

MILLION-DOLLAR MINDSET CHALLENGE

Handout 3 - Building a High-Value Brand

You need to create a brand that is high-value enough to be in alignment with your number!

Signs of a high-value brand:

Message:

Avatar - your avatar doesn't need to be rich, but needs to be VERY invested in the solution you provide

Solution - Crystal-clear message of the outcome/result that you provide

'Brand Personality'

'Just folks' - Cracker Barrel (this is hard to pull off)

'Freedom of the open road' - Harley Davidson

'Luxury' - Tiffany's, Rolex

'Inspirational' - JJ Virgin

'Relaxing/Spa' - Jing Herbs

Website & digital/printed materials:

100% follow through on your brand personality & message

Good imagery and design

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Experience:

Service: How do you serve people?

1-1 at the beginning can be good!

Set up systems to remove the stress of over-delivering

Limiting Beliefs:

Failure and worthiness...

I'm not a high-value brand person.

The outcome isn't about me.

Rich people...

If I have a high-value brand, I will only be selling to rich people

Guilt and hard work...

The brand is just 'trappings' - I want to provide the work to people who want it.

Spirituality

High-value brands are too fancy, they aren't spiritual.

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Tapping Requests:

20 min - Jo: People don't commit to me, commitment issues myself. I'm afraid of being stuck in the same pattern and not move to the next level.

32 min - Lucy: Fear of not being liked.

40 min - Michelle: Self belief.

50 min - Maria: No one will invest to work with me. Doubts on getting people to commit to work with me. How do I charge more?