essential
5 Step
Strategy to...

SHINE ONLINE FOR SUCCESS

Sophia James

Personal Online Brand Success Blueprint

The Powerful 5 Step Strategy To Create Your Own Personal Online Brand – **and Why You Must.**

Hi and Welcome!

I am Sophia James, a personal online brand specialist and online marketing expert.

Over the last few years, I have helped **dozens** of successful people and businesses create their own powerful personal brands online.



I have shown them how to use dynamic, cutting edge, online tools and techniques, with integrity, to transform their businesses and careers.

I can do the same for you.

In this report I will be sharing with you the 5 Step Strategy you need to follow to create your own powerful personal online brand.

Your own personal brand is such an exciting opportunity - and it's a fairly new concept, outside the world of celebrities.

This is an opportunity available to everyone, to transform your business, your career and your life.

We're all familiar with big business brands, of course.

Major corporates spend billions on their brands. To compete is way out of reach for most businesses, especially in today's global environment.

Your **personal brand** is different. **You** are unique.

You are already simply and clearly differentiated from all the other billions of individuals on our crowded planet.

So you can build a powerful personal brand relatively easily. Without spending a small fortune. Especially online.

All you need is some help and advice from an expert. Which is what you'll find in this report.

So, let's take a quick look at the 5 Steps in our Success Strategy. Each one is essential. They overlap and connect. Each builds on the next. Together they create your powerful, professional, personal brand.

These are the 5 Steps:

1. Clarify your unique personal brand
2. Position yourself as an expert
3. Develop your distinctive message
4. Build your professional online presence:
 - > your personal website, social media profiles, email system
5. Connect, deliver and share your message:
 - > using your professional online communication tools:
 - > your personal blog, social media and email



Before we go into the details of creating your personal online brand, let's take a look at why it is so important.

Today the whole world is online...

And the internet offers astonishing opportunities. To connect with people, to build relationships, to raise your profile, to influence people - and if you are in business, to sell your products or your services to your customers and clients.

Fast, easy access – to anyone...

The internet and modern technologies allow you to connect with people across the globe in an instant. Our world has changed totally, in just 20 years.

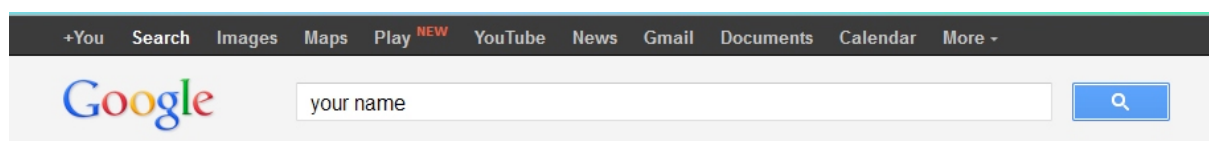
You can find influential people, contact them and build relationships.

Online technologies make it all so easy – and they are very cost effective. You can contact people regularly online, for a fraction of the costs of traditional snail mail and phone calls.

And they can contact you...

What is the very first thing your valuable new contact does?

The first thing everyone does when they meet you is to check you out online – ie to search for you on Google.



After all, it's exactly what you do before going to meet a new contact, or after meeting someone interesting - you do a bit of research, to find out more about them and to check them out.

And they do the same, to you.

So what do they find, when they search for you online?

- A professional website, highlighting your expertise and your skills?
- A series of interesting expert articles written by you?
- A Facebook business page, with comments from useful contacts?

Or perhaps...

- Out of date information about that experience you'd rather forget?
- Inappropriate comments or jokes?
- Party pictures on Facebook?

And this may not be your information either:

Disgruntled former colleagues or jealous employees,
unimpressed bosses, partners from failed relationships,
even ex-schoolmates with a grudge.



Any of them may have something negative to say, justified or not.
Realistically you simply can't control what others say about you online.

Your reputation is extremely valuable. Managing it is essential.

Of course, these days checking you out online is standard procedure in recruitment processes, too. Especially for senior positions.

It's a competitive world and your future career may depend on what is found and said about you online.

So may your business – as Gerald Ratner could tell you, in another era.

Today, it's no different – just take a look at the case study on the next page...

Case Study – James Murdoch

We've all become familiar with the story of Rupert and James Murdoch, the News of the World and phone hacking...

Just look at the Google search results for James Murdoch on 3 April 2012:

Google Search

Search About 8,490,000 results (0.16 seconds)

Everything
Images
Maps
Videos
News
Shopping
More

Bristol, UK
Change location

The web
Pages from the UK

Any time
Past hour
Past 24 hours
Past week
Past month
Past year
Custom range...

All results
Sites with images
Related searches
More search tools

Related Searches:
[profile james murdoch](#)
[lachlan murdoch](#)
[james murdoch sky email](#)
[james murdoch email address](#)
[james murdoch pictures](#)
[james murdoch british library](#)
[james murdoch education](#)
[james murdoch mactaggart lecture](#)

News for [james murdoch](#)

James Murdoch resigns as BSKyB chairman
BBC News - 2 hours ago
James Murdoch has resigned his role as chairman of UK satellite broadcaster BSKyB, but will remain on the board. His father Rupert founded its parent ...

[James Murdoch quits as BSKyB chairman](#)
Telegraph.co.uk - 1 hour ago
[BSkyB chairman James Murdoch 'to quit'](#)
The Independent - 2 hours ago

[James Murdoch](#) - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/James_Murdoch
James Rupert Jacob Murdoch (born 13 December 1972) is the younger son of media mogul Rupert Murdoch and the deputy chief operating officer of News ...
→ Early life - Business career - Personal life - References

[BBC News - Why James Murdoch is giving up BSKyB chair](#)
www.bbc.co.uk/news/business-17601012
1 hour ago - James Murdoch has decided to quit as chairman of BSKyB, because of his belief that criticism of his stewardship of News International - where ...

Then try searching for JamesMurdoch.com:



Server not found

Firefox can't find the server at www.jamesmurdoch.com.

What a wasted opportunity... to reduce negative online publicity.

Showcase your skills and expertise...

Imagine instead, your own personal website, highlighting all your skills.

Showcasing your expertise. Demonstrating your professionalism.

Revealing hidden talents and experience, that your contacts or your boss never even realised you had. Giving you new business and career opportunities.

Your personal website is your online CV – and so much more...

It's not just about your experience, what you've done and how well you've done it.

This is your opportunity to raise your profile 24/7.

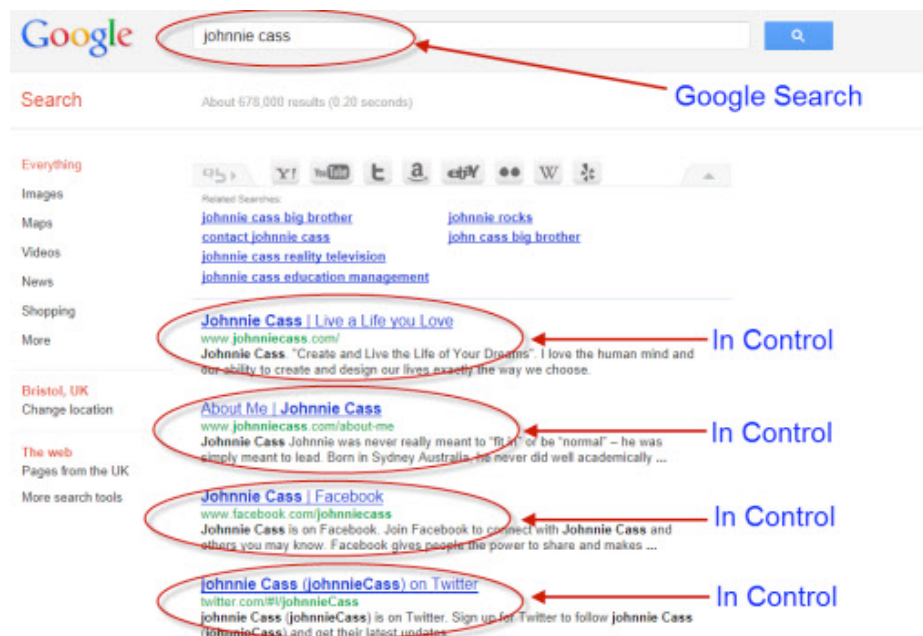
Case Study – Johnnie Cass

We set up Johnnie's personal online brand for him – including his personal website, Facebook business page and Twitter profile.

Johnnie is an international speaker with a global profile.

Yet when we first searched for Johnnie on Google all we found was a drab site for a rather grungy Australian rock musician – called Johnny Cass.

Just 2 months on, Johnnie's online presence totally dominated the results:



Eat your heart out, James Murdoch!

Johnnie is also building his own list of his fans and followers.

He sends them regular videos and tips – and can let them know about his upcoming events and coaching.

This is Johnnie's site - <http://johnniecass.com/>



Become a Star...

It's a stark reality that no matter how skilled you are, you will not be recognised for those skills simply by working away, buried in the depths of your own world.

You have the opportunity to position yourself as an expert in your field.

This absolutely isn't about spin either. It's about the way to *demonstrate* your expertise and your authority. To provide evidence to highlight your skills and support your positioning. To build your credibility.

It's about the opportunity to Influence people... and to reach a wider audience. To become recognised in your industry and beyond. To become the accepted point of reference for your field.

The higher your profile, the more people will seek you out. You can forget chasing people and opportunities – they will come to you.



Case Study – Tara Coley

We set up Tara’s personal online brand for her – including her personal website, Facebook business page, Twitter profile and branded email marketing system. Tara is a successful property investor.

It all went live in February 2012. Within 3 hours she had a contact saying how impressed she was and asking for a business meeting next day.

Within just 6 weeks, she had generated an extra £50k business, taken on 2 new members of staff – and was getting more visitors to her business website, coming directly from her personal site.

This is Tara’s site - <http://taracoley.com/>



Make an impact...

Success and influence give you so many more opportunities – and not just for your own benefit. They enable you to connect and to give in more ways. To contribute both within your world and beyond it.

Connect and work with like-minded people... with people you like... people you trust

More than anything else, your values are what make you unique.

When you create your own online brand, your values are the key.

When you are clear about your values - what you stand for and what you don't - people will either be attracted to you or not, according to whether their own values align with yours. They will connect if you are a match for them.



When your values align, you build deep, long lasting relationships.

In marketing terms, people buy from people they know, like and trust. It's exactly the same with all relationships, in business and in your personal life. Your online brand is your opportunity to build that trust.

You are not your business

You may have your own business and be thinking *"What's this got to do with me, I've got my own successful, profitable business already. Why would I need a personal brand as well?"*

Of course if you are a business owner, your business will be closely identified with you and your personal values. You are and should be an important part of your business' brand.

But your business and its brand is separate from your personal brand. You may have several businesses. You may sell your business. Or merge it. (Or even shut it down).

If you are a partner in a professional practice, you may leave and move on to another. Or into a corporate position. Or even switch careers.

Your personal online brand is about you. If you sell or leave your business it stays with you. You can change the emphasis to reflect new skills, new business interests and new career directions.

It's also where your contacts can find out about your other businesses, your personal interests and your charitable activities – and where your business contacts find out about the individual they deal with - you.

Your personal brand is your valuable personal intellectual property.

There are just so many compelling reasons why you should create your own personal online brand, now.

So next I'll be looking at those 5 Steps - to get you started.
Meanwhile, here's another case study.

Sophia

Case Study – Iain Wallis

Iain is both a property investor and a specialist tax adviser – he's a Chartered Accountant specialising in property tax.

When we first met Iain, this was his website:

Welcome to ByAbacus
A firm of Chartered Accountants specialising in all aspects of property taxation

About

Byabacus was formed in 2007 when Founding Partner Iain Wallis combined his love of property investing with his ongoing desire to reduce the tax bills of his clients by helping them legally avoid tax.

This in turn enables clients to keep more of what they earn and thus build bigger businesses, more profitable businesses and ultimately businesses that are far more fun to run.

While most accountants will know something about property tax it is the real need for specialist knowledge that Iain feels is important to ensure that you pay no more tax than necessary.

Increasingly people are turning to property to provide for their pension and following the right strategies will ensure that your pension pot delivers for you and not the taxman.

Should I be trading as a company?
What can I claim against tax?
Am I a property trader or investor?

Like all firms we do the routine compliance work , VAT, PAYE accounts and tax though the real passion is all aspects of property taxation.

Working to agreed fixed fees so no hidden surprises Iain guarantees that he will save you more in tax than the fees charged.

Iain qualified in 1984 and bought his first investment property in 2005 so he knows the highs and lows of property investing.
What can go right and what to watch out for along the way.

For a no obligation chat about how we can save you tax

Call 0771 259 0953
or
Text 0771 259 0953
Email
[Save you tax](#)
[Follow us on Facebook](#)
[Read my property blog here](#)

No comment.

Just 2 months later, this was Iain's new site - <http://iainwallis.com/>



What a difference!

Iain has 2 separate businesses of course. So his personal brand website showcases both, as well as his charity fundraising.

If he decides to change emphasis and concentrate on property, or on tax, he can simply remove the pages. Or simply switch the order for a different emphasis.

Or he can add more pages to cover new interests.

Plus you can find out more about Iain's personal life and his personality by checking out his "about Iain" page.

Iain also has a great story of the power of a personal brand website.

He appeared on the BBC's Homes Under The Hammer series. An impressed viewer immediately googled him, and despite spelling his name "Ian", found his website and made contact within minutes of the broadcast. That viewer is now a valuable client.

PS - even if you do nothing else as result of reading this report, at least buy your personal domain name. Before someone else does.

Step 1 - Clarify Your Unique Personal Brand

So, let's get started with the steps you need to build your brand online.

First of all you need to be very clear exactly what is your personal and unique mix of expertise, skills and values.

There are 7 billion of us on this planet and every single one of us has his or her own unique identity. It is made up of different elements:

- Your expertise, your talents, your skills and your experience – **what** you do and what you are good at
- Your personality, your approach – **how** you do it
- Your values and what you stand for – **why** you do it

All of these make you different from every other person.

You may be working in a very competitive field, with many other people and / or businesses, which may appear rather similar.

Yet every one of us is different – and you will attract and be attracted to different people and different opportunities. **Which is exactly what you want.** To attract those people who are the very best match for your personal abilities, qualities and objectives.

Equally importantly, you want to avoid the people who you are not a good match with. If your skills are mismatched, or your values are not aligned, you will not be able to build a deep, trust based relationship.

Ultimately you will not be able to give them what they are looking for from your business or your relationship – and they will not be a successful or profitable contact or customer for you.

This applies to everyone, regardless of your current position and your objectives.

You always want to build deep, valuable relationships with the people who you will connect with best.

This is why, when we help people develop their personal brand, we also help them identify their values and a strapline which reflects this. It's a key part of the process.

Here are some examples of several sites for property investors, all created as part of a workshop, so using a similar format.

Yet they are all very different people, with their own unique skills and values - and their sites and straplines reflect that. As a result they attract different clients and contacts.

Paul Stebles – Mastering the Science of Property



Clare Thomas – Because Property Is All About People



FrancisDolley.com – The Multi-Let Cashflow System



Liam-King.com – Creating Certainty In An Uncertain World



RachaelTroughton.com – For An Investment As Safe As Houses



Step 2 – Position Yourself As An Expert

Expert positioning is the next step.

Positioning yourself as an expert is extremely important. Not just because experts are able to charge significantly more for their products and services – although for most people that's one objective.

Experts are sought out for their views. So people will seek you out, contact you and ask your advice. People will come to you.

Experts also get invited to speak, to be interviewed and to contribute to magazines and journals. All of which raises your profile further.

Trust

Beyond that though, Trust is the single most important element in building relationships - and experts are trusted.

So being known and seen to be an expert is essential to building your authority and credibility. To building trust.

You may already be an acknowledged expert in your field.
If you are, that's fantastic.

Generally though, you will find that experts do not become recognised through some mysterious or abstract process - you need to **say** you are an expert. To tell the world – or more particularly, your audience.

Nor do you necessarily need a string of qualifications, to become an expert. Even among professionals, who do have formal qualification procedures, the difference between the person who is perceived as a **true** expert and the person who is not, is all to do with experience, quality and professionalism - and above all, personal qualities & values.

Most of all, it has to do with perception and reputation. So the person recognised as the expert, may not actually **be** the very best, technically.

Even as an expert, it's important to be clear about your unique expertise.

In some fields there are many experts, so it's important to identify a specific niche, in which you are The "Go To" Expert.

Case Study 1 – Dr Sandy Flann

Dr Sandy Flann is a Consultant Dermatologist. Already very specialist you may think, which is true. Yet within dermatology, she has a specific specialism in children's allergies.

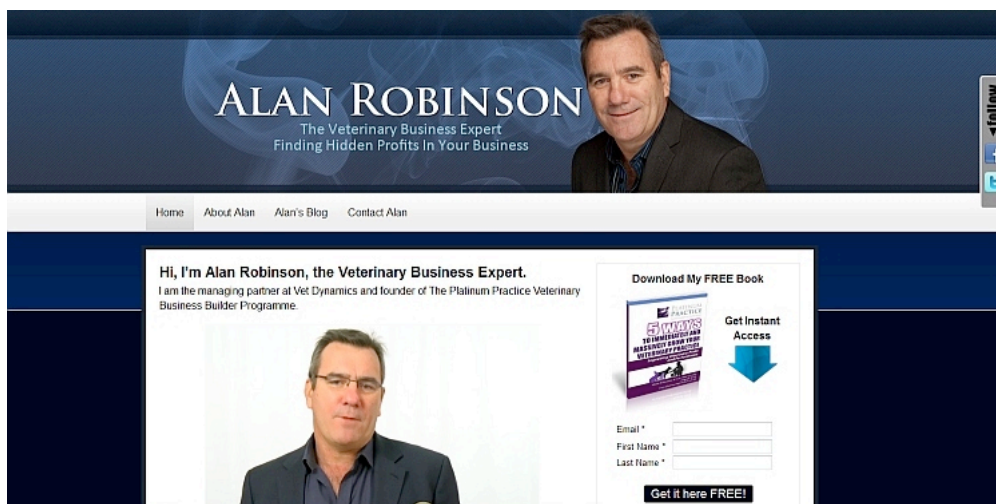
Here is Dr Sandy Flann's site - <http://sandyflann.com/>



Case Study 2 – Alan Robinson

Alan is an expert Veterinary Business Consultant. A vet himself, he has many years experience advising vets and their practices – and he has a very successful consultancy business. He is clearly an expert - and says so.

Here is Alan's site - <http://www.alanrobinson.net/>



Step 3 – Develop Your Unique Message

Next you need to be clear about what you want to say, to your contacts, prospects and clients.

Just like you, your message is unique.

It needs to stand out from the crowd.



The key here is to start with who your target audience is.

Which is linked to what you do and what you want to achieve.

You may be in business and essentially want to sell your products or your services. Or your priority might be to find JV partners.

Or you may be wanting to build contacts who will be useful in the future, in ways you may not have identified as yet

Whatever your personal objective, you need to focus on your ideal target audience, so your positioning and your communications are consistent.

Case Study – Dr Simon Wade

Simon is a GP, who also has a business helping locum GPs.

As an experienced locum himself, he's an expert in his niche area.

Simon likes to talk directly to his contacts, so he uses videos on his site. We also created a landing page for him, based on Barack Obama's site.

Here is Simon's site - <http://drsimonwade.com/>



Step 4 – Create Your Professional Online Presence

This is the exciting part – where we turn the theory and the concepts into reality – where we make it happen!

There are 4 core elements to your personal online brand:

1. Your personal blog Website
2. Your Facebook Business Page
3. Your Twitter Profile
4. Your Email Communication System

Together, these provide you will a powerful and credible online presence. You can add more, especially on the social media front.

LinkedIn is especially powerful for professionals. YouTube is also extremely powerful, but we don't recommend it as the best starting point if you are new to video and to Social Media generally.

Your Personal Blog Website

Your website is your online home.

This is where you set out your messages and it is the starting point for creating what you choose for others to see and read about you online.

It's extremely powerful and will build your credibility and trust. You can highlight your expertise with articles and news – and connect with contacts via an email messaging system and blog comments.

We recommend WordPress websites, such as those we create. They incorporate a blog, which means it is easy for you to post articles and news – and to edit. It also helps your profile on Google searches.

At Internet Power, we use the most advanced specialist designer theme, which you take with you and which is completely flexible for future changes – inevitably, your personal website will grow and change as you do. So always make sure you have this flexibility built in.

Your Facebook Business Page

Facebook is the most popular Social Media site of all, so a Facebook Business Page is very powerful – and important.

Millions of people and businesses now use Facebook Pages to build business connections and powerful relationships.



As well as direct interaction, you can create specific page tabs with free reports and information and much more.

Ultimately though, you should always aim to move Facebook contacts to your website and your Email system – which are under your control, not Facebook's. Our Pages are always set up to help you achieve this.

Your Twitter Profile

Twitter is another major medium for connecting, especially if you prefer to keep your communications short and to the point – tweets have a maximum 140 characters.



Another significant advantage with Twitter is that is fairly straightforward to set up automated posting – and to link to your Facebook Page – so if Twitter isn't your social media site of choice, you can still keep your profile page up to date and looking professional, without spending lots of time on it.

Your Professional Email Messaging / Marketing System

Email is still an extremely powerful way to connect with your contacts and bulk email messaging systems, designed for online marketing, allow you to stay in touch regularly, via branded newsletters and messages.

You can add to this with SMS text message marketing (especially powerful for some types of business, especially restaurants and appointment based businesses, such as health professionals).

“So, How Do We Start Creating My Personal Online Brand?”

This is where all the work on your values and your target audience and your expert positioning are turned into reality.

True branding is not about logos and fonts, pictures and colours, as many people initially think. Instead it's all about your values and your value – the value you add and that your services or products add.

Branding is simply about communicating your unique expertise and values. (It's exactly the same principle for a business).

Of course, it's essential to have consistency in your images across your communications – and it's totally key that your images are congruent with your messages and positioning. You must be professional.

You must also be authentic and reflect your own values and personality.

So the key ingredients are:

- Professional portrait photo
- Powerful strapline
- Professional graphics and design – for all your communications
- Professional integrated social media
- Powerful copy, including
 - Your Home Page statements
 - Your About Me page
- Email capture form on your website (and Facebook Page)
- Linking to your Email messaging system

Developing your messages needs to be done in the right way and is an integral part of developing your professional and effective online brand – which is why Internet Power Personal Brand packages all come with our full personal support and guidance.

We are specialists in personal online brands and in online marketing.

We are here to help and advise you every step of the way – as well as doing all the technical work and set up for you.

Step 5 – Connect, Deliver and Share Your Message – Using Your Professional Online Communication Tools

Once you're all set up with your professional online brand, it's time to start connecting and communicating.

To start building deep, long term relationships online.

You need to be able to use all your online tools effectively.

Your personal blog website, social media, emails.

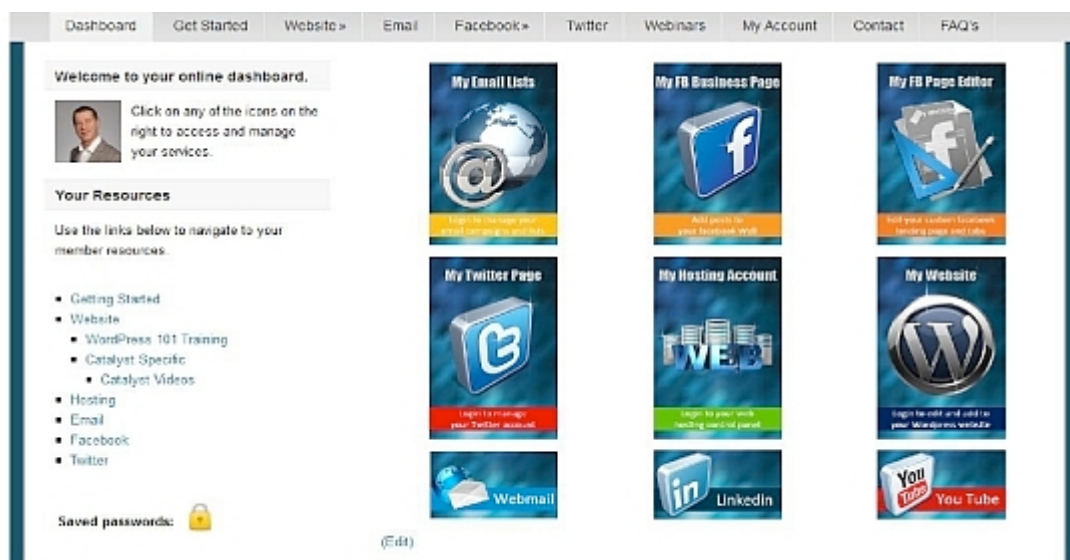
We want to make it as easy as possible for you to do just that.

Which is why we created our Unique Online Dashboard.

It gives you fast easy access to all your online tools – all in one place, with all your logins and passwords. Plus extensive resources and specialist know-how, to ensure you get the most out of them.

These include comprehensive videos, regular and archive webinars, plus tips and advice to keep you up to date – the internet moves fast and there are lots of out of date courses, techniques and systems out there.

Internet Power's Online Dashboard includes an exclusive membership site and is **only** available through us and with our Personal Online Brand and Business Marketing packages.





Why Internet Power

Internet Power is the business I run with my partner Nigel Bench.

We are Personal Online Brand and Business Marketing **experts** and are both passionate about sharing our expertise to make you shine online. We have created a unique platform to make it as easy as possible.

Over the last few years we have helped **dozens** of successful people and businesses create their own powerful personal brands.

We have shown them how to use dynamic, cutting edge, online tools and techniques, to transform their businesses and their careers.

We can do the same for you.

This isn't for everyone. We want to work with those who share our passion for the amazing opportunities today's online world offers and are ready to use them, with integrity, to transform their businesses and careers.

If you think this might be for you, or you know someone else who might be interested, and you want to find out more, please do get in touch:

Let's Talk!

We are always happy to discuss your personal situation and see whether a personal online brand is right for you, now*.

To schedule a call, all you need to do is to provide us with your details and we will be in touch to fix a time convenient for both of us.

Visit: www.InternetPower.co.uk/contact

**If you prefer, we can look at your business online presence and marketing*

Of course, this may not be the right time for you.

If so, I hope you have found this report interesting and that you will find the ideas and principles I have highlighted useful in taking your business and your career forward.

Most of these strategies apply equally to creating business brands and their online marketing, especially in professional services and knowledge based, expertise businesses – so please do use them for your business too. Let's share the knowledge!

Nigel and I are always interested in hearing from like-minded people, so please do connect with us via social media, our own personal brand websites (below) – or our main business and personal brand websites:

www.InternetPower.co.uk

www.PersonalOnlineBranding.com

To Your Success!

Sophia

PS – You can also find out more by visiting our own personal brand sites:

www.Sophia-James.com

and

www.NigelBench.com

