

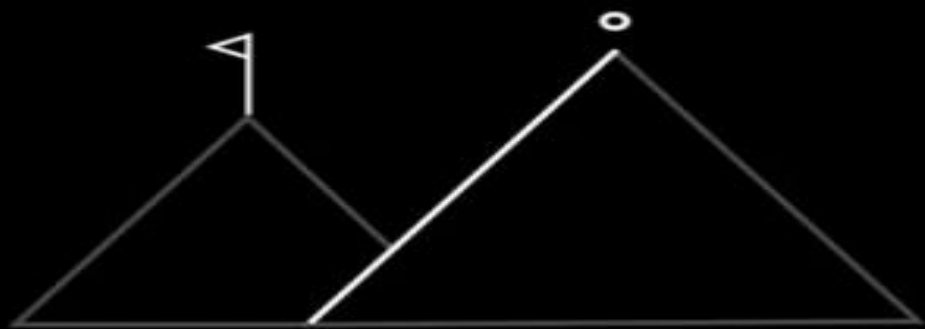
How to Build your Brand

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It does not matter how quickly
you climb a mountain



if its the wrong mountain.

- Who would you help for free?
- Think of the long haul (20 years)
- What do folks tell you you're good at?
- What comes easy?

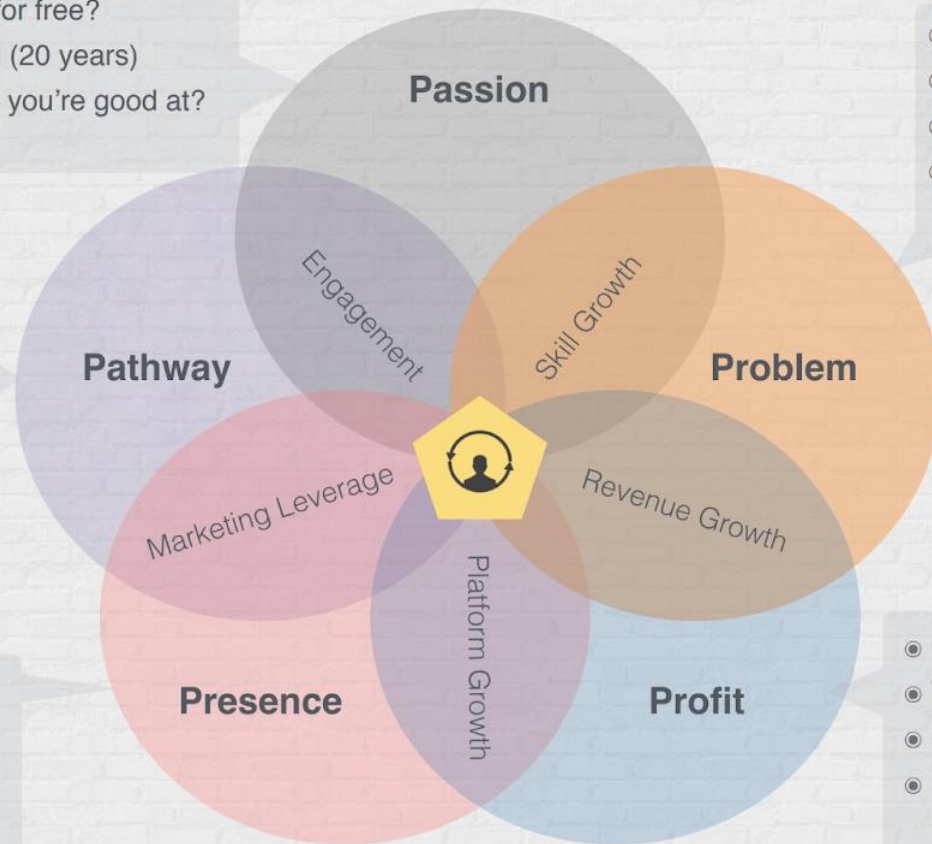
- Is there an explicit need?
- Is there search volume?
- Is the market growing?
- Can you solve it better, cheaper or faster?

Customer Segments

All the people or orgs for which you create value (users AND customers)

Who do you help?

- Can they afford your solution?
- What's the size of the niche?
- Can you quantify the ROI?
- Is there potential for recurring revenue?



- How easily can you target online?
- Which social channels dominate?
- List interests, experts, publications, associations and groups

- Can you be seen as the “go-to” provider?
- How competitive is the niche?
- What messaging is being used in the market?

DEMOGRAPHICS (Who they are)

- Name*
- Gender
- Age
- Location
- Income
- Marital status

PSYCHOGRAPHICS (What they do)

- Social Media Groups
- Publications
- Associations
- Brands
- Experts (Gurus)
- Tools (Software)
- Activities
- Opinions, Behaviors, Events



DESCRIBE YOUR AVATAR

**Customer
Segments**



All the people or
orgs for which you
create value (**users**
AND **customers**)

Who do you help?



****START HERE****

For each segment, you have a VP - bundles that create value for segments.

What do you do?

PAINS & FRUSTRATIONS

GOALS & DESIRES

FEARS & IMPLICATIONS

DREAMS & ASPIRATIONS

NOW



EVENTUAL

TOWARD

AWAY

What is the currency that matters to your employer?



What is your Currency?

List all of the currencies that matter to YOUR future employer.

Pick ONE currency and center your brand around that.

THIS IS HOW YOUR VALUE IS IDENTIFIED.

Value
Propositions



****START HERE****

For each segment, you have a VP - bundles that create value for segments.

What do you do?

What is your message that permeates throughout the BMC?

1. Biggest goal of our Persona
 2. Greatest Dream
 3. Primary Frustration
 4. Metric / Timeline
- These must be answered so we can say: we can help you accomplish X goal in Y timeline.

LearningVoyage.com

Here is an example for Machine Learning: I help intelligent IT professionals become ninja data scientists so they can create AI, Machine / Deep Learning Algorithms without a heavy math investment in under 30 days.

LV Marketing MESSAGE

1 What's your clients' biggest goal or desire?

2 What's your clients' greatest dream or aspiration?

3 What's your clients' biggest pain or frustration?

- Remember the Metric and Timeline
- Focus on the big WHY
- Be specific and relevant to your target avatar
- Be complimentary when possible
- Start with the template before improvising

LearningVoyage.com Marketing MESSAGE

"I help _____ achieve/do _____, so they can _____ without _____."

Start with a compliment like: I help Smart professionals

The goal of this is to establish us a micro-celebrity. We need to be seen as the authoritative figure in the niche. Single most effective. The best. The only.

Value Propositions



****START HERE****

For each segment, you have a VP - bundles that create value for segments.

What do you do?

Let's build a GitHub Pages Profile

Thank You

- Any Questions?

