

Personal Brand in Network Marketing

Your Brand and your Contact List are the two most **valuable assets** in your Network Marketing business, and should be developed, maintained and protected, as if they were Gold.

Your Brand conveys your passion and commitment as well as your principles and business practices. Descriptive words are used to tell people who you are and what your passion is in life.

When you define your brand, be as clear as possible when describing the brand and business, so specific brand experiences can be developed to match it.

Here are three key steps to help you get there:

1. Make an inventory of your skills

Prepare a list of your skills and abilities that you feel your customers will relate to when they think of your business. Your unique set of skills will form the basis of your brand definition.

2. What are your customers' needs?

From the list of your skills, identify those which your customers have a need for. Identify the tasks and services you are expert at, that will attract your customers. Be sure to define your brand based on your ability to fulfill such demands.

3. Focus on what differentiates you and your business

Your brand should be different than other similar businesses who offer similar services or products as you. Your brand must differentiate you. It starts with deciding what unique attributes set you apart from others. Your goal is to be different and better than your competition.

Personal Brand in Network Marketing

To establish a good Brand, start brainstorming, soon after you have completed the high-level brand analysis.

The following are some of the more important details to consider, when developing your story and defining what you are passionate about.

1. What are the products or services you offer?
2. What are the qualities of these products or services?
3. What are the core values of you, your business/company?
4. What is the mission of your company – why are you in business?
5. What does your company specialize in?
6. Who is your target market, create an avatar that symbolizes your typical customer!
7. Who do your products and services attract?
8. What is the tagline of your company - what message does your tagline send to your prospects? Is it congruent with your mission and principles?

From this analysis, develop a summary, which clearly defines how and what your business stands for and its beliefs. The result will often be very close to your own personal values and beliefs and will be a natural extension of your own persona.

When you translate that into a few words you have your BRAND ...

For additional assistance or help with developing your brand, there are experts available to help you. The success of your business will be influenced by your brand decisions, do not take them lightly. An investment in a good brand can make the difference between failure and success

More information: www.allandcurtis.com/brands