



Personal Branding Step by Step Guide

Your **Personal Brand** is how you represent and promote yourself to others. It's the way you show your experiences, skills, and personality to the world. By telling your story and expertise, you can build professional relationships and new business opportunities for yourself.

Your Personal Brand is how you will generate more leads and increase your business. It is a way of building your reputation in your industry; the way you want to be known in your community: You are a Closer, a tough Negotiator, a Professional, and an Expert in your industry, among other great things!

With your Personal Brand you take control of your message.

Your Personal Brand identifies the special characteristics that makes you different and the value you bring to the customer. **It establishes credibility and generates Referrals.**





1. STEP 1

The Leaders that have Powerful **Personal Brands** will be able to enter negotiations with more leverage than those who don't. Are you willing to risk not being able to control the message and image that is floating around about you as a professional?

Inner Self & Personality / Personal Branding Discovery Phase:

Before starting the designing process of your Social Media pages and/or choosing colors and taking a new headshot, you need to discover *The Real You*; you need to search for all your skills and talents that will make you *unique* and *different* from your competitors.

It will be helpful to have a Coach that can help you during the *Discovery* process and give you feedback on your Personal and Professional *best* and *unique* skills that can positively help your **Personal Brand** to get you positioned as an *expert* in your industry.

In this First Step you will need to make sure that all the following areas are *clear* and *genuinely* answered.

- What are your Personal & Business Goals?
- What is your Mission, Vision, About & WHY?
- Do you have a Leadership, Empowerment, Mindset & Confidence Development Mentor?
- How do you Overcome situations and fears?
- How can you identify Authenticity in other Personal Brands?
- What is your Planning & Organization Strategy?
- Do you have an Accountability Partner to discuss your Progress with?
- Do you have someone to do Roll Play with?
- What are your Networking and Prospecting strategies?
- How are you Building Strong & Trusting Relationships?
- Are you clear on what is the Branding process?



2. STEP 2

The truth is that you can't say you have a **Personal Brand** until others know of its existence.

People need to be aware that you exist in a particular industry or niche, they need to understand what kind of problems you can help them solve and they also need to develop enough trust to inquire about your services.

Digital Footprint / Personal Branding Strategy Phase:

During this phase you will be *Discovering* the way that will make your *ideal clients* feel more attracted to your **Personal Brand**... including the *visual* areas of your Brand, the *creativity*, the *designs*, the *originality*, the *colors*, the *consistency*, the *intention*, and the *call to action*, among other things.

A Creative Director is someone who looks for cohesiveness and consistency, with an eye for detail. Someone who will notice when design elements are not aligned, when hierarchy is off and will defend your **Personal Brand** guidelines as if their life depends on it.

Make sure that you have someone that can work with your *digital designs* and can help your Brand in *communicating* your *vision* with *creativity*, *originality*, and *innovation* on each of the following areas:

- Logo Design
- Color Palette
- Typeface
- Infographics
- Visual Components Design
- At least 5 Digital Content Designs weekly (Monday-Friday) for Social Media platforms
- Business Cards Design
- Landing Pages Design
- At least 3 Video Content ("Reels") weekly
- Brand Personality Test results



3. STEP 3

When you understand yourself from the perspective of how others see and interact with you, then you can begin to integrate all aspects of yourself into a consistent, authentic “You”.

Physical Footprint / Personal Branding Execution Phase:

After you have mastered the Discovery Phases for your **Inner Self** and your **Digital Footprint**, you will need to *show* the world your *Real You*; the one behind the quotes that make you feel *inspired*, the one that have *conquered all*, the one that have *reached* each one of the *goals* that were written since the beginning of this journey.

You need to make sure that your *New You* will be seen *authentic, real, professional, trustable*, and directly relevant with your *industry* on each of the following areas:

- New Image Transformation
- 1 Photoshoot with at least 2 changes
 - At least 1 Headshot
 - At least 1 ¾ Body shot
 - At least 1 Full Body shot
 - At least 2 Lifestyle shots
 - Makeup (for women)
 - Hairstyle
 - Fashion Consultation
- Personal Stylist Tips
- Development and Communication of Your Story
- At least 5 additional Digital Content Designs weekly (Monday-Friday) for Social Media platforms (total of 10 weekly minimum)
- Development of Ideal Client Profiles
- Development of content for Live Videos
- Tips for building the Right Network
- Tips for becoming a Marketing & Promotional Tool



Once you occupy a place in your audience's mind, you've made it... Once people can think about your Brand without being prompted, you've won!

"Being first in the mind is everything in marketing".

– Al Ries, *The 22 Immutable Laws of Marketing*.

Loreanna Luxury Brand can help you become the Best Version of yourself; *genuine, confident, and trustful* with a *creative and unique* content that will position you as the go-to thought leader in your niche while eliminating the need of outreach or qualifying leads.

The more impact you want to have on the world, the bigger your Personal Brand will need to be, which will require a proportionate *Investment*.

(90 days is the minimum time frame needed to start recording feedback to measure your results).

YOUR INVESTMENT for 90 DAYS PROGRAM

	DIAMOND (STEP 1)	CROWN (STEPS 1, 2 & 3)	PEARL (STEP 2)
Individual	\$4,150.00	\$11,950.00	\$2,650.00
Group (2+ People)	\$3,550.00	\$9,950.00	\$2,050.00

Monthly payment plans

	DIAMOND	CROWN	PEARL
Individual	\$1,450.00	\$4,450.00	\$950.00
Group (2+ People)	\$1,250.00	\$3,950.00	\$750.00

How valuable would it be if your competitors decided to not sell a product or a service just to avoid competing with you?



Notes:

1. Customers who value your Brand will also pay a premium for your products and/or services.
2. With a Personal Brand you will be able to develop more significant connections, relationships, and awareness of who you are and what you do in business.
3. Network, Engagement, and a deal done from a conversation that started from a message on a Social Media platform will be part of your Return of Investment.
4. Your results will be based on the level of time and commitment that you put into the Program and the given instructions.
5. Investment numbers are calculated for Puerto Rico and South Florida areas (ask for Investment numbers if you need another location).

How do you become one of the greats in your field, one of the masters?

The very first step, and the most important one, is to commit all the way!

The life that you've been dreaming of depends on you getting in all the way now!

- Grant Cardone

Call for a Free Consultation today!

Looking forward to starting to work together soon,

Loreanna Gonzalez

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