

00:00:00:00 – 00:00:28:47

Unknown

Are you a purpose driven entrepreneur struggling to get web traffic that converts into paying clients? Stop wasting time and money. Discover how to position yourself as the go to authority in your niche or industry. Infuse your Wow website with the best on marketing strategies and drive traffic to your website that converts to leads and clients. Listen to the On Market Your Business podcast today and watch as your ideal clients find you with ease.

00:00:28:52 – 00:00:34:06

Unknown

Let's head into the studio now with our hostess with the Mostess, Carol J. Dunlop.

00:00:34:06 – 00:00:51:03

Unknown

Hey, everyone. What's going on? How are you doing? Are you making it okay this far into January? I hope that you are. I hope that things are good with you. They're going like you thought they would. And because this is a this is a brand new year, a brand new month. Everything's brand new, you know, new year, new.

00:00:51:03 – 00:01:04:33

Unknown

You can do some new stuff, get about the old stuff. Forget about the things that you did not do yesterday, last week, even last month. And let's concentrate on the things that you're doing right now or that you're going to do

00:01:04:33 – 00:01:13:55

Unknown

today. I have a super special guest and her name is Alexia. Limits. Alexia, I think is. And also in a young body.

00:01:13:55 – 00:01:30:35

Unknown

And that girl is very fired up and will get you fired up about your brand. I love talking with her. We're talking about branding and all that and you'll get to see that in just a couple of minutes and you'll see what I'm talking about. She is super awesome

00:01:30:35 – 00:01:31:21

Unknown

All right.

00:01:31:21 – 00:01:48:55

Unknown

Starting today and running through Sunday, January 19th, you can access the courses and memberships. Why does that even apply to you?

Because I'm in it. Yes, I am in it. I am doing my presentation is about

00:01:48:55 – 00:02:05:27

Unknown

launching Live Your Life course and then selling it recorded. And I go through the steps, the process, the platforms, everything you need to do and what you need to think about in order to launch your course live and then sell it, record it.

00:02:05:32 – 00:02:28:11

Unknown

And I should know, because I have done several posts like that one, two, three, four, four and counting four courses right now that are making, The Authority Creators University, which is the new upgrade to the UN marketing and Marketing Academy. I'm so excited about it. I'm still working on that piece. So the Unmasking Academy is still there, still going strong.

00:02:28:23 – 00:02:38:35

Unknown

But the authority created university is a I guess it's the next level. You know, how you go to, high school and then you go to college? This is the College Park, all right.

00:02:38:35 – 00:03:00:23

Unknown

I was excited about it. But let me tell you about courses and memberships. Summit is a free online event, and it's packed with actionable insights from top experts, including the one and only me, myself that that are going to help you create your first or your next course or membership with confidence market and sell your existing offers like a pro,

00:03:00:23 – 00:03:06:07

Unknown

and turn your expertise into an impactful resource for your audience.

00:03:06:22 – 00:03:29:05

Unknown

I really had a great time putting this whole thing together, and I want you to go out there and register for it, because guess what? It's totally free and it's on today, the 15th through Sunday the 19th, and you can get there by going to [CSA corporation.com/c m summit](https://www.csa-corporation.com/corporation.com/c-m-summit) CSA corporation.com/c m summit.

00:03:29:05 – 00:03:31:06

Unknown

All right. It is tech time.

00:03:31:28 – 00:03:37:15

Unknown

And my technology that I'm promoting today in tech time is Canva.
Canva is

00:03:37:15 – 00:03:50:56

Unknown

a canvas. Almost everything to me when it first when I first learned about it a couple of years ago when I first learned about it, I was like, we're going to do Canva Canada. What can Campbell do for me? You know, I'm an artist. I'm a graphic designer.

00:03:50:56 – 00:04:18:57

Unknown

I'm a web designer. You know, I don't need Canva. What does it do? It was a 2016 when I first heard of it, but then I put all that aside and I went all in and check it out, and it was good. And I was like, okay, this is really good. But I only used it to create quick graphic design pieces and Canva, you know, since I discovered it in 2016 and I started using the Pro version, I want to say in 2021, somewhere along in there,

00:04:18:57 – 00:04:20:15

Unknown

it is just blown my mind.

00:04:20:15 – 00:04:39:41

Unknown

What you can do, you can create videos with it, you can edit your videos, you can create motion graphics with it. You can make something move that doesn't usually move. It's it's amazing. I just totally love it. And I actually signed up for this course by I think it's created by Wayne.

00:04:39:41 – 00:04:48:53

Unknown

And he goes deep diving into Campbell and tells you exactly how to use it, how to set up, because Canva is confusing as well, but it is awesome.

00:04:48:53 – 00:05:08:23

Unknown

And I'm trying to get him on this podcast right now. So if you all know created by Wayne, he's he's a Canva expert. And he tells he shows you not just tell but he shows you how you can use Canva to create animations, videos, everything. And he's got all the secrets. He has his course out. So I'm trying to get him on here.

00:05:08:34 – 00:05:26:31

Unknown

So yeah, I'll put that in the in the universe that I want him here. He's already accepted. He just hasn't done it yet. So you know everybody's busy and stuff. So Wayne, I'm calling you. You need to get out here so he can help everyone with their awesome course. So there's a pre a free and a paid version of Canva.

00:05:26:36 – 00:05:43:06

Unknown

I was using the free version. Like I said, for several years I wasn't really paying attention, but what I figured out what you could do with the paid version world of possibilities opened up for me and I have been using it ever since. And you need to do it too. All you need to do is go to Canva that.

00:05:43:06 – 00:05:57:15

Unknown

Com and sign up. You can sign up for free and you can upgrade anytime, but you gotta want to do that upgrade quicker sooner than later because the stuff that you get when you upgrade to the Pro is much better than other stuff that you get.

00:05:57:15 – 00:06:06:34

Unknown

All right, without any further ado, I'm bringing on our special guest, Alexia Clements, and I will see you on the other side.

00:06:06:34 – 00:06:31:42

Unknown

What's holding you back from hitting well on your marketing plan? Fear manager. Imposter syndrome. Frustration that stops now. What if I showed you how to reach your target audience and get them to buy? How to make social media marketing easy. I don't understand the power of email marketing and how to conquer your fear of putting yourself out there.

00:06:31:56 – 00:07:08:29

Unknown

What if I provided you with simple tools and techniques, easy to implement training that bring you clarity and give you the expertise and the know how to convert marketing into money? Hey there, I'm Carol de Dunlop, the online wild strategist and six time bestselling author. I teach purpose driven entrepreneurs, just like you to convert marketing into money. If you're a purpose driven entrepreneur who's ready to stop allowing beer and frustration to keep you stuck and instead embrace clarity, authority, and expert instruction to convert your marketing strategies into money in the bank.

00:07:08:43 – 00:07:39:53

Unknown

Then you need to join the UN Marketing Academy in the Academy. You'll

take a deep dive into the tools, techniques, and training that helped me and my husband have the same. Our successful business. In spite of the 2008 recession, two major health crises, and of course, the pandemic. The Academy is about replacing expensive, frustrating and overwhelming marketing practices with simple, easy to implement marketing resources that get you in front of your target audience and get you paid.

00:07:39:55 – 00:08:03:32

Unknown

This academy is for purpose driven entrepreneurs who crave simple marketing strategies, coaches who need real life trainings to take the overwhelm out of marketing. Small business owners who are ready to conquer their fear of putting themselves out there. Service providers who want to use social media and email marketing effectively. Action takers who are ready to go live without fear.

00:08:03:34 – 00:08:16:02

Unknown

Marketing your business successfully takes work. And marketing without marketing. They don't know you exist. If you're ready to convert your marketing into money, you need to join the UN Marketing Academy.

00:08:16:02 – 00:08:22:52

Unknown

Join the UN Marketing Academy today by going to [UN marketer business.com/join](https://unmarketerbusiness.com/join).

00:08:22:52 – 00:08:37:39

Unknown

All right. Well hey everybody, it's Carol J. Dunlop. I am back with another awesome guest. I think all my guests are awesome. Of course they are, because I vetted them before I even talk to them about being on here. So we have got something very important that we're going to be talking about today.

00:08:37:39 – 00:08:53:46

Unknown

And that's your branding. I met this young lady, Alexia Clements, in a coaching group that I'm in, Web Designer Pro, and she is totally awesome. She is young now. She is really young. I started to ask her, you out of kindergarten, but no, no, no kidding.

00:08:53:46 – 00:08:56:40

Unknown

But she is. Yeah, but she got her stuff together, so I can't.

00:08:56:54 – 00:09:15:51

Unknown

Without any further ado, let me bring Alexis Oni Alexia on here and

let her tell her. Tell us about yourself. Alexia, I'm so happy you're saying hi, Carol. I'm so happy to be here. I, I admire and look up to you and everything you've accomplished in your business. So I'm just super excited to be here on your podcast.

00:09:15:55 – 00:09:36:34

Unknown

And, so I guess I should introduce myself. Please, please. My name is Alexia Lynn and I own Visual Vive Design Co. We help businesses connect and convert their their audience through strategic brand and web design. We really focus on how we can connect and convert their audience.

00:09:36:34 – 00:09:40:35

Unknown

I love that and I love the fact that you are a designer as well.

00:09:40:35 – 00:09:59:17

Unknown

But what stuck out to me because y'all, y'all know I don't do branding. You know, I take I take to people after they get to the branded. So what's the got to me. And she did branding and is that I was like, I need to talk to her. I think within a couple of days of me joining that coaching program, group community is all of the above.

00:09:59:21 – 00:10:26:00

Unknown

I was like, I gotta reach out to her and get her on the podcast. And this was when I was first thinking about who could be on my podcast, because as y'all know, I don't have any competitors. I only have collaborators and friends and colleagues, and we can all do great things together. So, Alexia, welcome, welcome. I'm so glad that you're here so now this podcast is about helping purpose driven entrepreneurs to get I'm gonna put this out.

00:10:26:05 – 00:10:28:45

Unknown

Let's bring this out there, see my shirt some more.

00:10:28:45 – 00:10:40:48

Unknown

So this podcast is about helping purpose driven entrepreneurs get more traffic to their website. And the question we always ask everyone is Alexia, how do you get traffic to your website?

00:10:40:48 – 00:10:52:36

Unknown

Yes, so you can get traffic. There are myriad of ways, but you really need to focus on your brand and building your brand because that's going to determine how you get traffic to your website, such as if

you're on social media.

00:10:52:36 – 00:11:10:58

Unknown

If that's where your your customers are, then you'll want to create social media graphics with your branding to get them over to your website. As well as just on Google. If they search you up and they click your link on Google and you have bad branding on your website, they're you're not going to stay. They're going to click off of there real quick.

00:11:11:03 – 00:11:20:01

Unknown

Yeah, definitely. Definitely. So tell us as we're talking about this branding thing, in your opinion what is bad branding?

00:11:20:01 – 00:11:36:04

Unknown

I would say bad branding would be somebody just got a logo. They just they have a logo. The logo may not be bad, it may be a good logo, but they have no direction. They have no purpose, they don't know how to use their brand visuals.

00:11:36:04 – 00:11:56:20

Unknown

And they don't have a brand strategy usually. So they just have a logo and they just put it everywhere, but they don't know how to actually build and cultivate a brand that converts their target audience. Oh that's some good stuff right there. So now we're throwing that word out brand a lot. Can you explain to everybody listening.

00:11:56:25 – 00:12:29:03

Unknown

What is branding. Is it just your logo in your colors. Or is it so much more than that? I like to explain it as it's your entire vibe. So, again, that's why I named my company Visual Vibe. Because I love creating entire visual vibes for companies, but it's really the heart and soul of your business. It stems from your purpose, your mission, your visions, your values, how you show up, which is your branding, what people look at, how you make them feel and how they can connect with you.

00:12:29:03 – 00:12:50:59

Unknown

That's how you build a brand, definitely. I love hearing that because most people think you know, branding. You know, it's just my logo. This my brand. But, you know, what is it that you stand for? What is it that you would die for or not die for? Or what is it that if you see it somewhere, you'd be like, oh, that's me all over.

00:12:50:59 – 00:13:09:13

Unknown

I look at that as brand and to your voice. You know, when we're doing websites and stuff, we think about the voice and the tone of how we're talking. You know, everybody's doing ChatGPT and all of this, and they're always asking, what tone are you talking in? And you may be looking at that like, what are you talking about?

00:13:09:21 – 00:13:35:39

Unknown

What is your tone? What is your brand tone? Are you funny? Are you sarcastic? Are you like real stupid or something? Oh, you know, what is it? What is it? Is are you joyous or you're a negative nelly? So whatever you are, I say, be that. What do you think about that? Yes, I think that especially in today's day and age, it is so easy to get lost in the sea of different businesses.

00:13:35:52 – 00:13:56:00

Unknown

Now. It's easier than ever before to start a business, especially online. But what does that mean? That means there's going to be a lot of businesses. How can you differentiate yourself from the rest of the crowd? You can do that through branding and going full force with it, not just being another corporate and casual brand, but being like, fun, inviting, exciting.

00:13:56:00 – 00:14:11:50

Unknown

Like something people want to be a part of, right? And I also caution people about trying to copy somebody else's brand, like, you know, you and I in that website, a pro at Josh, is this the bond that com I'm actually going to have him as a guest on the on the podcast coming up. I can't wait to just talk to him.

00:14:11:50 – 00:14:31:57

Unknown

Right. But I don't think, you know, I have a, the UN Marketing Academy, which is a membership thing too. And I want to model my academy after the vibe that he has in his. But my vibe is totally different. I'm not him, so I can't be him. And I just want to caution people against trying to copy somebody else's brand.

00:14:31:58 – 00:14:49:56

Unknown

Me just like them. Because you gotta just be. You ain't nobody else like you. So be you, right? Exactly. And you could only put on a mask for so long before there starts to be disconnection. Because if you're trying to be this person, but you're having to be that person every day and it's not really you, there's disconnect.

00:14:49:56 – 00:15:07:58

Unknown

And people can see that. People can smell it out, they can. They know when something's not genuine. So it's best just to be yourself and embrace who you are and who your business is to your customer. Yes, definitely. Now, I mentioned, you know, we're in this group together. And when I first, met you, you were saying, well, I just launched my business.

00:15:08:00 – 00:15:39:07

Unknown

Yeah, I've been last last week or this week. Earlier this week, you did this. Amazing. I have give it to you. How do you create amazing presentation about how you did your lot in your brand, how that was in there, all these things you did. And I want you to just kind of say a little bit about it, you know, for the people who are just launching or maybe they're launching a product or service or the launch at anything, how important is doing all those steps, getting all that together, really thinking about what you're doing before you put it out there?

00:15:39:12 – 00:16:01:34

Unknown

Yes, it is super important. And that's one thing that even though I was just launching my business earlier this year, I knew the importance of branding and I knew the importance of making it exciting and fun like you want when you launch something, you want people to be excited and fun about it and make shareable content so that you can get more eyes on your business or on your launch.

00:16:01:34 – 00:16:16:52

Unknown

If you're launching a product or service you want all eyes on decks, you need to make something fun and exciting and really give people the like, curiosity and anticipation of something like, really bring them into your world and make them a part of your launch.

00:16:16:52 – 00:16:21:30

Unknown

True, I loved how you did that. And and it was so simple. It was just simple steps.

00:16:21:30 – 00:16:36:05

Unknown

I did this, I did this photo shoot. I took some pictures, I put it in, I'll, I put it on what I want and how you thought through the process. Well, if I just put this picture, they may not look at it, but if I look, if I put this picture with the balloons. Yeah, they may stop that scroll.

00:16:36:06 – 00:16:46:40

Unknown

Yeah. So that was good. Yeah, that was really good. I mean, you just kind of mentioned it was like, Carol, even you who's been doing website since 1994, I was like, thanks a lot. Josh.

00:16:46:40 – 00:16:55:46

Unknown

You did call you out a little bit, but I think it was with love. It was. I took it with like, yeah, yeah, even I could learn old dog and learn some new tricks there, right?

00:16:55:46 – 00:17:12:14

Unknown

Right. Just just be yourself. Be, you know, make it something. If it's important to you people, it's going to be important to people who are watching it, who are reading it or whatever. And that's what I want you to do with this website. I mean, with this podcast. It was so funny when I put out that first,

00:17:12:14 – 00:17:15:10

Unknown

episode, I was like, Alexia, did you look at my branding?

00:17:15:19 – 00:17:19:47

Unknown

Did you do you approve? Do you see? I got my colors together and everything

00:17:19:47 – 00:17:38:36

Unknown

100%. I was like, I looked at it and I was like, De Cara, you did such a good job. I'm so proud. So proud. Thank you, thank you. I mean, you have to think about things if you enjoy it, people will enjoy it. And I wanted to make the podcast something that people are looking forward to listening to, to watching, that is, you know, getting those senses going.

00:17:38:36 – 00:18:00:58

Unknown

And I put things in that are going to benefit them. I think we all kind of woke that with our business. But sometimes it gets, you know, lost in that shuffle of, oh gosh, I gotta write these emails. I gotta do this social media post. I gotta do the so how do you keep all that together when you're thinking about when you're thinking about your brand, when you bring out something new or you do a sub, how do you keep that all from driving you crazy?

00:18:01:02 – 00:18:17:41

Unknown

Yes. So a lot of that comes into play with brand strategy, and that's something I do with all of my clients. I won't build a brand unless we have a strategy behind it, because if I just if I just make you a pretty logo and give you some colors, you're you're not going to get the investment that

00:18:17:41 – 00:18:18:36

Unknown
actually matters.

00:18:18:36 – 00:18:35:18

Unknown
Like, which is how to use those things, why you need to use them in certain instances. So your brand strategy is like a roadmap that keeps you on the road instead of, oh, I'm going to come over here because this is the new shiny thing and I yeah, you should do that. No, we need to stay on deck.

00:18:35:18 – 00:18:52:29

Unknown
We need all of that navigation to what your actual goals are, because it's so easy to get bogged down with shiny object syndrome. And I want to try this. I want to do that. And we. Those things are great. Write them down and save them for later. You don't have to do that now, but see if you can work them into your brand strategy.

00:18:52:33 – 00:19:12:05

Unknown
But you need to have main goals that you're after. So if you get distracted, you need to get back on yourself, back in. Come on, that for me. What's important to you in the long run and 5 to 10 years? Because those activities that you're doing now, if they're not going to get you to where you want to be in 5 to 10 years, then you're wasting your time.

00:19:12:05 – 00:19:21:25

Unknown
I'll say that again. I'm serious, I am serious. So that brings me to a question here. Why is branding important for business owners to pay attention to?

00:19:21:25 – 00:19:33:16

Unknown
Branding is so important and again, it's more than just the the logo and the colors, the fonts, the all the pretty stuff. It's more than that. It's really the substance of your brand and how people connect with you.

00:19:33:20 – 00:19:53:05

Unknown

Because somebody could have the prettiest logo and the prettiest brand, but they stand for nothing if they don't have any values, if they don't have any personality, people aren't going to connect with that. People connect with people. And so if you humanize your brand, that's a great way to go. Don't just say, hey, ChatGPT, write me this. You know,

00:19:53:05 – 00:19:54:11

Unknown

this prompt, you know?

00:19:54:14 – 00:20:13:32

Unknown

Yeah. Oh, and then send that out in an email that is not going to connect with anybody. Now, you can use GPT for stuff, but really humanize it. Make it your own. Put some of your own flair in there, your own story. People connect with stories a lot. Storytelling. Yeah. It's really marketing is like super hot right now, and it's because people connect with it so well.

00:20:13:37 – 00:20:32:00

Unknown

So all of that is branding your whole personality. Yes. Your colors, yes, your fonts. But it's really the connection you make with your target audience. And I'll say that over and over again, making connection is how you get your audience to convert into customers. That is so true. And I always say, you know, people buy from people they know, like and trust.

00:20:32:00 – 00:20:49:39

Unknown

They don't buy from logos. They don't even buy from brand statements. You know, they don't buy from they look at a color, you know, they buy from people. But you have to embody what you're talking about, what you're thinking about, what you're planning to do. And then people are, you know, excuse me, people are have inquiring minds and they want to know.

00:20:49:48 – 00:21:25:09

Unknown

They want to know. Like, if I get with you today to do my branding and I want to change something tomorrow, are you going to be around? Yeah. That's part of your branding, too. You know, when I was talking to another one of our colleagues, Alexi Alexis, you know, a lot of y'all. Alexia, Alexis, Alexa, Alexis. She was saying that, because she wanted to make sure that her people knew what kind of web design websites she wanted to do, and she included her clients in, like, well, this is what I do, this this match with what you're doing.

00:21:25:14 – 00:21:44:51

Unknown

And when we did that, the women of color web design, she told me a trick I didn't even know about. And I was like, put black woman web designer on your Google thing. And, Alexa, you may not know this. You're a little bit young, but, you know, for time for black people, we didn't put black people nothing.

00:21:44:58 – 00:22:06:21

Unknown

Oh, anything, because we were just like, we don't want people to know that we're black because then we won't get the business or people will turn away. But now we like black everything black, black Adam, black woman. You know, it's so it's it's like, live your truth, do your thing. And in the beginning I said, she's young, but you, you have wisdom beyond your years.

00:22:06:21 – 00:22:24:00

Unknown

I'm going to tell you here now you do. You have wisdom beyond your years. And I think you're going to go really far in your business. Because when I hear you talking, I'm like, yeah, oh, they were saying that like 20 years ago and you coming out, it's fresh and it's real. So girl, I'm telling you, I'm really, really impressed.

00:22:24:12 – 00:22:41:44

Unknown

I know that your business is going to do so very well. And I'm happy to know you at this stage, because I could say, oh, I knew her when. Thank you. I was so much. And I loved your point, and I did. I watched that episode, by the way. Great episode. Her and your Toria. Like they're both in our group.

00:22:41:44 – 00:23:04:10

Unknown

And so it was so nice to watch you guys talk and really relate on something you having that in like the black woman web designer, if you're that's who you're attracting. You're trying to connect with your audience. That's a great example of branding and positioning really, is your positioning yourself as that expert that can relate to other black business owners.

00:23:04:10 – 00:23:23:24

Unknown

So, I mean, I just think that that's a great relatability point. Yeah. Yeah, I did too. And I was like, oh, why wasn't I using it? But you know, it's all mindsets, all mindsets in this new world. Just like Josh was saying, you know, you've been around since 1994. Yeah. But things have changed. And you have to change with how things are changing.

00:23:23:35 – 00:23:41:48

Unknown

You can't just sit back and I'm still to throw this out there. Like you're creating your website with hot dog, hot dog was a system like years ago before Front Page, and it was called Hot Dog. And you just can't be doing it. And flash flash was like 20 years ago. Everybody, when that came out, it was like, oh my gosh, let's use that.

00:23:41:53 – 00:24:00:14

Unknown

But you can't you can't do that stuff now because it doesn't work in today's environment. You have to stay up to date. And that's why you're Brandon is so important. Another question that I wanted to ask you, how useful is branding for your business? Like so I get this Brandon thank Dion. Now what can I do with it?

00:24:00:14 – 00:24:18:45

Unknown

What what's going to happen. Yes. So branding. And again most people just think oh it's just a logo or colors or fonts. It's so much more than that. Especially if you get the whole branding. And now of course you can contact a logo designer and just get a logo. If you're first starting out, you're not sure. Perfectly okay.

00:24:18:45 – 00:24:43:14

Unknown

I would even maybe recommend that if you don't have a budget for a full brand, but once you really hone in your target like target audience, getting knowing who you're talking to and how, I mean, it goes as far as if you know your target audience and the people you want to talk to. You can create services based on that or offers based on that, digital products based on that, based on how you can serve your customer well.

00:24:43:14 – 00:25:01:37

Unknown

How do you know your target audience through your brand strategy? So it's that foundational step of knowing who you're talking to so that they can relate and convert into a customer? When you're making social media templates, if you have your, your, your brand done, you have your colors, your fonts and everything, you know what your stuff should look like.

00:25:01:37 – 00:25:20:23

Unknown

So it takes less time. So it's all about this whole experience of creating a system that works for you. Again, what you say in your marketing, how you write the copy on your website, it all goes down into who you're talking to, what you can do to help them, and what you stand for as far as your personality.

00:25:20:27 - 00:25:41:04

Unknown

And that is perfect. I love that, and y'all need to follow what she's saying because you know what you're talking about. Now let me just tell you, because people are looking for something that's familiar. You know, now, today in this environment that we're in now, there's so many crazy things is flying across the screen, you know, out in the open, in the wild, and people are coming up with all these crazy ideas.

00:25:41:04 - 00:26:01:12

Unknown

People want something that feels familiar, like apple pie. You know, you say apple pie. You get this sense of the cinnamon and the apples flaky crust and all. That's what people want to know about you and your brand, and they want to know. I always say that branding is what people say about you when you're not in the room.

00:26:01:12 - 00:26:02:29

Unknown

Yes, I love that

00:26:02:29 - 00:26:18:38

Unknown

because, you know, you can talk all you want. You can say all you want. But how do people react to you when you don't know they're even talking about you? Do people promote you? Do they say, hey, you know, you got to go with Alexia. She is the bomb.com when it comes to branding. Get your colors together and all of that, you know, what are they saying.

00:26:18:38 - 00:26:36:18

Unknown

So that's really branding. And then can they trust you as part of the branding too. If you say you're going to do something do it. If you can't do it for some reason, tell them you can't do it. Our communications satellite communication. Yeah. You can't just say, well, I ain't going to do it. And, you know, talk to them next week.

00:26:36:27 - 00:26:57:02

Unknown

And there's somebody sitting up there waiting for you to say, I thought you were going to do this. Now, the ad I just did that is not going to help me. So that's part of branding as well, doing what you say. Do you know, I think branding also is confidence. Confidence knowing what you're doing. Because I remember, Alexia, when you came out with your business.

00:26:57:02 - 00:27:12:30

Unknown

And then even even since you've launched your business, you have grown in confidence. Yes, because I saw it. I saw it on the on the presentation that you did like you got to do this. You got to do that. And don't do this. I hate you just wasting your time. And you got to do this and you got it.

00:27:12:31 – 00:27:20:40

Unknown

Don't do that right there. That this is a waste of time, that that's not going to get anybody anything. And I was like, oh okay, I'll see you over there. I see you so

00:27:20:40 – 00:27:25:53

Unknown

and that's what happens right when you start doing it and you do it over. Oh, I don't want you to speak on this part.

00:27:25:53 – 00:27:30:45

Unknown

People think that if you do something once, you can't do it again.

00:27:30:45 – 00:27:50:07

Unknown

So then they're going to try something new. So then they want to do a whole thing all over again. What do you have to say about that? Sticking with something and doing it. Following it through. Yes. Following it through is so important as well as the more you do something, not only the better you get at it, the more confident you get at it.

00:27:50:12 – 00:28:12:34

Unknown

The the more people especially like online. The people that make the most money and their brands are the most well known. Say the same thing over and over. Yes. Again. Yeah. I can't stress that enough. It's again like for example like Nike they and also goes with the not just what, what you're in the

00:28:12:34 – 00:28:17:39

Unknown

sorry what your, what they say when you're in the room, but it's also the feeling that you sell.

00:28:17:39 – 00:28:36:02

Unknown

What is Nike selling. They're selling tennis shoes and stuff, but they're really at the core of their branding. They're selling a feeling. Yeah. Active. Living in your dream body, in your lifestyle, being strong, being fearless. That's their brand. And so it so goes

down to that.

00:28:36:02 – 00:28:38:37

Unknown

It really does. It's like, that reminds me of that book.

00:28:38:37 – 00:28:58:22

Unknown

But is it Simon Sinek? What's your why. What's your why. You know, Apple for instance came out with one of those little pods, iPod things and you put the thing in your ear and you could walk around with these styles of songs. They didn't invent that technology. You know, someone else invented that technology. They just took and perfected it.

00:28:58:27 – 00:29:15:28

Unknown

Yeah. Because the thing was, you see all these people, I remember that seeing all these people walking out with those long white things hanging down, I got the little EarPods in there listening to their iPod and the other people who invented it. If I remember this correctly, they said, well, we got a thing that can hold a thousand songs.

00:29:15:33 – 00:29:34:31

Unknown

Yeah, that's right. Apple comes out and say, hey, you can listen to all your favorite songs as long as you want, when you want. Doesn't that sound good? Yeah, right. All my songs, all my favorite songs, instead of you can listen to a thousand songs. I don't even have a thousand, but you really do. You just didn't know because your favorite songs could be you could be 2000, right?

00:29:34:43 – 00:29:58:48

Unknown

Yes. That is such a great example of not only branding, but positioning and finding the what is going to make. Because again, if they were to say, oh, it holds, you know, it holds this many, gigabytes of data or it's got this that you can download this thing, like, who cares, care about that? People care. And I listen to what I want when I want.

00:29:58:52 – 00:30:22:18

Unknown

Right. And so they position that so well to where people resonated with that. And they're like, that's the actual reason of why I was buying it. I wasn't buying it because it's got all these specs and everything. I'm buying it because I can listen to what I want, when I want and perfect. Exactly, exactly. And you hit on the reason why I wanted to redo my podcast, because I had I had this podcast since 2017.

00:30:22:18 – 00:30:43:45

Unknown

Right. Premiered it when I brought my book out. And then I used a summit and a podcast to get the book to number one international bestseller. Right. So and I just kept following that same thing because it was so popular. I just kept it going. And then, you know, I change and I talk about this in the very first episode that came out here, I think it was episode 159.

00:30:43:49 – 00:31:05:06

Unknown

Then I was like, you know, I got tired of it, but when I came back, I had this renewed energy that I wanted to put into the podcast and do these different things, like I'm going to do some free coaching on it, offering people, you know, to be a guest. I'm bringing guest like you on here who know their stuff, who are confident and who can help people get to the things they want.

00:31:05:07 – 00:31:23:46

Unknown

It can make them successful. And then I have these other little pieces, like, I'm like, get this book today and stuff like that. So I'm very excited about it. And that's what I want everyone to be excited about their business and their brand, just like you are. Alexia. I mean, from the first time I see that stuff, you you were like excited.

00:31:23:46 – 00:31:41:03

Unknown

I'm launching my business. Look, I got these purple balloons. Yeah, my colors and stuff too. Just. You're infectious, you know, with with your excitement and stuff, and people want to work with it. They don't want to work with some, you know, how about today? You want to do a wedding? You know who else said I don't want that?

00:31:41:07 – 00:32:02:55

Unknown

So now. Yeah. So now I know that you have a challenge for the people out there. We talked about it before. Was this deep dive on your target audience? Tell us about that, because this is a challenge for you out there in the audience to get just as much branding as you can done. So you start making money because it isn't that the bottom line.

00:32:02:55 – 00:32:23:44

Unknown

Let's make some money, y'all. Let's make some money. Exactly. And a lot of people are either confused or don't know their target audience. And I would say that that is such a crucial part of your brand strategy is. Yeah. Again, I mean, if you were just to break down your

three pillars of brand strategy, it would be like your target audience who you're selling to,

00:32:23:44 – 00:32:29:39

Unknown

your core offering or your services, and then your positioning of like how, how you help them.

00:32:29:50 – 00:33:03:19

Unknown

So it all goes back to your target audience. And what I would say is a lot of people are often scared of a target audience or they don't know how to do it properly. And as you've heard like Niching down or there's all, all, all that stuff is confusing. Niching down, bringing it up and expanding. What do I you know, you can imagine somebody who's just not even just very beginning of their business, but in the middle of their business, they're like offering a new product or service or whatever, you know, because that that branding and all that, they could use that what we're taught, what we're going to talk about for that

00:33:03:19 – 00:33:19:21

Unknown

exact same thing, they're confused about that do they want is or you wake up in the middle of the night, you have this God moment that, you set up a bed and you're like, I'm going to create this thing and people are going to love it. So you create this thing and nobody buys it, and you wonder why?

00:33:19:26 – 00:33:40:32

Unknown

Yeah, because you weren't doing what Alexia is about to tell you right now. So tell us all about it. Yes. So before we get into the challenge, I want to reframe your mindset on your target audience. Niching down all of that. So a lot of people think that niching down or focusing on a target audience is like building a fence.

00:33:40:36 – 00:33:59:38

Unknown

It's you're you're only want to keep these people in and you want to you want the rest of them to stay out. They think is building a fence. And a lot of people are like, well, I don't I want more people to come in. I want people to to resonate. I want to reframe your mindset. You're not building a fence and you're finding a flashlight.

00:33:59:43 – 00:34:22:58

Unknown

Yes. How you do that. But yes. And then you shine that flashlight, you're shining a flashlight on the people that you want to work with to attract them to you. The other people are still there. There's no

fence. No, the people are still there. But you're just shining a spotlight on those people that you really want to work with, that you can solve their problem the best, focus on those people and they will be attracted to you.

00:34:23:05 – 00:34:53:58

Unknown

Don't worry about the rest of the people. And again, people can come in and out of the flashlight, the flashlight, lighting, depending on where they are at in their business to or what they need to. You're never building a fence. You're only shining a spotlight on what they actually need. So with that said, I do have the challenge of doing a deep dive on your target audience because this is going to influence everything else you do from your logos, your colors, how you talk to your target audience, how you speak, how you show up, how you position yourself.

00:34:54:03 – 00:35:11:00

Unknown

So we're going to start with the demographics. And this is basically you're creating an avatar of a person so that when you go into your marketing, you can talk directly to that person. So you know, you can solve their problems, that they can relate and then convert into being your customer. Relate and convert. Yeah. We gotta,

00:35:11:00 – 00:35:13:46

Unknown

you know, you need to do something on that relate and convert.

00:35:13:46 – 00:35:34:54

Unknown

Yes, yes yes. So the number one you're going to find your demographics. And again you can find information like this online or research it on exactly what you need. But it's going to be things like your age, their location and their occupation. All of those things where they're located, how much they make, all of that stuff. So that's like the base level.

00:35:34:59 – 00:35:38:06

Unknown

Then you're going to move to your psychographics, which is like

00:35:38:06 – 00:35:57:37

Unknown

how they think, what, what are their goals and desires, things of that nature. And then you're going to go where they hang out. So you know what your marketing strategies are. So for example, for like a plumber, I probably wouldn't put that much into social media because when do you need a plumber?

00:35:57:42 – 00:36:13:00

Unknown

You need a plumber when something's gone wrong. So you're not following a plumber on social media. You're going to go to Google and they need to be able to rank high on Google so that. Yeah, hey, this leak broke. I need a plumber now ASAP. They're going to be typing that into Google to find the person that they need.

00:36:13:13 – 00:36:29:48

Unknown

So it's a great point. It does a great point I love that I love that it goes back to where your target audience again, another example like a locksmith. Nobody's following a locksmith on social media I'm pretty sure. But they when they lock their keys in their car in the Walmart parking lot and they're like, what am I going to do?

00:36:29:48 – 00:36:50:18

Unknown

How am I going to get to work? They're going to go on Google and try to find the first person that answers the phone. So let me interrupt you just one second because I thought of something that a coach of mine told me years ago. Just imagine that you're climbing the side of a mountain. You're up there and all of a sudden you get stuck.

00:36:50:23 – 00:37:11:15

Unknown

You have no way to get out of it. And you're like, oh my God, I'm stuck. And if I let go, I'm going to fall in that right. And so often the distance you see somebody coming and they have a rope and you know that if they give that rope to you, that rope could help save you. How much money would you pay them for that rope?

00:37:11:19 – 00:37:30:59

Unknown

Oh, exponentially. Right. That's right. Yes. Yeah, that that just came up in my brain. I just wanted to share. That is how you know your audience. That is. I mean, especially when you think about pricing, all this is going to help you with your pricing and stuff. What would that person that's hanging on the edge of that cliff pay for that rope?

00:37:31:04 – 00:37:52:54

Unknown

Yes, that could be, well, another example I was going to give as well is you have to think about. So my target audience usually is on Instagram. That's usually where my target audience is. They're usually not on LinkedIn. So I don't spend a lot of time there. Maybe they'll hook up, brand designers on Google. So I still need to be relevant.

00:37:52:54 – 00:38:13:15

Unknown

There. But a lot of people, brand is an investment. It's not just a I mean, you know, I need my website text here. Do it right. My my logo down here. Do it. It's not like one of those plumber type situations. So a lot of the time, people that are curious or know that they need their brand done will sit there and follow me on social media.

00:38:13:22 – 00:38:32:39

Unknown

Three six months a year down the road, watch how I work, watch my brand, see if they want to buy into my service through that. So I'm nurturing people there instead of on LinkedIn or instead of on Google. So it's just depends on your business. So I'm really building that up as well. So it just it really depends.

00:38:32:39 – 00:38:51:15

Unknown

And again, if you know your target audience, you know, they're buying habits, how they relate, why they would buy something that why they would grab that rope, then you can really understand where you need to be and how you need to position yourself to them. So it all comes back to the target audience. I'll say it over and over and over again, over and over and over.

00:38:51:15 – 00:39:11:52

Unknown

Yes, ma'am. Target audience. Get to know them. They're your best friend. Yes. No, they really are. Because you got it. They're going to buy from you are not buy from you. Depending on what you do, where you are, all of that. And I just want to say this money does not matter. Don't put money into this equation with branding and stuff, because it doesn't matter.

00:39:11:52 – 00:39:35:52

Unknown

Because somebody will buy a Louis Vuitton shoes, you they can't pay the rent. Come on. Yeah that was true. And again it's you have to think of when you when you do your branding and you do your website. It's an investment, which means that the person you choose should have that goal of making you money. So it's not just a quick design or oh, I'm just going to get you up here.

00:39:35:57 – 00:39:47:46

Unknown

It's really taking that strategy and teaching the your client how to use your brand, how to use your your website to make money. It should be an investment, not a cost. Exactly. Love that one.

00:39:47:46 – 00:40:00:11

Unknown

Okay, so we had I think we got we got psychographic graphics. Sorry. Demographics. We got pain points. Yes. Paid for. I think that was two more.

00:40:00:16 – 00:40:27:50

Unknown

Yes. We also did where they hang out and then of course, their bits in their goals, their desires. If you can bridge the gap between where your target audience wants to be. So what their goals are and where they're at now, and there's a pain point in between there. There may be a few, but if you can solve as many pain points and get them closer, like if you can bridge that gap between where they are now and where they want to be and solve their problem, there you go.

00:40:27:59 – 00:40:43:34

Unknown

That that is how they're going to buy your services. Yeah. You got to prove to them you got to show them. First of all you got to show them that you know what their pain points are. Yes. And how do you do that. By telling them like nudging them by saying you know, do you feel like this.

00:40:43:38 – 00:41:01:20

Unknown

Have you experienced that? You know, when you go to the store, does this happen? You know, whatever their scenarios are, you repeat it to them because that's how you relate with people. That's how they relate with you. Because they because the whole thing is about relating with them. Your brand has to relate. The colors have to relate the tone has to relate.

00:41:01:33 – 00:41:12:32

Unknown

And if it doesn't relate with some people, that's okay. They're not your people. Don't worry about them that it doesn't relate with because you're not sad and flashlight on them, right? Yes. Exasperated flashlight. Let's bring that back so we don't want them.

00:41:12:32 – 00:41:18:20

Unknown

We'll shine a different color over every color. Purple instead of blue, you know. Right? Right right, right.

00:41:18:20 – 00:41:37:37

Unknown

That and the and you do this all without compromising yourself, your values, your mission. What you want to do is that you don't change for them. You change because there's something better, or you want to do something else, but you don't change for people. Because I know when I first started out, I would just buy. Do you want a website?

00:41:37:37 - 00:41:52:54

Unknown

What do I need to do? Go stand on a ledge? You jump off a building so I can get this website. Now, I'm not doing that anymore. And I'm going to tell them this is what you get. This is how I work, and this is, you know, this is the result you're going to have. You're okay with that.

00:41:52:54 - 00:42:11:27

Unknown

Are you good? And I'm like, no, I want to be able to that this is my number one, Pepe. I want to be able to text you, call you, email you 24, seven a day and you're going to get back with me. Oh, fired. No, I'm not with, you know. Oh, that is a perfect segue to another thing.

00:42:11:31 - 00:42:20:22

Unknown

If you're having trouble finding your target audience or you don't know, kind of think about it. This may be more for established businesses, but think about

00:42:20:22 - 00:42:30:13

Unknown

what? Like what are your top five clients that if you are even one client, that you could say, if I could have ten of you, right, I would. I would love to work with ten of you.

00:42:30:13 - 00:42:48:08

Unknown

Can I just get ten more? You like? Where are they hiding? Like, you know, take that person, write down everything you know about them, their pain points, all of that. Then that's your target audience that is taking the people that you already know you love to work with, that you can solve their problem. That's the best client. How they respond, how they work with you.

00:42:48:08 - 00:43:06:02

Unknown

They're like, now let's do everything over email. Like like your boss. No, no, I don't want to text and all that stuff. So find that person and make your make your target audience, that person. And then there's, there's more than then one of them. Okay. There's, there's a lot of people. I mean, how many people do we have in this world?

00:43:06:02 - 00:43:27:42

Unknown

Billions. Yeah. Yeah. So finding those, those top 10 or 15 people, based on that one target audience and just getting the result for them, that's going to make magic because it's going to attract more

people to you that are likely to like better, like them. Yes, definitely. I love that. Another one more thing I wanted to say sometimes your target audience is you.

00:43:27:47 – 00:43:45:51

Unknown

Yeah. Where you were like 3 or 4 steps ago. No, those are the people you can help now. Not all the time, but most of us, especially coaches and stuff. Most of us have come through something, done something, you know, made something stronger or faster or better or whatever. And now we're looking at the people who are struggling.

00:43:45:53 – 00:44:04:20

Unknown

We're like, hey, I already did that. I can show you, okay, so that's your target audience. And then you get in that mindset of how are they feeling right now? What are they thinking about? What is their level of knowledge and confidence? And you know what it is because it's you, you know? Yeah, sometimes you people could be you and you're helping them.

00:44:04:28 – 00:44:25:54

Unknown

Your people could be totally different, but you still understand them. Are you working to understand them? And sometimes you just gotta put stuff out there and just see what happens. Because none of this, you know, all this is kind of like, yes, we want this. Yes, we think we're doing this. But once you the rubber hits the road, it just like, so we got to Mexico, we're like, hey, I love this.

00:44:25:54 – 00:44:42:24

Unknown

We got to stay there. But we could have got to Mexico. I was like, oh no, we're getting out of here. We almost did that a month, a month, and we're like, you sure? So we're like, give it, give it a little time, okay, okay. We're good. But sometimes, you know, you start working with people and you find out, I don't want to work with these people.

00:44:42:29 – 00:45:01:21

Unknown

I don't like doing this or I don't like doing that. I biz best in MLS. And when she first got into, she was doing marketing as well. And when she first got out there, she noticed that she was attracted a lot of financial people, a lot of realtors, insurance people and all of that. And she was like, oh, this is who I'm supposed to work with.

00:45:01:36 – 00:45:30:29

Unknown

And she started working with them. She was like, oh, no, I don't like

these people because they have too much regulation in their industry. I can't, you know, I can't do certain things. So I don't like this. So then she went out to another audience, and the final thing I'd like to say is we kind of round this up, even if your target audience is who they are right now, you can change or they can change or within that, that niche, that niche, you can niche out even more and serve other people in there.

00:45:30:29 – 00:45:54:51

Unknown

So don't think that, oh gosh, I've just dealing with these, 65 year old men who are looking for another career, and I don't want to do this anymore. It's okay, it's okay. You're not a tree. You're not a tree. You're not rooted down. You can go change and do something. That's right. Yes. That is a perfect example of why having branding and a brand strategy is so important.

00:45:54:51 – 00:46:18:32

Unknown

Because and again, your business is meant to grow and evolve. It's not supposed to say the same. I mean, if you look at Apple logo from when they first started. Yeah, unrecognized. Unrecognized label to what it is now, it's to grow and evolve over time. And that's a clear indicator if you're attracting the wrong people to your business to get some branding done, like at least do the brand strategy to see how you can implement that.

00:46:18:36 – 00:46:39:17

Unknown

It's a great sign if you're not attracting the right people, you really need to look at your foundations and your strategy of like, why? Why am I attracting the person? How am I showing up to to where it's attracting them? You know, it's like a moth to to the light again. Yeah, yeah, yeah, yeah. Directed to you. And how can you take that, that light and shine it somewhere else to attract the people that you want to work with?

00:46:39:26 – 00:46:59:03

Unknown

Or maybe a different color light. Maybe you're shot in the white light and they want it blue. So they actually, you never know. Oh, Alexia, you are, you know, really are amazing. I mean, I'm you impressed with you now than I was before I even said something. And then even after your presentation. Because, girl, you know your stuff, I appreciate that.

00:46:59:08 – 00:47:19:00

Unknown

Yeah, yeah, you know your stuff for real. It's just like I'm sitting here listening to all the stuff that I learned for 20 years, and I

just kind of zapped into this time zone and just talk to you. Oh, I appreciate that. That that makes me so happy. And I'm so glad that the listeners can also grab some of these pieces and implement them into their business, too.

00:47:19:00 – 00:47:40:45

Unknown

I mean, it's really about it. Yes. Helping people is my number one priority. That's why I got into this business, is because I understand what it's like to go to a job like a 9 to 5 every morning, dreading waking up, hitting the alarm, hating going to work, and feeling like you're wasting not only your time, but your talents, your energy.

00:47:40:50 – 00:47:57:22

Unknown

It's just it's sucking the life out of you. So how can I help people out? I can help people by helping them with their brand and their web design, so that they can grow their business so they never have to go back to the office like that, that they can live a life that they love with their business.

00:47:57:22 – 00:48:12:11

Unknown

And so, I mean, that's just that's who I am as a person. And if I can help as many people get there and live a life that they love waking up to, I mean, that is my goal right there. That's my my yes, yes, I love it, I love it. And speaking of which, you got a little gift for us.

00:48:12:11 – 00:48:32:24

Unknown

Tell us all about this and tell people how they can get it. Yes. So it is a brand vibe guide that I've put together. It's a free, a free, be on my website. So that you can go there and it goes over the different vibes, of course. Visual vibe. I love to incorporate brand vibes and build them, to where people connect and resonate with them.

00:48:32:24 – 00:49:04:38

Unknown

And then convert. And so this is a good starting point of figuring out, like, who your brand is to the people that you want to work with. It goes over, some colors, some like feelings like more of the feelings aspect of how you want your brand to appear and feel to people. It's just a little workbook that goes over some examples, and it's a great starting point for anybody that's confused or that doesn't quite know how to position their brand or kind of what colors they may need.

00:49:04:52 – 00:49:23:48

Unknown

It goes over all of that. Good job. I love it and let everyone know

how that what's the best way that they can find you. You mentioned Instagram and stuff, but what's the best way? If they want to connect with you all on how can they find you? Yes, I would go to Visual Vibe design.com and that is my website.

00:49:23:48 – 00:49:29:37

Unknown

Again, you can link off and go to Facebook. From there you can go to Instagram. I do have a LinkedIn, but I'm not that active on there.

00:49:29:37 – 00:49:42:19

Unknown

No. So any of those would be great. Yeah. Oh that's that's amazing. I'd love to having you here. I know you have taught some people some good things. Very simple and very easy to implement, things to think about.

00:49:42:19 – 00:49:48:34

Unknown

So thank you so much for being here. Thank you so much for being a guest. And I'll see you all later. Bye for now.

00:49:48:34 – 00:50:11:40

Unknown

Is your website ready for prime time? When your ideal prospects land on your website, do they see the true professional you are? Are they greeted by a site that's not quite ready for prime time? For 30 years, we help coaches and service providers transform their online presence into powerful, client attractive machines. As a premiere website to Sanders in Atlanta area.

00:50:11:45 – 00:50:42:13

Unknown

We don't just build websites, we create conversion engines that work for you 24/7. Why choose CSI for your Wow website? We're experts in authority marketing. We help you convert web visitors into paying clients with our proven UN marketing strategy. We offer complete protection. We'll work hard to keep your website safe from hackers and accessible to all. And we offer purpose driven results custom designed for coaches and service providers who want to make a real impact.

00:50:42:17 – 00:51:11:30

Unknown

If you're ready to make an impact with your website, download our free Wow Website Planner today. Inside this planner, it'll give you all the information you need to create your own Wow website. Whether you use us or someone else, you need a website that converts web visitors into paying clients. So go to KCI corporation.com or slash planner right now and download the free Wow website planner.

00:51:11:39 – 00:51:16:49

Unknown

All right. Welcome back. Wasn't that interview wonderful? Awesome. Intriguing.

00:51:16:49 – 00:51:35:18

Unknown

And she knows our stuff, right? I'm serious. That girl knows her stuff. And now guess what? We just this interview this couple months ago, she is so booked out now that if you try to get with her, it's going to take you two months. I'm like, what? And she just lost their business in August.

00:51:35:31 – 00:51:48:09

Unknown

But that shows you what kind of plans she has, what kind of match she has. So, follow her and get to know her and use her, because I will be using her as well for a lot of my brand and stuff. And I just love what she does.

00:51:48:09 – 00:51:51:12

Unknown

My client spotlight today is Carmen. Had it.

00:51:51:12 – 00:51:58:28

Unknown

Carmen has been a client of mine since I want to say 2018. I believe when she came to me because she was referred to me

00:51:58:28 – 00:52:03:56

Unknown

because she needed a website, because she was leaving her position as,

00:52:03:56 – 00:52:15:16

Unknown

I think a financial retirement expert or something. And her and her husband were, moving to Florida, and she still wanted to do her business, but she was kind of reinventing herself.

00:52:15:25 – 00:52:24:28

Unknown

I helped her with that. She she actually helps people get their money straight for retirement. She does planning and saving, and she helps you execute the plan effectively.

00:52:24:28 – 00:52:26:20

Unknown

I just think she's so awesome.

00:52:26:20 – 00:52:39:40

Unknown

website is exactly what you would think about when you think about somebody that does finances, but it's not dry, is very colorful, is exciting, and she's not a drab person either.

00:52:39:40 – 00:53:01:09

Unknown

She's her, you know, loads of personality. And I've loved having her as a client all these years, and she is still going strong and doing her thing. So hats off to you, Carmen, and you can reach her at her website. Carmen M hodnett.com. That's Carmen M Hodnett and Hodnett has two t's on it.com, so go check her out.

00:53:01:09 – 00:53:14:29

Unknown

Especially if you're trying to save a retirement plan for retirement and you need help executing a plan. She can definitely help because when she told me about the plan her and her husband had, I was like, okay, I need to be doing some stuff.

00:53:14:29 – 00:53:25:17

Unknown

Hey there. Would you like to be a guest on the Unmask at Your Business podcast? Simple. All you need to do is go to UN market or business.com/podcast.

00:53:25:28 – 00:53:47:19

Unknown

Ready for your spotlight? Be on the lookout. All you need to do is be awesome by either being a client or letting me know you use, Did, or follow the advice you heard right here on a previous episode posted on social media. And be sure to tag me at CSR Corporation and use the hashtag best on marketing strategy.

00:53:47:19 – 00:54:08:29

Unknown

Okay, now let's restate the challenge that Alexia gave us about branding. She wants you to take a deep dive into your target audience, your demographics, psychographics, pain points, goals and desires, and then figure out where you are, where your audience hangs out, and then go get them a simple right.

00:54:08:29 – 00:54:11:04

Unknown

So I always say, you gotta know who you're talking to,

00:54:11:04 – 00:54:22:57

Unknown

what keeps them up at night, and how are you going to help them? Alexia has this all down pat quickly. And if you get, you know, make

sure you download her freebie that she's given the brand back at.
That's awesome.

00:54:22:57 – 00:54:29:50

Unknown

So to recap what we were talking about, Brandon is really everything when it comes to how your business shows up.

00:54:29:55 – 00:54:52:47

Unknown

It truly is more than just a logo or color. It is everything. It is your voice, your tone, all of it. Good. Branding makes it easy to make a statement about your business and what you do. You want to be memorable. You want people to see, you know if you have a certain color you use, or a certain phrase you say or your logo looks a certain way.

00:54:52:47 – 00:55:10:20

Unknown

Or maybe it's just the way you work, the way you work with your clients and the things that you do that's branded and like, it's like we said, good branding makes it easy to make a statement. And then finally, in the recap, branding makes it clear to your audience who you are, what you do, and how you help.

00:55:10:25 – 00:55:12:19

Unknown

And you can't get any clearer than that.

00:55:12:19 – 00:55:21:23

Unknown

Would you like to get free coaching for me? Simple. All you need to do is go to onmarketerbusiness.com/podcast.

00:55:21:41 – 00:55:48:17

Unknown

Now you need to go and get this book on market your business, and you can get it for free this Sunday. Why is that? Because this book is in the book. This giveaway event that started on January 10th and runs all the way to January 19th. Every single day there is a free book offer it and a free author to our marketing tool offered on this, and you can sign up right now at Amazon.com.

00:55:48:17 – 00:56:06:55

Unknown

Just think of Christmas. We put a book in that book mass in as.com. Go sign up. Like I said, get a free book and a free author tool every day until January 31st. And if you missed the other day, she does have an upgrade. I think it's only \$10 and you can get access to all of all those goodies, but look out for on market your business

00:56:06:55 – 00:56:14:25

Unknown

ten ways for Savvy Entrepreneurs to Stand out, Stop struggling and Start Profiting, which will be free on Sunday, January 19th.

00:56:14:27 – 00:56:15:31

Unknown

Make sure you get your copy

00:56:15:31 – 00:56:22:04

Unknown

as we close out, I want to thank my special guest, Alexia Clements. Love you girl, you're doing an awesome job

00:56:22:04 – 00:56:36:18

Unknown

and get ready for the next episode, which has got to be me. And guess what I'm talking about? Virtual summit for the win! I've created and produced 15 summits for my clients and myself, and I've made money on all of them.

00:56:36:23 – 00:56:58:14

Unknown

I've got new clients from all of them, and I have expanded my brand and solidified my authority by using summits and the you just can't. I don't think you can sleep on the power of producing an expert summit to set your biz on fire, and I'm going to tell you how I do it in our next episode, so be sure to join me.

00:56:58:19 – 00:57:26:13

Unknown

And please, like if there's a like button around here, push that like button so people can know what's going on. I would love it if you were to leave a review, because it does help us to spread the word. And if you found value in this episode or in any of the episodes that I've done so far, please review this episode on whatever podcast platform your own and consider subscribing, because I'd love to have you as part of the tribe.

00:57:26:18 – 00:57:29:04

Unknown

That's all I got for today. Thank you and bye for now.

00:57:29:04 – 00:57:57:50

Unknown

Thank you for listening to the UN Market Your Business podcast. Here's something you want to take action on. Great. Check out the show Notes on unmarketablebusiness.com/podcast. Be sure to like and subscribe so you don't miss a single episode. Please do me a favor and leave a

review or on whatever platform you use to access this podcast. It really helps us to spread the word and get this podcast in front of the entrepreneurs that need it.

00:57:57:55 – 00:57:59:16

Unknown

See you next episode!