RACHAEL T PHILLIPS

'BE YOU' BRAND IDENTITY

5 DAY CHALLENGE

WITH
RACHAEL THOMPSON PHILLIPS

'BE YOU' Brand Identity Challenge Day 1: Who Am I/ 3 Power Words

It's really exciting that you want to get yourself clearly seen by your audience.

So lets rock n roll and get this show on the road.

>>> ACTION <<<
Todays challenge is to complete the 'Who Am I' worksheet and discover your 3 Power Words

Now don't worry, it will take approximately 20 minutes for you to implement, I've included a downloadable template to make it easier for you.

Why you ask?

The goal of today's exercise is to gain insight and absolute clarity about who your are!

Most people can identify with what they do and the labels placed upon them, but today I want you to really get to know who you are. Who you are are an accumulation of your journey to date, your values, beliefs, your passion and any so much more, that uncover your alignment with your purpose.

1. WHO ARE YOU?

Most people can identify with what they do and the labels placed upon them, but today I want you to really get to know who you are. Who you are are an accumulation of your journey to date, your values, beliefs, your passion and any more that align with your purpose.

Upon completion, you will KNOW exactly who you are and what your 3 power words are.

So lets rock n roll and get this show on the road.
Simply download the template and place either on a wall or your table. Look over each header then stand back and close your eyes and take a deep breath in.

https://www.rachaelthompsonphillips.com/wp-content/uploads/2016/02/Who-AM-I.pdf

This exercise is to work from a completely unconscious state so that everything will reveal itself. No judgement necessary ok.

Step 1: When your ready open your eyes and just write everything that comes to mind in the appropriate header. It is called 'brain dumping'. When you have written everything down, just stand back and look at what you have written.

Step 2: Circle all words that just jump out at you.

Step 3: Group the circled words into themes that present themselves. Eg. Healer, Inspiration, Teacher/Educator and so on.

Step 4: Choose 3 words that really define and embody 'YOU' and your purpose.

Your power words also work as your accountability buddy. Working with clients will become a breeze now as these power words keep you aligned with your purpose and what important to 'YOU'. Everytime you are working with clients you now know what results you are looking to achieve with them.

The goal of today's exercise is to gain insight and absolute clarity about who your are, BAM, done.

Once you have completed this exercise, go across to

https://www.facebook.com/rachaelthompsonphillips.spiritualentrepreneur/

And share your 3 power words

This is the first step to your brand identity. We all have our own purpose and each person will be empowered by their own power words that resonate for them.

Till tomorrow for your next challenge!

BE COURAGEOUS, BE YOU

Rachael xx

'BE YOU' Brand Identity Challenge Day 2: Niche Insider

Woohoo day 2, here we go.

Today we are going to go through **who do you serve and what can you offer** – your ideal customer. And to do that you are become a niche insider.

<<<ACTION >>>
ASK 4 VITAL QUESTION TO GET INSIDE YOUR NICHES THOUGHTS. A TEMPLATE IS ON THE NEXT PAGE TO LIST ALL YOUR IDEAS.

#1 What are your niches biggest problem they are facing now?

#2 What are your niches biggest fears that consume there thoughts, holding them back and preventing them moving forward?

#3 What are your niches dreams that they want to achieve?

#4 What solutions can you provide, that will create the change and give them results right now?

1. WHO ARE YOU?

PROBLEMS

FEARS

SOLUTIONS

DREAMS

This 4 step process is so crucial to understand as your whole business revolves around the answers you discover.

Really explore every possibility and delve into your niches head and heart. This is what makes your niche tick. This is what drives there decision making and most important it is how you market to your ideal client.

You want to build an intimate relationship through understanding your ideal customers wants & needs.

When your finished, jump over to

https://www.facebook.com/rachaelthompsonphillips.spiritualentrepreneur/

And tell me what you discovered about your niche.

Till we connect again tomorrow for day 3 of the challenge!

BE COURAGEOUS, BE YOU

Rachael xx

'BE YOU' Brand identity Challenge Day 3: Website Makeover

Drumroll, you are doing awesome. Lets recap.

So far you have achieved clarity with 'Who Am I', Who I Serve' & 'What Can I Offer' this is otherwise know as your 'Target, Market Offer.' From here, this allows you to have a far greater insight into how to work with your passion whilst fulfilling your purpose and most importantly how you can best help serve your clients with authenticity.

Now today, we are going to make over your website. WHY?

A lot of consumers are visually attracted to sites, and if they find it consumer friendly they will continue to look through your site. And it might sounds like a no brainer but you would be really surprised at what you can unearth when looking at your own site and that of others.

Some simply fine tuning can have a massive impact for your online brand. So lets go check out what #3 subtle changes we can be implement.

#1 Colours

Choose 3 to 5 colours maximum that best showcase your business brand.

If you are not sure how to group together colour that compliments each other, or work congruently then jump across to

https://color.adobe.com/create/color-wheel/

And you will find colours for your brand and how you can use 3 colour but see variations of that colour that you can use that will appeal to your audience.

<<< ACTION >>>
CHOOSE 3-5 COLOUR THAT BEST DEFINE YOUR ONLINE BRAND PRESENCE

#2 Fonts

Fonts are the fastest way to keep a clean sleek look and feel of your website. Font have the ability to express personality and style about you and your brand. But it is also the fastest way to express inconsistency which reflects on your online presences.

You want to have a congruency throughout your whole online presence of fonts, colours, theme or styles of pictures, so that people identify that as your online trademark.

It also shows you know what you are doing and isn't that what you want to reflect is a level of identity.

<<< ACTION >>>
CHOOSE 3 FONTS THAT BEST DEFINE YOUR ONLINE BRAND PRESENCE

#3 Professional Photographs

Professional photos is something most people prolong due to finances. Yet there are so many alternatives to to accommodate this issue.

Consider universities, tafe, or colleges that have a photography or even new people who are starting out and this can be a more affordable option for you for now.

Find professional photographers that have already taken shots of what you want to achieve and look at there work before making a decision. People are specialist in this field of branding photography that can take amazing shots that align with your business. It will be your best investment ever

Every picture you put up on your site is a direct reflection of you and your business brand. So isn't it imperative that you want great pictures reflecting this?

<<< ACTION >>>
GOOGLE PROFESSIONAL PHOTOGRAPHERS IN YOUR AREA, OR CHECK OUT UNIVERSITIES, TAFES OR COLLEGES THAT MAY BEST ASSIT YOU

When your finished, jump over to

https://www.facebook.com/rachaelthompsonphillips.spiritualentrepreneur/

And let me know what you found the most valuable for your online identity.

You are powering along, tomorrow, day 4 of the challenge!

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'BE YOU' Brand Identity Challenge Day 4: Social Media Presence

Hey Sassy Ladies,

Wow by now, you would of made some subtle changes which would be aligning everything beautifully, right?

Now lets get onto social media platforms. There are two purpose for this:

#1 Are you social media messages aligned with your 3 power words and
#2 How are you interacting on your social media sites

<<< ACTION >>>
ALIGN ALL YOUR SOCIAL MEDIA PLATFORMS
AND WHAT ARE YOUR CONNECTIONS WITHIN GROUPS

So lets start #1. when you look at all your social media platforms are you posting content that is relevant to your 3 power words, so that your audience knows what you are all about?

AND do they all use the same colours, fonts and picture themes that of your website?

Remembering our number one rule is to have consistency throughout every platform that represents you and your business.

A quick change of header to that of your website will automatically link each of them together. This understated change will bring together a unison feel for your audience no matter where they are looking at you.

<<< ACTION >>>
ALIGN ALL YOUR SOCIAL MEDIA PLATFORMS
AND WHAT ARE YOUR CONNECTIONS WITHIN GROUPS

#2 connection is one of the 3 humans needs required to life fully. Tony Robbins has spoken of our deep desire to connect with others, yet for some it is a skill that not everyone has.

So how can you make greater connections with others within social media groups?

Content is the key to engaging with your niche. Post content that your niche wants to know about.

This is your opportunity to share your knowledge, experience or any lesson you have learnt that could help serve them without focusing on what results you want to achieve. Remember be generous and give simply because you can.

As an online entrepreneur content is your language of communication with others.

<<< ACTION >>>
ALIGN ALL YOUR SOCIAL MEDIA PLATFORMS
AND WHAT ARE YOUR CONNECTIONS WITHIN GROUPS

Validate others. Always reply to comments on your post, people value the acknowledgement from you and engage in conversation that will help you understand them more.

People love to be heard, seen and valued.

Connection builds trust. How we communicate with others both in the groups and also behind the scenes of private messaging all have a polite protocol that is unspoken yet expected.

To private message someone without first building a relationship with them, is an obvious no no. it is like someone stepping inside your personal space and no one appreciates that lack of respect.

Building relationships online is that of relationships offline. Be mindful of others.

<<< ACTION >>>
ALIGN ALL YOUR SOCIAL MEDIA PLATFORMS
AND WHAT ARE YOUR CONNECTIONS WITHIN GROUPS

Respect there own personal online space and build connections that matter personally first. Business relationships come second.

No one will ever purchase from an online entrepreneur they have no prior relationship first. Take the time and invest in online connections.

You wont regret it! You no the old saying that still rings true today? Treat others how you like to be treated. Respect others!

Put these tips to use today and build great connections/ relationships.

When your done, come on over and tell me what you love the most so far

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<<< ACTION >>>
ALIGN ALL YOUR SOCIAL MEDIA PLATFORMS
AND WHAT ARE YOUR CONNECTIONS WITHIN GROUPS

Tomorrow, day 5, our last day of the challenge!

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'BE YOU' brand Identity Challenge Day 5: Be Seen, Be Heard, Get Known

Before we start on day 5, get up and do a little jig. Yep that's right have a little dance.

Lets smash out our last day together!!!

Time for some fun. When we think of putting ourselves out there, it can for some freak them out because it requires stepping out of that comfort zone.

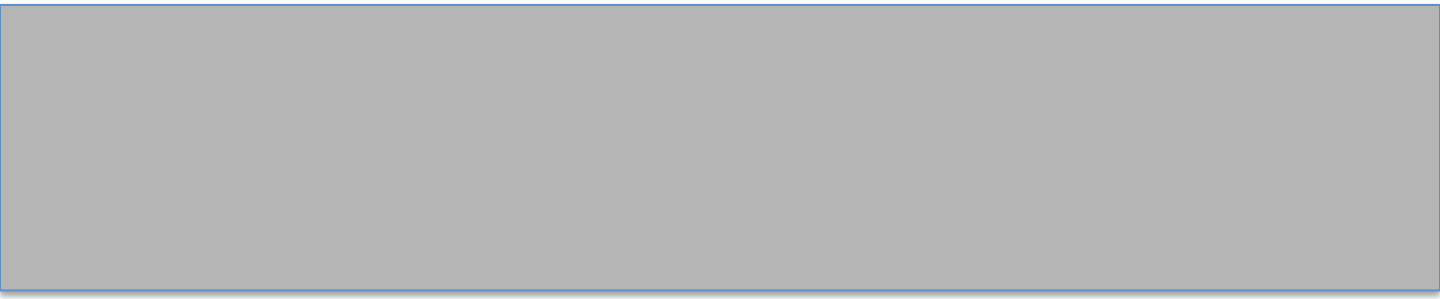
<<< ACTION >>>
CHOOSE A PALTFORM YOU CAN CONSISTENTLY MAINTAIN TO GET YOURSELF OUT THERE

Lets find one that resonates with you and is fun.

Lets look at your options at this point.

Live Streaming

There are so many great ways to share your content with others. Now with the likes of Periscope, Blab and even Facebook Live is a fabulous to connect with your audience and share your passion with others. They can hear your passion for your voice. Some of your audience will be auditory learners so this is a great way for them to hear you.



Interview Experts

Your niche will love if you interview experts in your niche. It enables them to connect with them and learn valuable information from them.

It also shows your passion for your industry and that you want your niche to learn, grow and develop from experts before them.

You don't always have to be the expert yourself.

Guest Appearance on Podcasts.

Podcast host are always looking for experts to be guest on there show. Why? Most importantly, they want to provide value to there listeners. Simply write a letter and ask if they require guest, along with how you can add value to there audience. Keep it simple.

You are all done and dusted. Congratulations. You are amazing. Now for last time, jump on over to

https://www.facebook.com/rachaelthompsonphillips.spiritualentrepreneur/

And let me know what will be your favourite way that you can commit to, to get yourself out there?

BE COURAGEOUS, BE YOU

Rachael xx