

ESTABLISHING YOUR PERSONAL BRAND

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4THRIGHT *MARKETING*

Illinois Hispanic Chamber of Commerce
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Who I Am



- Former Vice President with Chicago Advertising Agencies
- Entrepreneur
- Speaker/Panelist
- Contributing Author
- Marketing Instructor

What I Believe:

1. Everyone has a compelling story to tell
2. If you allow yourself to be vulnerable,
you can tell an amazing story

My Mission:

1. Get you to believe yours is a story worth telling

My Approach To Personal Branding

Develop a Strategy
(1:1 Consultation)

Capture the Message
(Video)

Disseminate the Message
(Digital Marketing)



**PERSONAL
BRAND
CREATIVE BRIEF**

towards their mortgage each month, creating the possibility over time of purchasing your next home or buying an income property.
Summing it up: The financial independence XXXXX achieved for herself is the same independence she works hard to enable her clients to achieve themselves.



- Webcard
- Email Mktg
- SMS Mktg
- Social

I'm Curious:

Do You Trust Me?

2021 Least Trusted Professions

1. Members of Congress
2. Car Salesmen
- 3. MARKETING / ADVERTISING PROFESSIONALS**
4. Business Executives
5. Lawyers

TRUST

For Business...

Know



+

Like



=

Trust



For Marketing...

Awareness



Consideration



Trial



For Dating...

Meet



Interest



Relationship





**Thinking You Have To Get More
CLIENTS or CUSTOMERS**

**Instead, Look for More
RELATIONSHIPS**

“Relationship” (vs. “Client”) Advantages

1. You’ll work harder (and more proactively) to maintain them.
2. They will tell others about you.
3. They will be less likely to look elsewhere--someone else is trying to steal them from you

Something Else You Should Know About Me



- Arrested several times from the age of 12-17 on Chicago's south side
- I had limited role models
- I believed I had limited employment options

The Personal Brand:

Arguably the Single Most
Important yet Misunderstood
Factor In Business

What Is It?

An outward expression of our inner self:

- Is formed by our unique values, experiences, passions
- Is Influenced by those who were there with us during our brightest moments...but also our darkest ones
- Dictates our opportunity
- It is always evolving

It inspires the path each of us in on



The 7/11 Rule



**Source: Michael Solomon, PhD, Psychologist, Chairman, marketing Department Graduate School of Business, NYU.*

Breaking It Down

Cues that help people form these impressions:

- The way we dress
- The way we talk
- The way we move
- The way we interact with others (both 1:1 and within a group)
- The way we think
- The way we write
- The energy we give off

Two Types of People

We Live In A World Of Buyers & Sellers...



Where Buyers Hate Being Sold...



And Can Smell a “Sell” a Mile Away



You don't just have to stand out, you have to stand apart

When People Really Don't Want To Be Sold...

They place a “wall” between themselves and the seller--
the more they detest it, the
higher the wall



The Seller's Obligation:

- Listen (don't sell right away)...Engage (don't sell right away)
- Clearly convey who you are, what you stand for, how you can help

Most Importantly:

- **Be the first to share something personal***

A Quick Exercise

Imagine I Am:

- A Prospective Client

And I ask you:

“WHY SHOULD I PICK YOU?”

(Write your answer in chat)

RESULTS

The 2 Most Important Questions You Should Always Ask Yourself

1. Who would be most proud to see you succeed?
2. Why?

Summing It All Up

- Seek more relationships, not Customers
- People are forming impressions about you the instant they meet you
- Know, Like, Trust (Awareness/Consideration/Trial) is the natural progression to get people to choose you
- Be authentic and avoid “Market Speak” ...or BS!
- Remind yourself (often) of your “Why” (2 questions)

Marketing Your Personal Brand (Our Product Offering)

Develop A Strategy

Produce A message (Video, Print, etc.)

Disseminate your message (Webcard, Digital Marketing Campaign)

Personal Brand Video



Webcard



Miguel Paloma
CEO & Founder
4thRight Marketing



WebCard

1. Leverages the two most powerful media: mobile & video (optional)
2. Is always on your phone (no app)
3. Can be texted, emailed or disseminated via QR code
4. Can house your videos (testimonials, tips, etc.)
5. Lists your social media platforms

4THRIGHT MARKETING

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Save To Contacts

Meet Miguel

Client Feature

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Order Your Web card

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NWHCC ABOUT | JOIN

Ecosystem of Cardholders

1. Through my webcard, I can:
 - a. Promote other webcard holders
 - b. Drive traffic to a Chamber or other website

Webcard Cost

- \$100 / 12 months
- One time \$50 set-up fee
- Includes QR code
- Monthly usage report
- Does not include headshot or video
- Email or text me with questions or to sign up

4THRIGHT MARKETING

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Share By Text Share By Email

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NWHCC ABOUT JOIN

Digital Marketing

- Email
- SMS
- Social Media
- SEO
- Text or email for a consultation

Thank You!



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