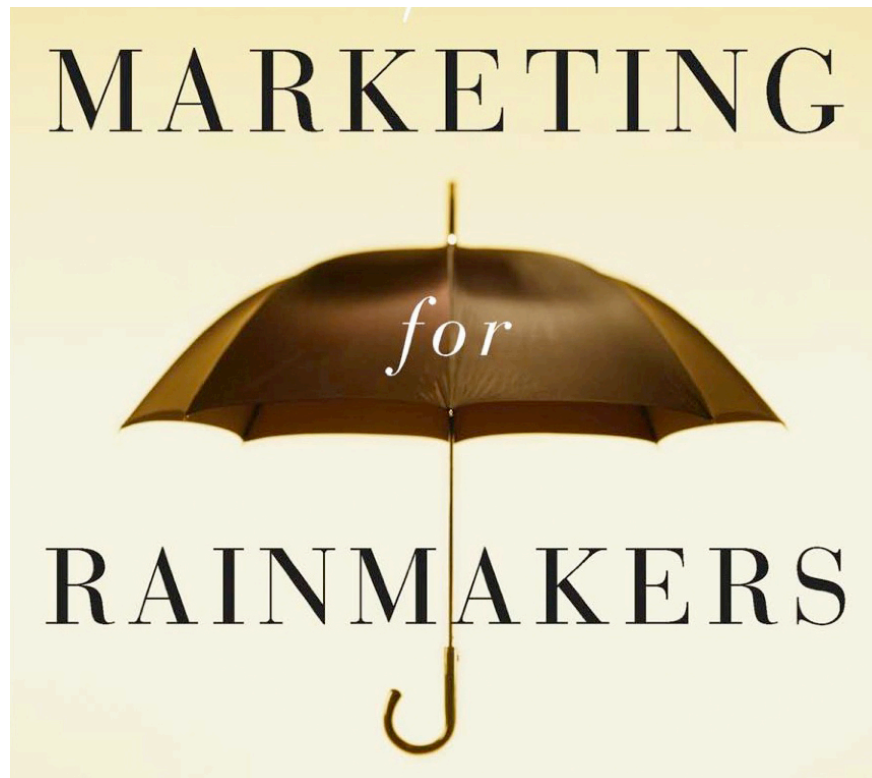


Personal Branding Workbook



The term “branding” was first used in conjunction with the branding of cattle. Because cows and steers tend to look alike, branding was an effective way to identify them. Similarly, you probably look a lot like every other financial advisor, and a unique brand could be an effective way to stand out from the crowd. This Marketing for Rainmakers Personal Branding workbook can help get you started.

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Personal Branding Workbook

In 1997, management guru Tom Peters wrote an article entitled, “The Brand Called You,” in *Fast Company* magazine. The article can be summarized in the following quote:

“Regardless of age, regardless of position, regardless of the business we happen to be in, all of use need to understand the importance of branding. We are CEOs of our own companies: Me, Inc. To be in business today, our most important job is to be head marketed for the brand called ‘You’.”

The essay was a huge hit and spawned countless imitators offering advice on how to build a powerful personal brand. The tools and worksheets in this workbook also owe their inspiration to Peters’ work and are designed to help you identify, assess and articulate your personal brand.

3 Steps Towards Personal Branding

Asking questions is one of the best ways to learn about people and build relationships. And it works equally well when the person you’re questioning is yourself. To kick off the personal branding process, please answer the following questions:

STEP 1: SELF-ASSESSMENT

1. What do you do for a living?
 2. What part of your career do you most enjoy?
 3. What part of your career do you most value?
 4. What about you is unique?
 5. How are you different from the advisor (broker, planner, etc.) down the street?
 6. What are you best known for?
 7. How do you go “above and beyond”?
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STEP 2: HOW OTHERS SEE YOU

1. How would your clients describe you?
2. On your deathbed, what would you tell your children about what is important in life?
3. Of the last 3-5 clients who moved their accounts from you, what were the primary drivers of their decision to leave?
4. Of the last three to five clients who opened accounts with you, what were the primary drivers of their decision to entrust their investments with you?
5. How would you like your clients to describe you?
6. If one of your clients had to deliver a 25-word eulogy about you, what would you want him/her to say?

STEP 3: MAPPING YOUR FUTURE

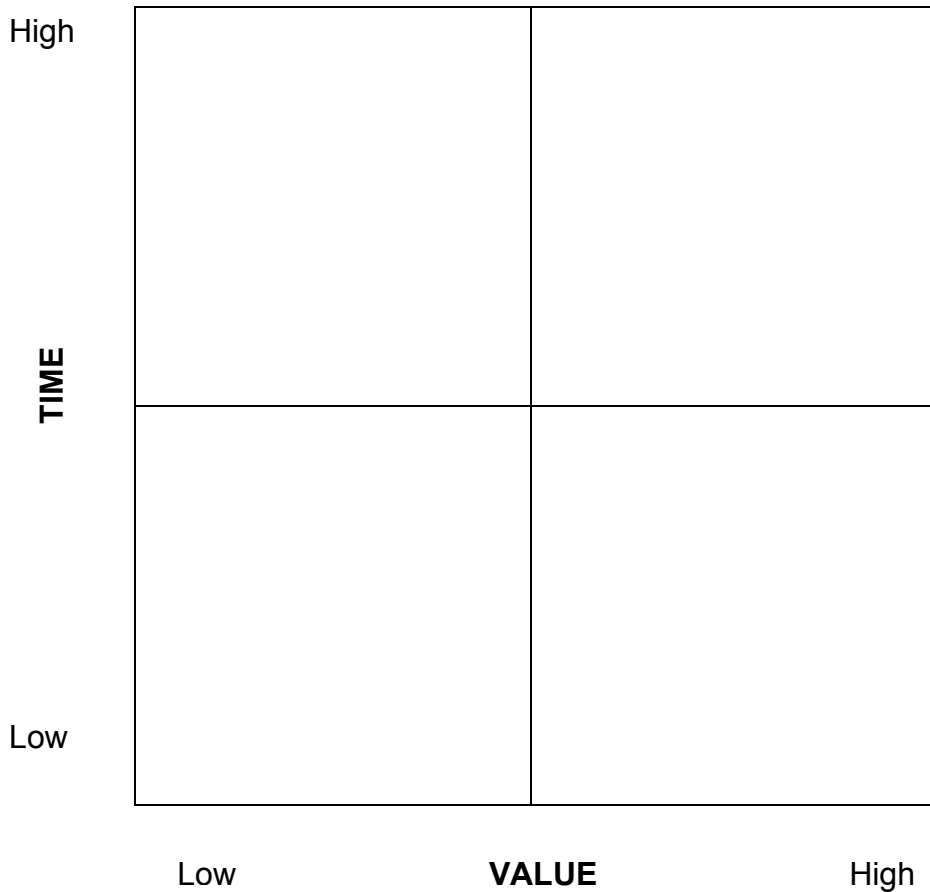
1. Which of your clients would you like to clone?
 2. Why would you like to clone that client?
 3. In lieu of cloning, how can you locate additional clients like him/her?
 4. What is the single biggest change you could make to grow your business?
 5. What would your ideal day at the office look like?
 6. What can you do to turn that idea day into a day-to-day reality?
 7. If you had the chance to begin your career all over, what would you do differently?
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ACTIVITY ASSESSMENT - PART 1

This exercise will help you identify and rank the activities you do on behalf of your clients and in the day-to-day running of your business. It will provide a framework to assess which of those activities are most valuable, which could be decreased or eliminated without hurting your business, and which should be enhanced. And ideally, it will serve as a catalyst to identify new activities that could help attract additional clients.

List 8-20 specific activities you do to run your business:

On the grid below, plot each of these activities in terms of how much time you dedicate to them and the value they provide to your clients and to growing your business.



ACTIVITY ASSESSMENT - PART 2

Now that you've identified the activities you undertake to run your business and have ranked them in terms of time and value, you can look toward the future. W. Chan Kim and Renee Mauborgne introduced "the eliminate-reduce-raise-create grid" in their insightful book, *Blue Ocean Strategy*, to do just that. Use the quadrants in the following grid to identify activities that could or should be eliminated, or that you should spend more or less time on. Use this opportunity to also consider adding activities not currently employed that could enhance your brand and further grow your business.

Eliminate	Increase
Reduce	Add

RAINMAKER SWOT ANALYSIS

A key component of MBA programs and strategic planning initiatives, SWOT analyses provide an understandable framework to identify and assess your Strengths, Weaknesses, Opportunities and Threats (both internal and external) as you grow your personal brand and your business. When used effectively, a SWOT analysis can provide a new and insightful perspective -- one that can help separate you from the crowd.

Strengths	Weaknesses
Opportunities	Threats

As you complete your personal SWOT analysis, use the following questions to probe deeper and elicit the larger truths that often escape our scrutiny:

- *Strengths* -- What personal and professional attributes are you most proud of? What about you do your competitors most fear? What resources and connections (people, experience, skills, etc.) can you employ? What is the most profitable area of your business? What type of business or client is a “slam dunk” for you to win?
 - *Weaknesses* -- What’s the one thing you’d like to improve about yourself? Is there one particular negative about you that competitors point to when trying to gain an advantage? Are there issues or topics you try to avoid discussing with clients? Are there subject areas that you don’t feel confident about? Are there resources you lack? Is there an aspect of your business that consistently loses money?
 - *Opportunities* -- What marketplace trends can you leverage? How about demographics? Are there ways to better utilize technology? What competitor do you most admire and what can you learn from that firm or individual? Can your core competency be used to enter complementary market segments? Is there a niche market that competitors are ignoring?
 - *Threats* -- What keeps you up at night? What trends could weaken your position? What are colleagues or competitors doing that could diminish appeal for your services? Can your strengths be easily duplicated or leapfrogged?
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YOUR RAINMAKER INFOMERCIAL

To many people, infomercials represent everything that's wrong with society. They're crass, materialistic, demeaning and manipulative. On the flip side, however, they're passionate, interactive and fanatically single-minded. Best of all, they're packed with reasons to buy, and they exude a sense of urgency to buy now. In many respects, they represent an ideal first step in creating a powerful, rainmaker-style personal brand.

Thinking about creating an infomercial about your brand, products, and services can help crystallize your story. It forces you to imbue life and energy into your personal brand. Also, the act of envisioning your personal infomercial requires a fresh look at everything you do in terms of sales, marketing, and customer service. It forces you to put yourself in the place of your customers, develop a well-articulated elevator pitch and focus solely in what your customers will see and hear (and most importantly, what they feel about what they see and hear).

Here are some ideas on how to do it:

- Identify the make-up of your audiences – both the in-studio audience who will gasp and applaud on cue, and the easily distracted at-home audience. This step of identifying your audience is critical because it will drive every other aspect of your infomercial.
- Determine the format for the infomercial. Will it look and feel like a talk show, a small group discussion, or a lecture? Will it feature a demonstration or testimonials? Will it be informative, entertaining, or sentimental?
- Select your spokesperson. Should it be a man or a woman? Young or old? Should she be dressed casually or formally? Should she speak with a down-home twang, an aristocratic air, or a pedantic drone?
- Zero in on the number one benefit that your product or service provides. (This is your hook, so choose it carefully.) Then identify half a dozen corollary benefits that build off of or tie into this primary benefit.
- Determine your selling price. Make sure it's neither too high nor too low – and above all, make certain it appears to provide exceptional value. (The natural tendency here is to simply use your company's existing pricing structure. As part of this exercise, however, start from scratch, revisit all your old assumptions, and accept the fact that price is a key part of every sales/marketing equation.)
- Articulate why the purchase decision needs to be made today, on the spot, while the 1-800 number is being displayed on the screen.
- Identify an act-now incentive that will appeal to the fence-sitters in your audience. The key thing is to be creative, understand what would motivate your audience, and then package it in an irresistible offer that even the Godfather couldn't refuse.

When you're done outlining your infomercial, you'll have created a roadmap for all your subsequent marketing efforts. What may have felt like a sell-out at first will, in the end, help you achieve rainmaker stardom.

If you're interested in hosting a "Personal Branding for Rainmakers" workshop, please contact Phil Fragasso at 617-312-6574 or pfragasso@gmail.com.
