

POTENTIAL - PASSION - PROFIT

STAND OUT SUCCESS

WEEK SEVEN

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STAND OUT SUCCESS

This week is all about standing out from the crowd, to ensure that you build even more on the credibility, authority and connections you have begun to establish.

Getting to a point where you have recognition and kudos in your industry is a process, not luck. By the end of this content you'll have a better understanding of the practical steps you can take to make that success 'magic' happen.

Modelling

One of the best ways to work out how to get ahead and get noticed is to model someone else's behaviours. Modelling does not mean copying, it is more like following a recipe and adding in your own twist.

In whatever industry you are in, there will be people you admire, respect and perhaps even envy a little for the successes they have achieved. Maybe these individuals are much more successful than you, maybe they are only a step or two from where you are right now in your business.

We're going to be doing some in-depth stalking! (I don't mean the kind you can get arrested for!). By researching the behaviours, activities and connections that someone you admire in your field has taken in the past, you can get a handle on what actions and behaviours are open to you to duplicate and re-model in your own way.

On the following pages fill in the profiles on people in your industry, or connected industries that you can research and learn from. You are not, I repeat NOT intending to copy what they do, just observe and take on board the actions that have led them to where they are now.

In NLP, modelling is the process of recreating and replicating excellence. We can model any human behaviour by mastering the beliefs, the physiology and the specific thought processes (that is the strategies of behaviour) that underlie the skill or behaviour that outwardly we see as successful.

It is about achieving an outcome by studying how someone else goes about it - watch and learn how to do it, and then do it for yourself.

Pick three people that you see as successful and begin to study their actions online - on social media, on their website, on a full Google search.

On social media, go back a couple of years and work out what events they attended, who they connected with, what platforms they spoke on, and see if you can connect the dots to see how they got where they are now.

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SUCCESS PROFILE

Name:

Job Title:

Website :

Key branding colours and style on website:

Which are their preferred social media accounts?

What events have they attended?

What events have they spoken at?

What awards have they won?

What qualifications do they hold?

Who are they mostly connecting with online?

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SUCCESS PROFILE Continued:

What can you notice about their blog?

How do they make it clear what they specialise in?

Who do they collaborate with/surround themselves with?

How long have they been doing what they currently do?

How do they behave online? How consistent are they?

What are they NOT doing that you could do?

What are they doing that you could do?

Biggest learnings from researching them:

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Applying for Awards

There is a great deal of mileage in being able to tell people that you have won an award for your work. Not only does it give you increased credibility, it also provides plenty of scope for getting in local and national press.

Becoming an award finalist can generate as many opportunities as winning. In each instance, if you attend the event you can gain valuable 'social proof' photos, usually have an award finalist logo that you can share with your audience and in your marketing, and it raises your visibility.

There are many awards that you can apply for. In local instances there are often categories that actively promote the 'rising star' or the 'new business'. Go back through the list of award events you uncovered, and write down categories that might be applicable.

Usually there is a fee to place a nomination. It is commonplace for people to nominate themselves. The only thing stopping you from getting that badge of recognition is your own fear that you don't deserve it, or that because you have put yourself in the ring, that it isn't a valid award to win. That's your limiting beliefs and inner critic raising their voices. Even high profile awards have an element of self-nomination - it's just that no one talks about it. As long as there is a panel of judges and a fair, open judging policy, there is no reason not to put yourself up for nomination.

Think of applying for awards as a valuable, yet relatively inexpensive marketing tool, and play the game to your advantage.

Categories & Awards I could apply for:

Award Event	Category	Criteria	Submission Deadline

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Professional Bio

A biography that shows your skills, your expertise and your background. It can be used on your social media profiles, in formal introductions and when you are pitching yourself for collaborations.

- When you write your bio, write in the third person so it sounds more objective and professional.
- Start with a sentence that includes your name and what your business is, then, mention your most important accomplishments that are relevant to your field of work.
- Include something that would make you relatable to your audience/ideal client.
- End with a sentence on significant projects you're currently/have recently been working on.
- Try to keep your bio around 100-300 words depending on where you need to put it. (It's useful to have 2 versions ready to go, one long and one short).

What is the purpose of your bio?

Your bio is your first introduction to your audience and potential clients. It should quickly and effectively communicate who you are and what you do. Writing in the third person will make your bio sound more objective – like it's been written by someone else. Experts recommend that you always write professional bios in the third person. State your 'claim to fame.' What are you known for? What make you the go to person? What makes you an expert? How much experience or expertise do you have? Touch on this at the beginning so you keep the readers interest. This should be explicitly stated in the first or second sentence. Usually, combining it with your name is easiest.

Go back to your 'Pitch' work to remind yourself of some of the areas you could mention.

Ideas for the opening sentence:

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Mention your most important accomplishments. If you have earned any achievements (large or small) or awards that are relevant, include them. Do not simply list your accomplishments; describe them. Your audience will have no idea what these accomplishments are unless you tell them, so make sure you shout about them.

List out a simple way to explain your main accomplishments:

If you recall the work we did in the 'Deserve' section, you'll remember that there is much that you have learned or accomplished which has become second nature to you. You have accomplished so much professionally, personally and creatively that makes you the perfect person to do what you are doing now. Make sure you leave nothing unsaid as even the smallest thing will inspire your audience.

Ideas I want to include:

Include personal relatable and humanising details. This is a nice way to build rapport and relationship with the reader so that they can relate to you and your story. It's also your chance to get some of your personality across. Ideally, these personal details will attract your audience to YOU more and serve as conversation-starters should you meet your audience in real life.

Personal details and interests to include:

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To complete your bio, include details of any projects you have coming up. For example, a qualification you are working towards, a book you are writing, some media you're due to publish in, an event your speaking at, or a place you're volunteering with. This should be kept to a sentence or two.

Ideas to include:

As you develop and grow, ensure you keep you bio up-to-date and refresh as necessary. As your business expands and evolves, you'll be amazed at how much your bio does too!

Write out your full new bio here:

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Speaker Opportunities

Becoming a Speaker in your industry or in your local networking community can pay huge long term dividends for your authority and credibility (and ultimately your profit).

Think about what value you can bring to people with your knowledge and skills. What can you talk about easily?

Now give thought to the different kinds of people who might be interested in your message. What kind of places might they attend? (Formal corporate workplace, networking events, conferences)

Start small. See if you can give a short talk at a local event. Speakers are always required to fill these slots, and it is a good way to start to become a local celebrity. Remember, you do not need to have years of experience to be an expert. Most of the people in the room do not have your level of understanding about your chosen field.

Where could you offer to speak locally?

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Where could you offer to speak for your industry? Who do you need to contact?

Initially, you will find opportunities to speak for free. However, once you have some experience and credibility, you'll be able to charge for your speaking engagements.

Top tips to build your Speaker profile

- Always ensure you get good photographs (these are worth more than the speaking event itself!)
- Get high quality footage, to build your showreel. This should include not only close ups of your talk, but cut aways that include the back view of your audience.
- Get testimonials from attendees after your talk.
- Request a testimonial, preferably to video, from the event organiser.
- Create a demo of your footage and testimonials
- Create a Speaker section on your website, so it is clear that this something you are competent and capable in doing.
- Reach out to thank organisers, and ask for suggestions for other event promoters to contact.
- Give a strong Call to Action at the end of your talk, to ask people to give you recommendations for other speaking opportunities.

Give three Talk Topics that you could speak on:

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Getting in the Press & PR

Gaining media exposure can totally transform your business. It allows you to get your message out to people you just cannot reach through your own marketing efforts.

One of the best ways to get PR is to work closely with a Public Relations Agency. There tends to be two models of working - proactive and reactive PR.

Proactive PR

In this instance the PR Agency will deliberately create a campaign around you and your work. This is useful once you have a higher profile, or when you have a book or similar ready for release. It tends to be costlier, as it involves targeted, focused work from the PR team.

Reactive PR

Journalists and Media industry professionals are often on the look out for featured quotes by individuals on the subject they are writing about. Usually they have already written the piece, or have a strong outline for it, and they are looking for feasible, reliable people to place comment. This could be a piece about your area of expertise. This could also be a chance to be featured in the media in a non-related topic but that shares a part of your personal story.

Both expertise and personal story articles are useful for gaining wider exposure.

What areas of your work could you easily provide comment on?

What interesting parts of your story could be useful to a journalist (For example, think Women's Magazines and the 'Real Life' sections often allow a link to your website)

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If you are not yet in a position to work with a PR team, there are some ways to gain exposure off your own back. It is totally plausible to email the publications editors directly. Keep your email succinct and to the point.

List out publication you would like to appear in, and do a search on the name of the Editor here:

Local radio shows are always on the look out for interesting guests. Find out your local stations, and find out which producers are interested in people for interviews.

A great way to get in touch with journalists through Twitter. Regularly posts with #journorequest or #PRrequest are placed with a brief synopsis of what they are looking for. Do a search over the past month to see the kind of posts that might have been suitable for you. What kind of quotes are they looking for? What timeline was there for responding? Was there anything else required to respond, such as a photo or a bio?

Make notes on your findings here:

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Social Proof

People are often convinced to purchase from someone else as a result of personal recommendations. The more social proof you can gather and share, the better your results will be.

Two main ways to give social proof of your work are Brand Logos and Associations and Testimonials.

Brand Association

Being able to show the badge of honour that you have been featured in, or by a particular media outlet is valuable currency. It is one way to elevate you amongst your industry peers. It's one of the reasons PR makes such a difference to your business results.

Find ways to promote who you have worked with or been featured by. You can include the logos on your FB Page, your FB and LinkedIn banners and on your websites.

Which brands and associations can you include that will add to your prestige?

Testimonials

Personal testimonials for your work are crucial. Make your number one aim for every piece of work you do.

If you are given a long testimonial, see if you can break it down into smaller memes as well. These can be interspersed in your social media. You cannot post your professional successes and feedback too much!

On landing/sales pages and your main website, a testimonial with a photo of the individual, a full name and their company has even more impact.

Who can you reach out to in order to request a testimonial?

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