



Or How to Make Money



And get famous!



On the Internet!



A bit about me!

I am an author of 3 books, a blogger at <http://www.thecreativepenn.com/> and an online entrepreneur.

I am also the creator of the Author 2.0 program, <http://author2zero.com/> which helps authors use Web 2.0 to write, publish, sell and promote their books. I also have a “day job” as a freelance IT contractor, so this is not my fulltime work!

I am very active on Twitter
<http://twitter.com/thecreativepenn/>



So what is a brand anyway?



The word brand comes from the mark made by burning – usually into an animal owned by someone.

Branding indicates ownership in the most basic sense. Nowadays, a brand is more about what you want to be identified with. It has a tribal aspect where other people who have the same brand will identify with you because of it.

It can be how people judge you and whether you like it or not, the brands you use and wear and talk about shape who you are.



These are some very big corporate brands. You can love the brand but there is no personality behind them.



True brands conjure up specific words, phrases, feelings and images. People can be very passionate and loyal about brands – just ask an iPhone user!

Basically, what are people thinking when they hear about a brand? What does that brand trigger in a person's mind?

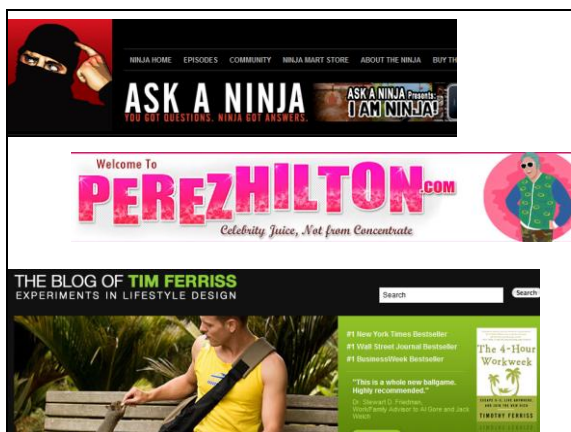
And what has that got to do with you!?



Nowadays, the internet is a place where individuals can create a brand that is just as resonant with people as giant corporate brands. In fact, probably more so because these people are accessible.

This presentation is all about the personality brand. One example is Gary Vaynerchuk who developed a huge following with his Wine Library TV show. His internet personality brand has now spread to his speaking, to books, to VaynerMedia and other business ventures. People want Gary V because he has a personality brand that he has built on the internet through passion and persistence.

This is also open to all of us! This is the branding we need to develop.



Here are some other examples of online brands.

AskaNinja.com and PerezHilton are examples of “made-up” personality brands, but that hasn’t stopped them becoming phenomenally successful. Creating and sustaining these personas can be hard though so make sure you have a clear direction if you want to follow their examples.

Tim Ferriss on the other hand is a real authentic personality who offers advice on what he is interested in on his blog. He wrote the massively successful book “The 4 Hour Work Week” and promoted it primarily online, before being picked up by mainstream media. Tim’s blog is a great example of someone who is successful online and someone who I personally respect and try to emulate.

Who could you model as an example of online branding, either in your niche – or someone who is a successful online

personality?



Why is branding so important to entrepreneurs?

And by entrepreneur I mean anyone trying to make money online, either through 1 ebook and an author website – or through massive numbers of sites, products and services.



Branding helps you stand out from the crowd.

There are many thousands of people online who sell wine, so why do people buy it from GaryV? Because his brand is the strongest.

People are buying you, not just your product. You stand out from the crowd so people come to your site and buy your ebook instead of someone else's, or your exercise DVD, or your audios. If you look like everyone else, then you are undifferentiated and you will blend in. Not so good for sales!



People judge you all the time.

They will be judging your online presence, whether they google you as a person, or find your site through search engines. You need to own and control your online brand so people judge you according to how you want them to.

It's not fair, but it's true. People may arrive at your site, find it wanting and be gone in less than 2 seconds.



Here are some examples of online marketers talking about this personality branding concept.

Seth Godin <http://www.SethGodin.com> talks about Tribes (from the book of the same name) – and how they need leaders. Branding is tribalism.

Who is in your tribe already? If you don't have one, you need to start building one. People who will follow you, read your ideas and want more of what you have. http://sethgodin.typepad.com/seths_blog/2008/01/tribal-manageme.html

Hugh Macleod, author of "Ignore Everybody" talks about the global microbrand that you need to create in order to build a following and get sales. "A small, tiny brand, that "sells" all over the world." <http://gapingvoid.com/2005/10/11/the-global-microbrand-rant/>

Kevin Kelly discusses the 1000 true fans that you need in order to make a living online. http://www.kk.org/thetechnium/archives/2008/03/1000_true_fans.php

These are concepts directly relating to your personal branding.



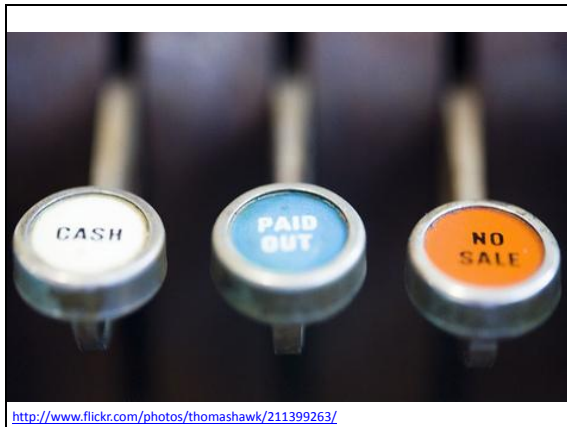
Branding is important for the internet of niches.

Everything on the net has to fit into a box or niche if it is going to be found easily, and if it is going to satisfy customers.

For example, I blog about writing, publishing, book sales and promotion. If you come to my site and I am talking about tips for losing weight, or how to hike the outback, you will click away. I have my niche, my audience knows my

niche, people find me because of my niche, and that's what people expect. You need to remember this with your blog, your products and everything to do with your brand.

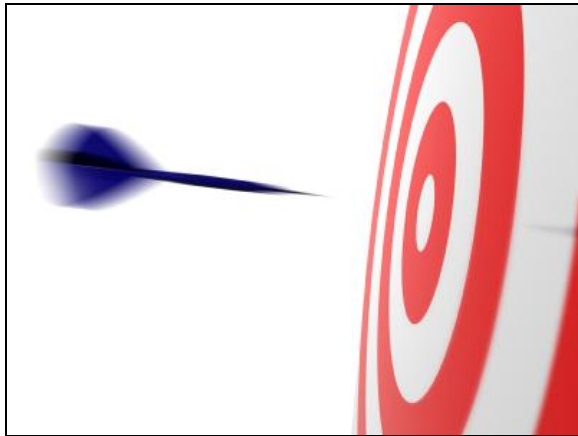
If it doesn't fit, create another site – for example, I also have <http://howtoenjoyyourjob.com/> which is all about career change.



So your brand can make the difference between Cash and No Sale – if people come to know your brand, trust it and like you as a personality, they are more likely to buy your books, products and services.



So how do you decide on your brand?



Firstly, know your target. Know your goals with whatever you are doing.

If you don't know what you are aiming at, you won't get there! You could end up with a confusing brand that is a mish-mash of too many other things.

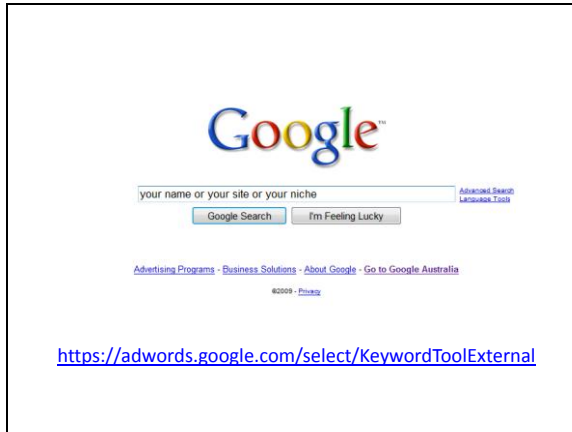


Think about the words that you want to be associated with you as a personality, your work, your site and your products.

Try to make these concrete. Perhaps think of a tagline you can use in your blog or business cards. These words could be part of your logo.

I wanted the word "Creative" as it is a powerful word I have been scared of for many years. How can I be creative when I am an IT consultant! Claiming that word as part of my business name was very important to me, and it has become my own truth now.

So be bold, choose great words!

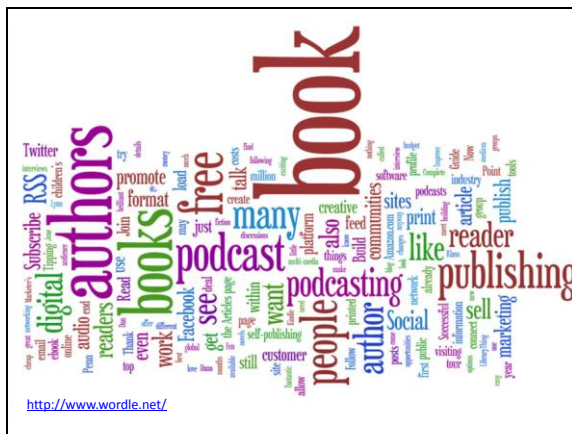


You also need to think about words from the internet search engine perspective.

What words is your customer using that will help them find you? For example, I want people searching for “self-publishing” to come to my site so I use that as a keyword in my articles and blog posts.

I know people are searching for this through Google keyword tool which you can find here
<https://adwords.google.com/select/KeywordToolExternal>

If you think people are searching for a word, plug it in and see what comes up.



This little site <http://www.wordle.net/> is very useful for seeing a visual representation of the words associated with your site.

You put in your URL and see what it comes up with. My site seems to be talking about the right things!

What about yours?



In designing your brand, you also need to think about images.

What images do you want people to have in their head when they think of you?

What colours?

If you are a horror writer you will have different images to someone who is marketing baby clothes.

Images are very powerful so make sure people get the right picture of you and your site.

If you are creating a personality brand, you

also need a picture of you visible on the site. You are the a key part of the brand. Get a professional photo if you are concerned, but don't hide. People do want to know who you are.



Also use modelling to decide on your brand.

Pick people who are doing well in your niche and whose sites/brands you like. What can you learn from them and what aspects can you use?

It doesn't have to be someone in your niche, just someone who is doing well. For example, I modelled my website after a personality blogger, not another author.



When deciding on your brand, you also need to think about multiple streams of income.

How can you design a brand that can sustain more than 1 idea for making money? E.g. For authors, you need to have more than 1 book, maybe other products, coaching, audios, videos and more. Make sure the brand can sustain this.



Here is my brand with the multiple streams of income I am cultivating.

Each of these relates to my core brand so they all fit together and support each other. Can you do a similar map?



It is important on the internet to keep it real.

Make sure you are authentic and true to yourself, because chances are, someone will find you out!

It is also easier to be yourself over the time it takes to become an internet personality brand.

People do want authenticity as well, so this is the best way (unless you create a personality like Perez Hilton)



Your brand will take time to grow and change, but it will happen. You need time online to develop it, and you can make changes along the way.

You will need to put in the hard work and look after your little site at first but in time it will grow!



**WRITE DOWN
FOR YOUR
BUSINESS
IDEA.**

- Goals.
- Words that you want to use. Google Keyword ideas.
- Business name/your name
- Images and pictures.
- Related products and income streams.
- Timeline.

<http://www.flickr.com/photos/robbie73/3387189144/>

Now it's your turn. Write down for your business idea or online brand.

- Your goals for your site e.g. Make a fulltime income online within 2 years (and how much that is)
- Words that you want to use and research Google keywords
- Brainstorm business name or your name – how will you include it in a brand
- What images and pictures do you want associated with your brand?
- What related products and income streams can you spin off with this brand?
- What is your timeline?
- What are your next steps? E.g. Build a blog or perhaps redesign your current one



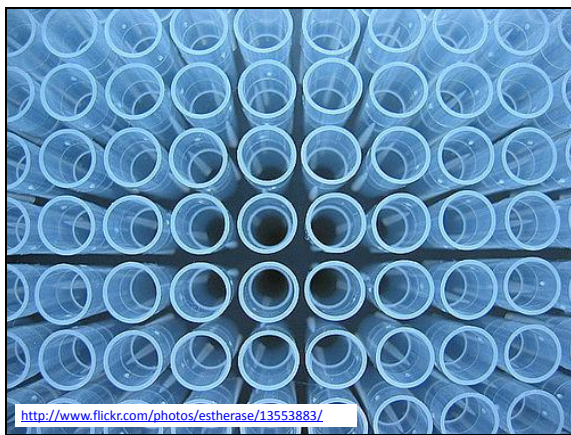
So how do you build your brand online?



There are so many opportunities it can be very difficult to know which direction to go in. You need to understand them all and then pick the ones that fit your personality, your brand and your target market the best.



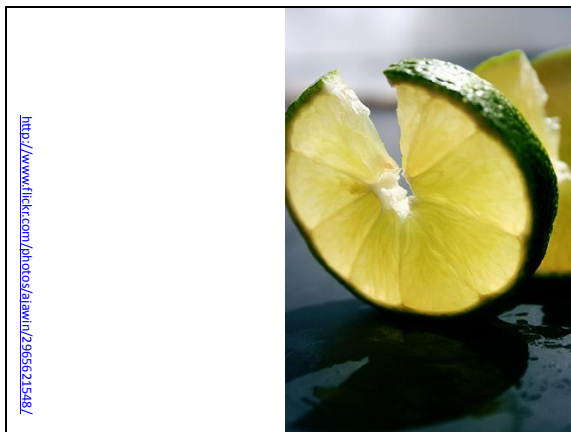
Be clear about what you are doing. Know your brand and your customers.



Be consistent and keep within your brand. It is what people expect and what they want from you.

As a business person, you need to give the customer what they want if you want to make money!

For example, I only blog on my brand topics, and I only tweet on brand as well. Consistency will build the right image for your brand over time.



Remember the segmented web. Keep to your brand and if you have different ideas, use another brand.



<http://www.flickr.com/photos/hamed/32793990/>

To create a strong brand, you also need to be a leader.

This relates back to Seth Godin Tribes – people need leaders to guide them through the paths they need to take.

You need to create, not just consume information. You need to be a thought leader. People are interested in what you have to say.

You are an expert in something!



Freemium is the way the internet works now. You need to give a certain amount away for free so people can experience you, and then you can upsell them to a premium product if they like what they see.

You need to think about what you can give away for free in your brand niche, and also what you can sell.

Here's an article about freemium I guest posted at another blog

http://bookmarketingmaven.typepad.com/book_marketing_maven/2009/07/why-freemiums-are-an-excellent-opportunity-for-authors-.html

I explain this in detail in the Author 2.0 Model here, includes video

<http://www.thecreativepenn.com/2009/06/02/the-author-20-model-explained/>



Blogging is an excellent way to give information away for free and also gain traffic and subscribers to your site. It is a brilliant way to build your brand if you blog consistently and write quality posts.

Here are some pages on blogging.

<http://www.thecreativepenn.com/2009/01/24/authors-should-blo/>

<http://www.thecreativepenn.com/2009/01/28/set-up-your-blog/>

<http://www.thecreativepenn.com/2009/02/02/effective-blogging/>

If you don't know anything about blogging, my recommended gurus are: Yaro Starak - <http://www.entrepreneurs-journey.com/>

Become a Blogger free videos on sorting out your own blogs
<http://www.becomeablogger.com/>



Giving away something for free is part of the freemium model.

It is easy on the internet as you can give away information and it doesn't cost you anything.

For example, on my site you can get

- Free articles several times a week at my blog
<http://feeds.feedburner.com/TheCreativePenn>
- Free podcast audios
<http://www.thecreativepenn.com/podcasts/>
- Free "How to Be an Author Workbook"
<http://www.thecreativepenn.com/free-stuff/free-author-workbook/>
- Free "Author 2.0 Blueprint"
<http://author2zero.com/>
- Free monthly Ezine
<http://www.thecreativepenn.com/articles/>

eazines/

- Free book marketing plan

<http://www.thecreativepenn.com/2009/02/20/award-winning-marketing-plan/>

This costs me time to create but no money every time someone downloads the free information. If people like what I give away, they might be interested in buying my books, or my Author 2.0 membership program.



Other ways to build your brand include:

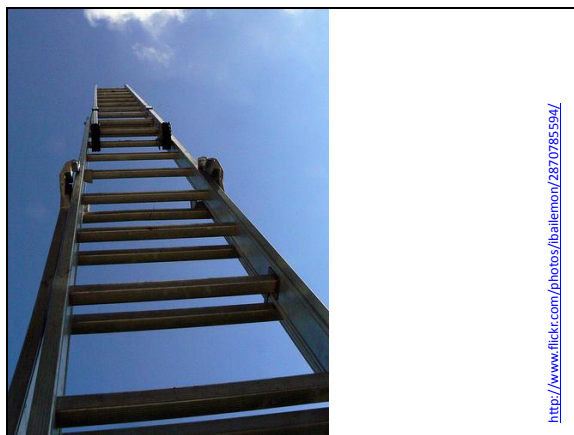
- Podcasting – here is a post on how to make your own podcast
<http://www.thecreativepenn.com/2009/07/30/5-steps-to-make-your-own-author-podcast/>
<http://www.thecreativepenn.com/2009/05/11/authors-should-podcast/>

If people listen to your voice for 30 minutes each week, then they are more likely to feel a connection with you than someone whose text they just read on the page. It is a powerful way to build a brand

- Social networking through Twitter, Facebook and other sites is also great for brand building. I specifically like Twitter
- You can also make videos on YouTube and other sites like Gary Vaynechuk - many people think this is the way of the future as more search happens through video now (and remember that Google owns YouTube!)



You can also use more traditional forms of brand building like press releases, speaking and getting mainstream media attention.



Building your brand may take time and effort but you just need to start climbing!



Here are some resources I have found useful.

Images from Flickr Creative Commons and also iStockPhoto if not tagged.