

CHECKLIST

10 Steps to Successful Brand Positioning

For Your Expert Business



INTRODUCTION: Showcase Your Expertise

Your Credibility and Experience is the Key to a Growing Business

Successful businesses stay afloat when they gain years of experience and build their credibility with their audience. When people buy or hire, they don't always go for the cheapest – customers are pretty discerning, they want value for money.

Successful business owners learn from their own mistakes, adjust the way they do business when something doesn't work, and are willing to share their knowledge with their clients prior to being hired. Fans will flock to businesses with a good track record and good customer reviews.

Now let's put YOU into this equation. You should always charge what you're worth because if you undercut your competition, that will bring in the tire kickers who aren't serious customers and may still ask you for a discount. This is not the audience base that will allow your business to grow.

You should also showcase your expertise online and offline. Never be afraid to market yourself because you can't control the search engine rankings and you don't want to depend on 'hope' marketing.

Be visible online and offline, be vocal, tell people what you do, share your experiences, offer advice. THIS will build your credibility and you will gain more visibility, thereby gaining new followers and potential new clients.

No matter what stage of business you're in today, whether you just opened your doors or have had a string of clients for years, today is the day to concentrate on building your credibility and sharing your expertise with the world.

And that's what this guide will help you do – in ten steps.

Let's dive in!

STEP #1 – IDENTIFY YOUR ZONE OF GENIUS

BE SPECIFIC: specificity builds credibility

- Don't be a 'Jack-of-all-trades' who offers vague generic solutions
- Don't spread your time and experience too thin
- **Do** specialise in a certain field with customized programs and proven results
- **Do** identify your target market and core value proposition
- **Do** home in on work you actually enjoy and are really good at

STEP #2 – CHALLENGE YOUR OWN ASSUMPTIONS

BE BRAVE: think outside the box

- Stop with negative self-talk and assumptions about what people want or will buy
- Stop doubting your expertise and over-thinking everything
- **Do** follow through on ideas that fit with changing market needs
- **Do** see competition as a healthy validation of market demand
- **Do** put your personality into the equation and be yourself

STEP #3 – CREATE YOUR BRAND STORY

BE UNIQUE: help people know, like and trust you

- Don't think your life experiences aren't relevant or interesting
- Don't try to be someone you're not or 'fake it til you make it'
- **Do** be authentic, honest, and approachable
- **Do** draw up a profile of your ideal client (aka customer persona or avatar)

STEP #4 – UPDATE YOUR MEDIA BIO

BE CREDIBLE: create a professional bio

- Don't just write a CV and list of qualifications
- **Do** share your accomplishments and glory moments
- **Do** put your most recent accomplishments at the top
- **Do** publish your bio online to help people to find you

STEP #5 – PICK THE PERFECT PICTURES

BE VISIBLE: people are drawn to photos

- Don't forget to snap a shot of you in action (on stage, doing a workshop)
- Don't hide photos of you enjoying life; shows you're a real person
- **Do** use connections to grab people's attention and show you're the real deal
- **Do** post images with tags and questions to build engagement
- **Do** showcase photos on your blog or social media without guilt

STEP #6 – BRAG A LITTLE 😊

BE CONFIDENT: shows you walk the talk

- Don't hide your light under a bushel
- Don't be your industry's best kept secret
- **Do** add social proof & logos to your bio and website by listing media appearances
- **Do** take credit for doing a great job and make your claim to fame 😊

STEP #7 – UNCOVER YOUR VOICE

BE BOLD: speak to live audiences

- Don't sit quietly in the corner waiting for attention
- Don't think you have to book a big gig first time out
- **Do** look for local opportunities in your home town
- **Do** hone your speaking skills as well as your story
- **Do** add a speaker page and speaker reel to your website!

STEP #8 – GATHER TESTIMONIALS

BE PROUD: ask for feedback from people who've worked with you

- Don't be afraid to ask for a testimonial
- Don't only ask clients or customers, include JV partners or event organisers
- **Do** interview your clients on a live meeting to ask for 'wins'
- **Do** remember to ask permission to record and use in your marketing
- **Do** feel free to follow up (gently and politely) if you don't hear back
- **Do** think of testimonials as product reviews

STEP #9 – ENGAGE ACROSS CHANNELS

BE EFFICIENT: automate your engagement mechanisms

- Don't avoid engaging with clients in multiple channels just pick one where you can be present consistently
- Don't overthink or stress about how your photo or graphics look
- Do focus on engaging people on their posts and answering questions
- Do look out for opportunities to gather endorsements and share wins
- Do decide which platforms play to your strengths so you can be authentic and get the right vibe out
- Do pick topics and images that are on-message, in-service and on-brand

STEP #10 – BECOME (SLIGHTLY) FAMOUS

BE SOCIABLE: encourage people to know and like you

- Don't avoid sharing personal news and what you're up to
- Don't try to beautify your photos, graphics or fonts - just be spontaneous
- Don't ignore people just because you're on your down time
- Do interact with your target audience's posts and viewpoints
- Do share your 'wins' with excitement, humility and encouragement to others
- Do show you're a regular person who's balancing a busy business with family time and a social life

FINAL TIPS

Marketing yourself and increasing your visibility and credibility will lead to great things, but you have to put in the work by planning which channels to be present on and which media outlets to contact.

Start small to get your feet wet. And if you do share personal stuff, remember to share from the scar not from any open wounds!

Start with a few podcast interviews (heck, some podcasters have many thousands of listeners for each episode, so don't discount all podcasters as small time) or contact a local media outlet and pitch a story idea.

Register with HARO ([Help A Reporter Out](#)) as a source and be on the lookout for relevant and time-sensitive leads that come to your inbox.

NOTE: If you are positioning yourself as an expert and want the media to contact you, please include clear contact information on your website! If it's not clear how to reach you within one minute, producers will move to the next person on their list. Media producers are often under tight, tight deadlines, so avoid using only a contact form.