

Branding Yourself Online!

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Methods to Grow Your Online Branding!

The most successful people online learned a huge lesson earlier in their online career. They needed to build their own image to the Internet public and become known, trusted, and liked. We will discuss ways to do that here. This does not just apply to marketing people, this applies to musicians, authors, ministry people, business owners, all celebrities, politicians and more. No one is exempt from needing to do this if they have long term plans to prosper online.

Many have taken the path of trusting a single company like maybe an MLM firm, and stayed with them 10 years, only for them to find the firm went out of business. Now I am not saying to not do the MLM, I am saying to build your own image while you do the MLM. Your own personality and uniqueness will make that MLM firm more interesting anyway. Ever notice a firm that you look up in Google and there are hundreds of people there with a listing, and all their listings are the same? There is no variety, no personal identity, and so uninteresting. You can't let that firm become your identity. You must carve out your own identity, and you can be interesting to people. Your firms can come and go, but your career online is unique to you.

You can choose a name like Action Marketing, or maybe Acme Rockets. (I am just seeing who is awake) That is simply my example. You should have a website, and like sounding email address, your photo, and even a video. Any person who does business with you should be left with a good impression of you. You follow up with people. You return their emails and their calls promptly and in a friendly manner. Never go off on anyone with a temper tantrum.

I met a young man several months ago, and he was a musician. His specialty was modern Fingerstyle guitar. He travels the world doing concerts and he has a

unique following. He usually plays for small gatherings because his style is a special kind, and it is popular. He creates videos at times with his special compositions and people love them. He is very much in demand. He probably is not even 30 years old. The guy has a website, a Facebook page, a Twitter page, an Instagram page, a YouTube Channel, and he hands out a cards with all of the accounts on it so people can following him in all the places or in the ones they are on. The most interesting thing is that this guy has 2 Million followers. He has totally branded himself. He has not lived or played the guitar long enough to be known worldwide but he is known worldwide.

The trick he used, or should I say the method he used, was social networks, viral videos, and consistency in image making. He knew he needed the image and every decision he made to expand his marketing and work was in cooperation with his own plan to brand himself as a talented musician. There are a thousand stories like this young man. I shared the story so you can see how far you can take your image, and the Internet causes an equal playing field between rich and poor, famous and non-famous, old and young, and well known and obscure. You just must know what is available. I will show you what is available and then you can just ascend the steps that I lay out.

More philosophy and strategies to follow.

God bless,

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