



# OWN YOUR DOPENESS

*How to Build Your Bold Personal Brand*

# If you feel...

*...like a well-kept secret*

*...overwhelmed by content creation and marketing*

*...like you're working hard to get clients, but they're not coming fast enough*

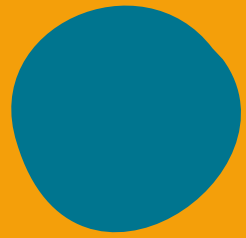
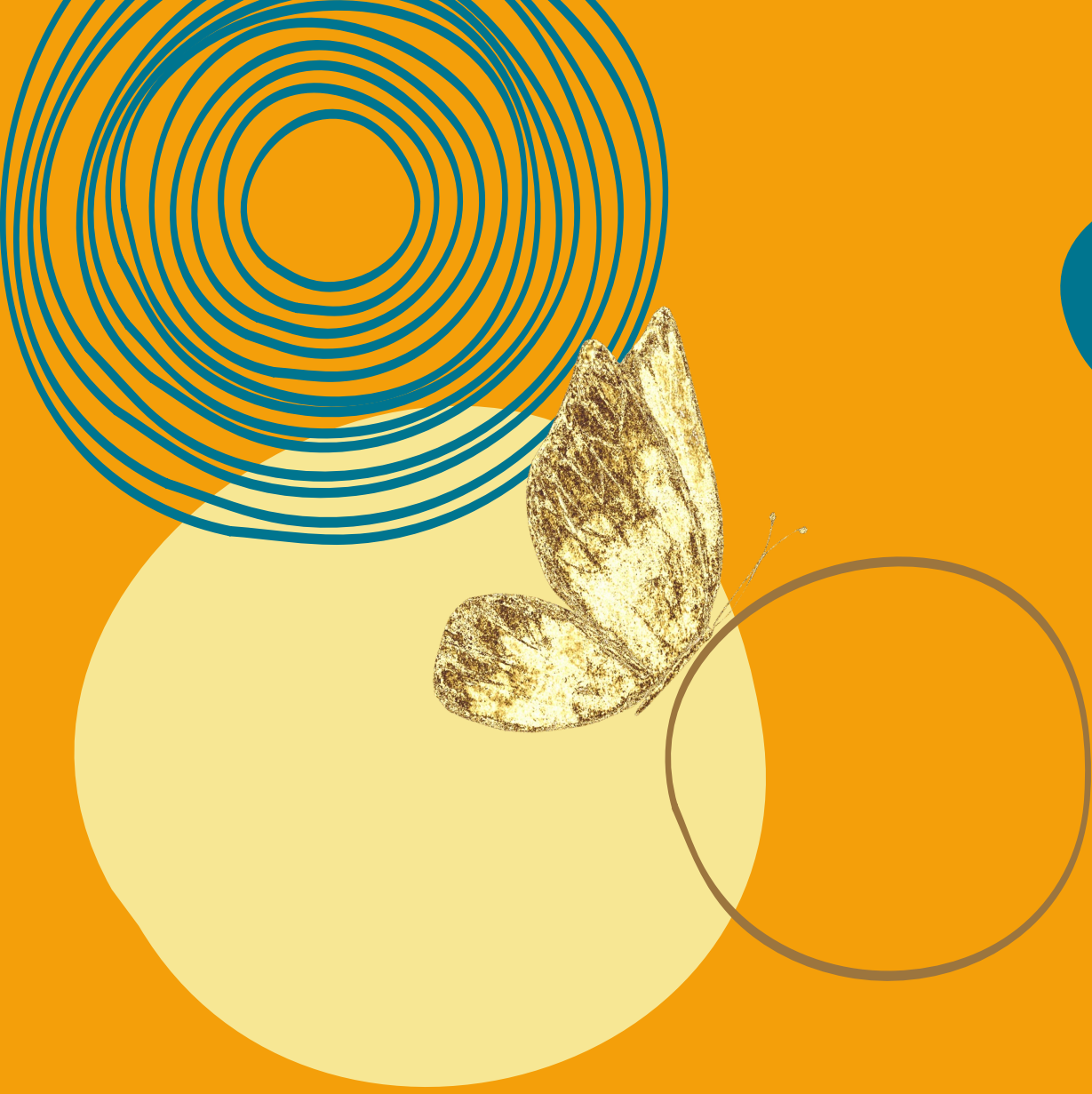


WHO'S THAT GIRL?



Let's get on  
the same page,  
shall we?





# brand

*noun* ——— /brand/

What people believe, think, expect, or say about you or your products...

*...especially when you're not around to explain it.*

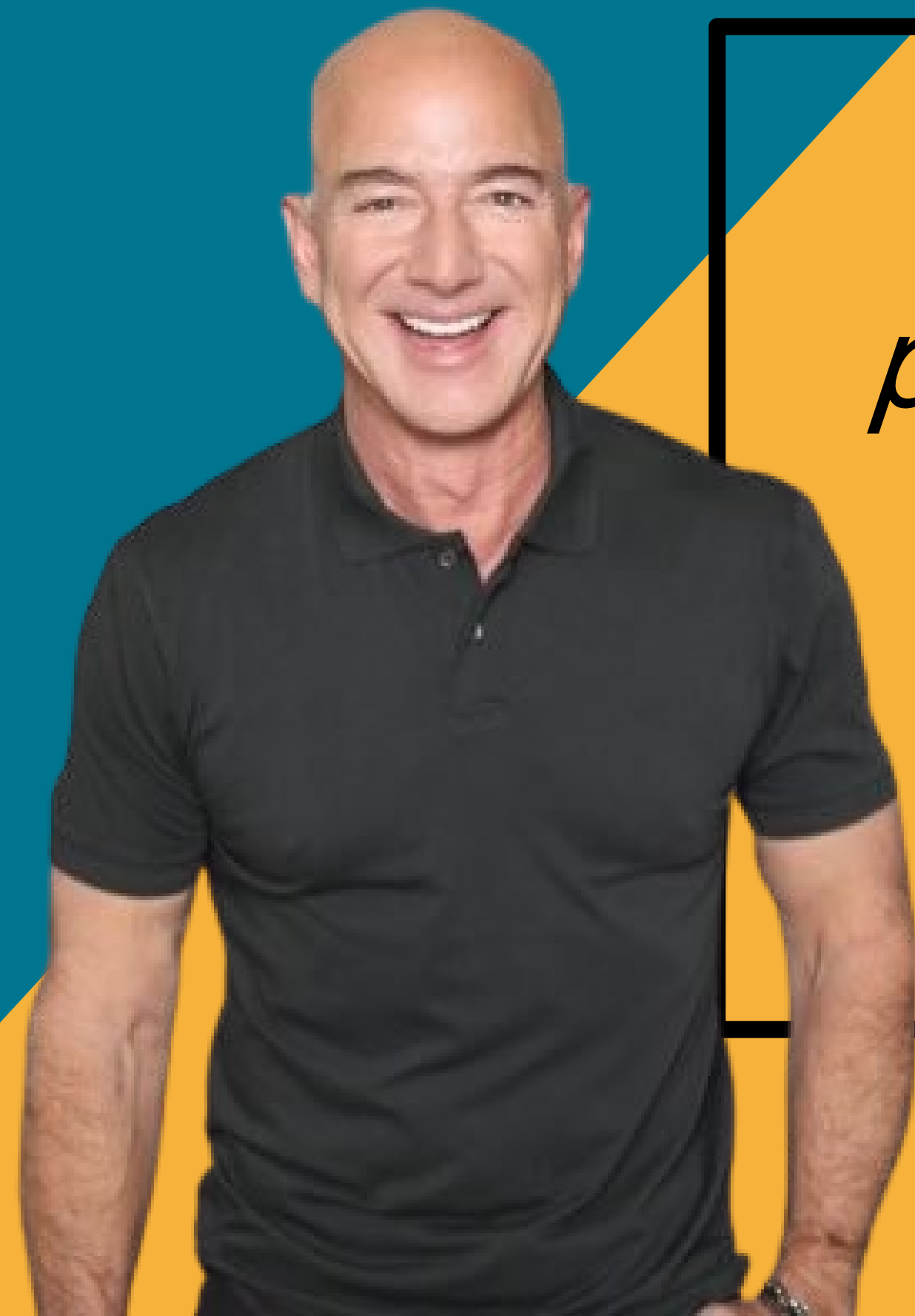


# personal brand

*noun* ——— /brand/

What people believe, think, expect, or say about  
you ~~or your products...~~

*...especially when you're not around to explain it.*



“

*Your brand is what people say about you when you're not in the room.*

Jeff Bezos

”

*nb*

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# Harvard Business Review

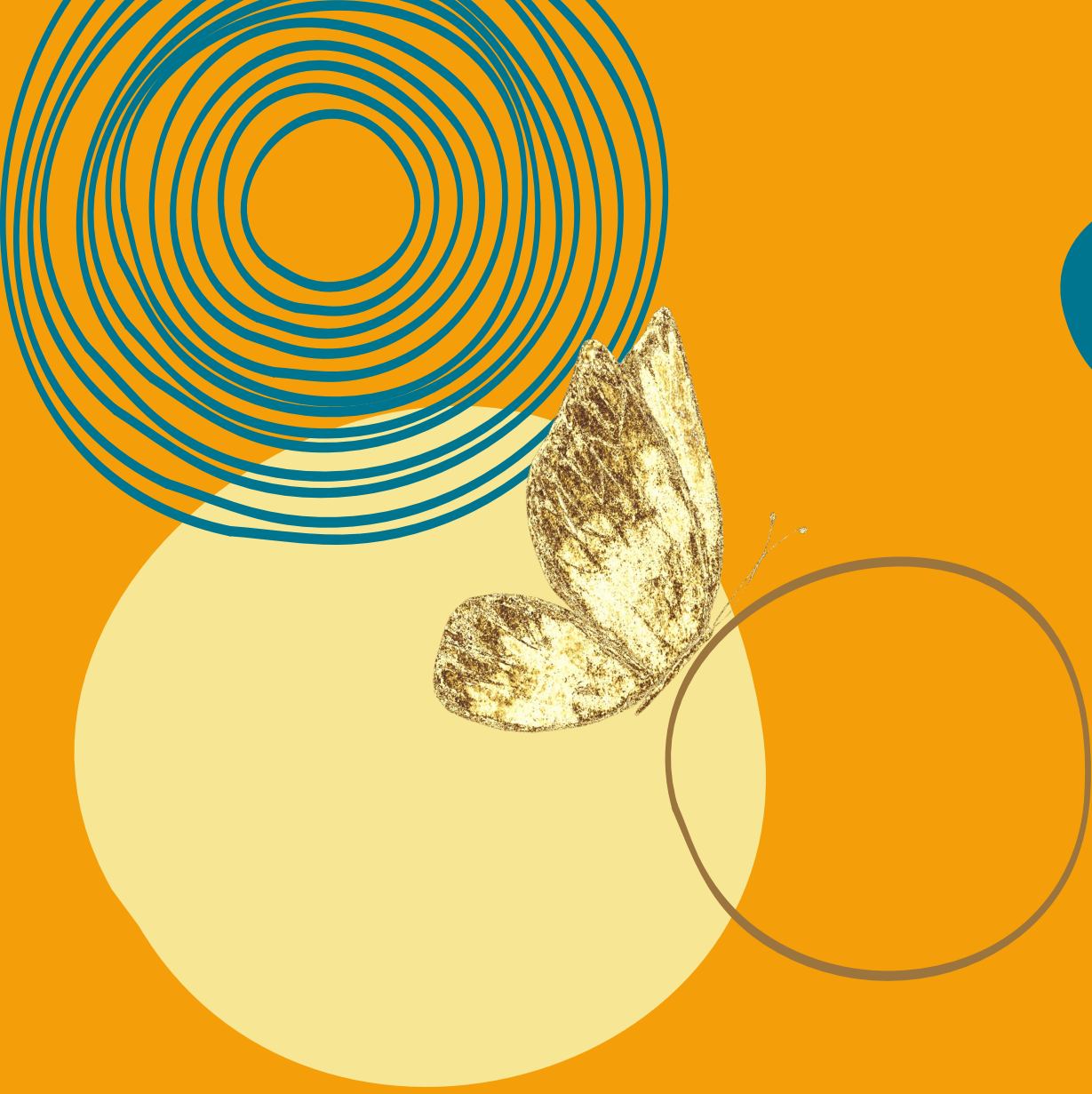
## A New Approach to Building Your Personal Brand

Much of professional and personal success depends on persuading others to recognize your value. You have to do this when you apply for jobs, ask for promotions, vie for leadership positions, or write your dating profile. For better or worse, in today's world everyone is a brand, and you need to develop yours and get comfortable marketing it.

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# branding

———— /brand·ing/

*noun*

All of the activities you do to influence what people believe, think, or say about you or your products

*Goal: To influence the associations people make with you and your product*



# personal branding

———— /brand·ing/

*noun*

All of the activities you do to influence what people believe, think, or say about you ~~or your products~~

*Goal: To influence the associations people make with you ~~and your product~~*

*nb*

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Had her dream influencer reach out to her unsolicited for a collaboration

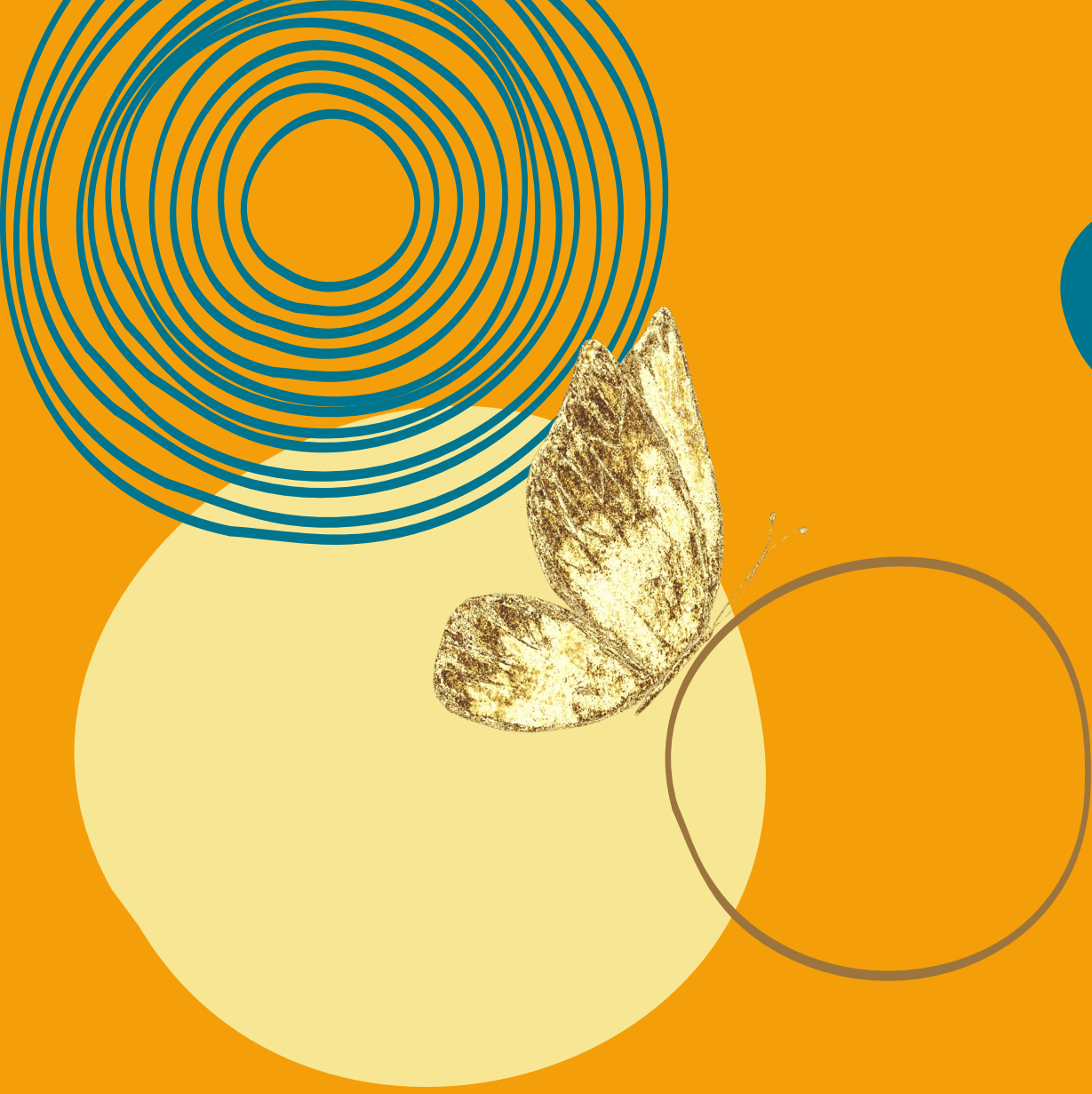
Kelly D.  
Inclusivity Consultant

# Harvard Business Review

## A New Approach to Building Your Personal Brand

Personal branding is an intentional, strategic practice in which you define and express your own value proposition. And though people have always carefully cultivated their public personas and reputations, online search and social media have greatly expanded the potential audience for—and risks and rewards associated with—such efforts.

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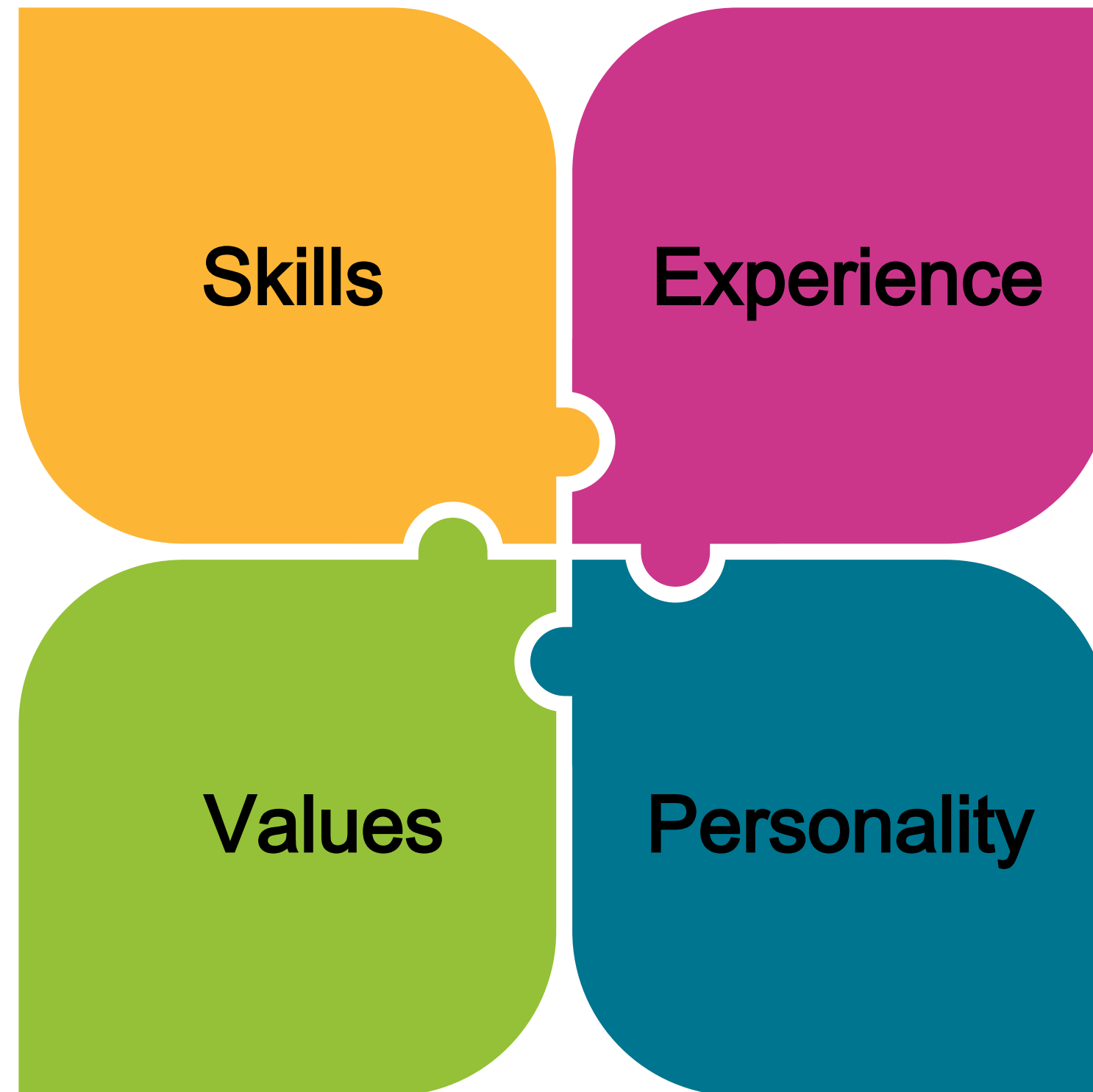
# marketing

*noun* ——— /mar·ket·ing/

The tactics and strategies you use to promote the purchase of your products and services that are of value

*Goal: To persuade someone to buy your offer*

# Elements of a Personal Brand



*nb*

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Erica Y.

Non-Profit Board Consultant



Doubled her annual revenue in 1 month by being more of herself and attracting clients who loved it!

*nb*

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“

*Hard selling is bad branding.*

Alex Hormozi

”



What makes someone say  
YES or NO to your offer?



# Biggest determining factor

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Becoming the brand that people say yes to before they even know what the offer is.

*nb*

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How do I become the person people say  
yes to before they even hear my offer?

How do I become the person people say  
yes to before they even hear my offer?

Make becoming that person  
**YOUR #1 BUSINESS PRIORITY.**

Wanna know  
a secret?



The secret is....

getting and keeping the **ATTENTION** of the  
**RIGHT PEOPLE** at the **RIGHT TIME.**

# The Attention Economy

## How to Breakthrough

1. Write attention-grabbing headlines
2. Embrace storytelling
3. Get to the point fast
4. Make it about THEM
5. Pattern interrupt
6. Use curiosity & surprise



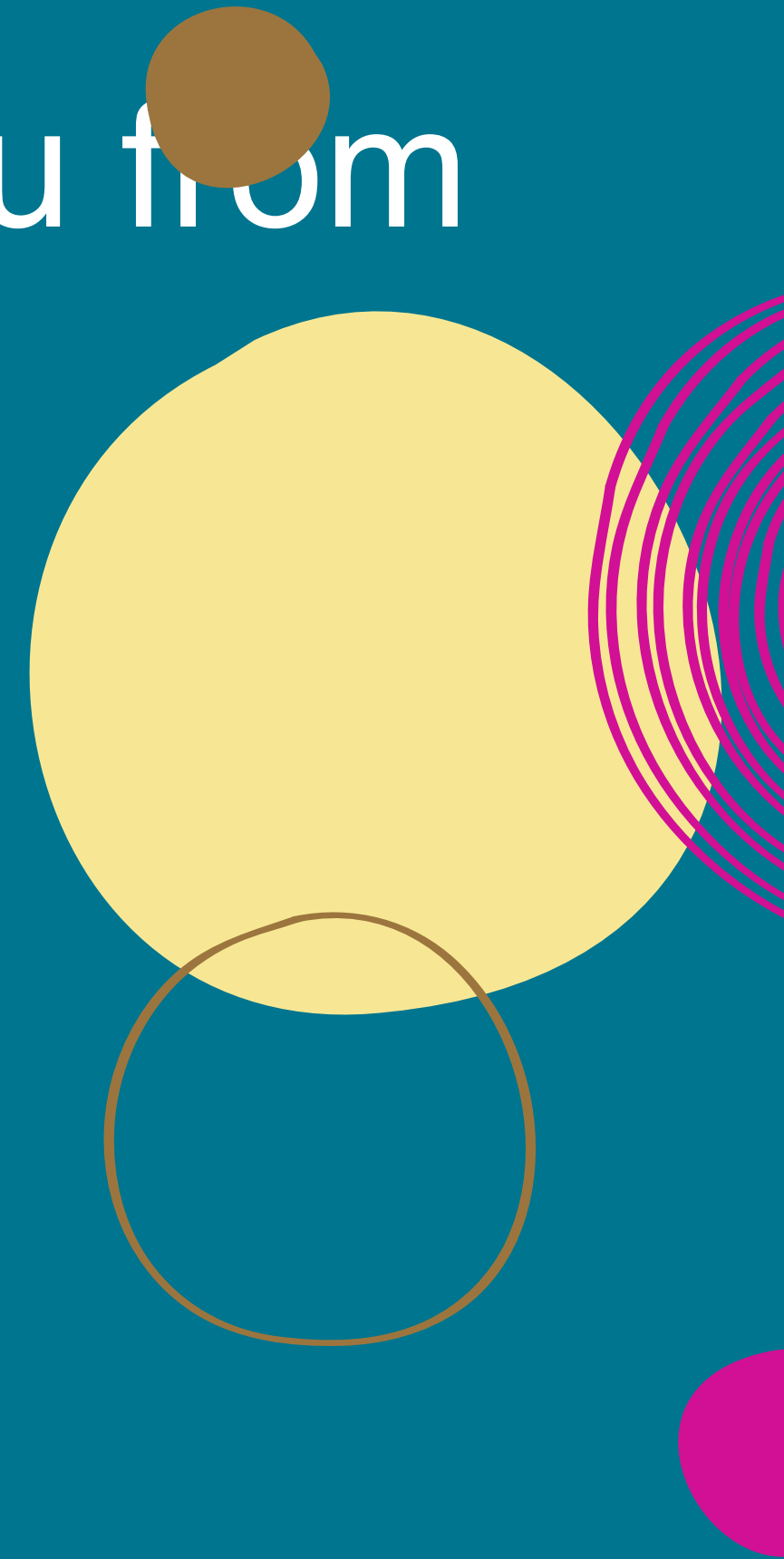
Day Trading Attention  
by Gary Vaynerchuk

*nb*

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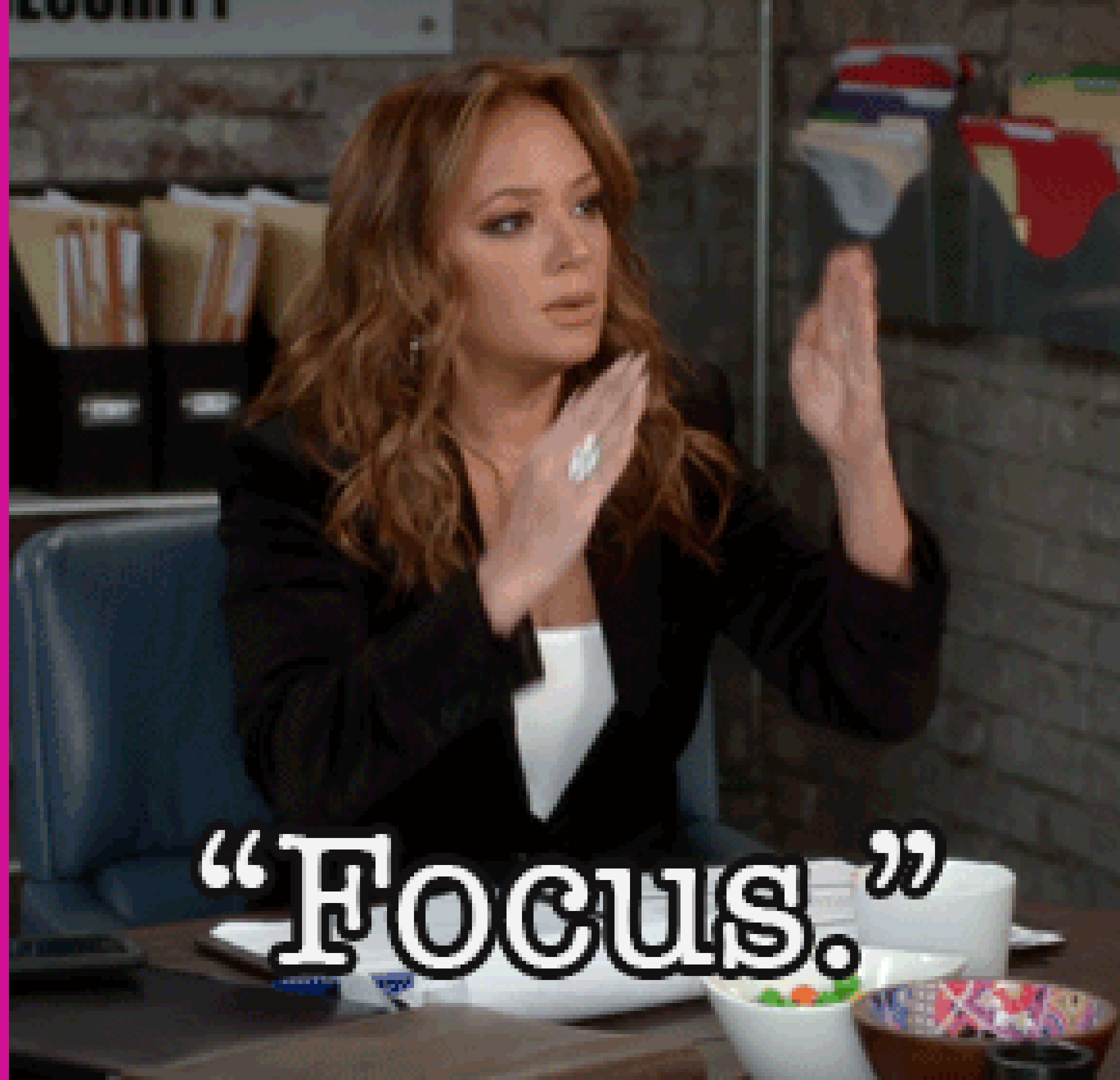
The ONE thing that can keep you from  
growing your personal brand...



The ONE thing that can keep you from growing your personal brand...

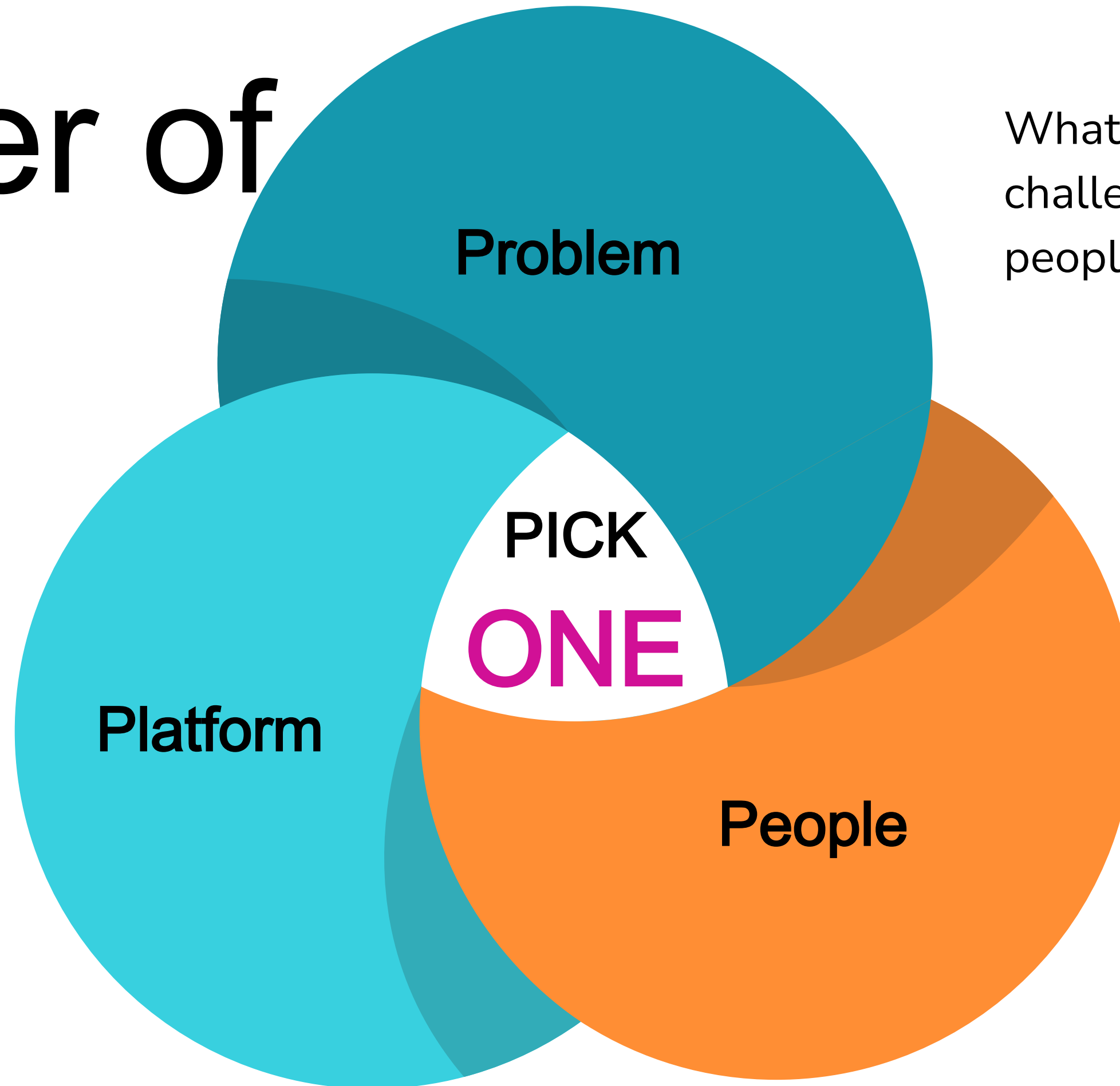


# 1. SIMPLIFY



“FOCUS.”

# Power of **ONE**



What's the **BIGGEST** challenge you can solve for people?

Where are the **BIGGEST** number of those people spending time?

Who are the **BIGGEST** group of people looking for a solution who have the **ability** and **willingness** to pay for it?

*nb*

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# Which platform is for me?

	Facebook	Instagram	X	LinkedIn	YouTube	TikTok
<b>Monthly Active Users</b>	2.96 billion	2 billion	368 million	310 million	2.51 billion	1.05 billion
<b>Daily Active Users</b>	2.1 billion	500 million	245 million	134.5 million	1.5 million	45 million
<b>Time Spent per Day on Platform</b>	31 minutes	33 minutes	34 minutes, 48 seconds	7 minutes and 38 seconds per visit	45 minutes, 36 seconds	45 minutes, 48 seconds
<b>Favorite User Consumed Content</b>	Connecting with friends/family News Entertainment Brands/Products	Entertainment Brands/Products	News/Trends Entertainment Brands/Products Sharing opinions	Professional networking Job searching Industry news/content	Entertainment Education/How-to's	Entertainment Creative expression Trends
<b>Gender</b>	Male: 56.3% Female: 43.7%	Male: 51.8% Female: 48.2%	Male: 63% Female: 37%	Male: 56.3% Female: 43.7%	Male: 54.4% Female: 45.6%	Male: 51.8% Female: 48.2%
<b>Most Popular Among (Age Group)</b>	1. 30-49: 75% 2. 50-59: 69% 3. 18-29: 67%	1. 18-29: 78% 2. 30-49: 59% 3. 50-64: 35%	1. 18-29: 42% 2. 30-29: 27% 3. 50-64: 17%	1. 30-49: 40% 2. 18-29: 32% 3. 50-64: 31%	1. 18-29: 93% 2. 30-49: 92% 3. 50-64: 83%	1. 18-29: 62% 2. 30-49: 39% 3. 50-64: 24%
<b>% of US adults who use it</b>	63%	47%	33%	30%	83%	33%
<b>% of Users in Income Range Who Use It</b>	Less than \$30,000: 63% \$30,000- \$69,999: 70% \$70,000- \$99,999: 74% \$100,000+: 68%	Less than \$30,000: 37% \$30,000- \$69,999: 46% \$70,000- \$99,999: 49% \$100,000+: 54%	Less than \$30,000: 18% \$30,000- \$69,999: 21% \$70,000- \$99,999: 20% \$100,000+: 29%	Less than \$30,000: 13% \$30,000- \$69,999: 19% \$70,000- \$99,999: 34% \$100,000+: 53%	Less than \$30,000: 73% \$30,000- \$69,999: 83% \$70,000- \$99,999: 86% \$100,000+: 89%	Less than \$30,000: 36% \$30,000- \$69,999: 37% \$70,000- \$99,999: 34% \$100,000+: 27%

Sources: Pew Research, Statista



10Xed her business  
revenue in 6 months with  
half the client load

**Ayanna G.**

Digital Marketing Agency Owner

2. BE  
DISCOVERABLE



Content is the new currency.

No Content = No Customers

*nb*

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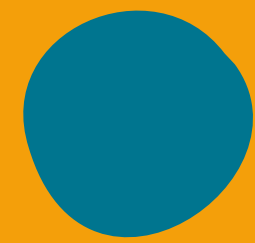
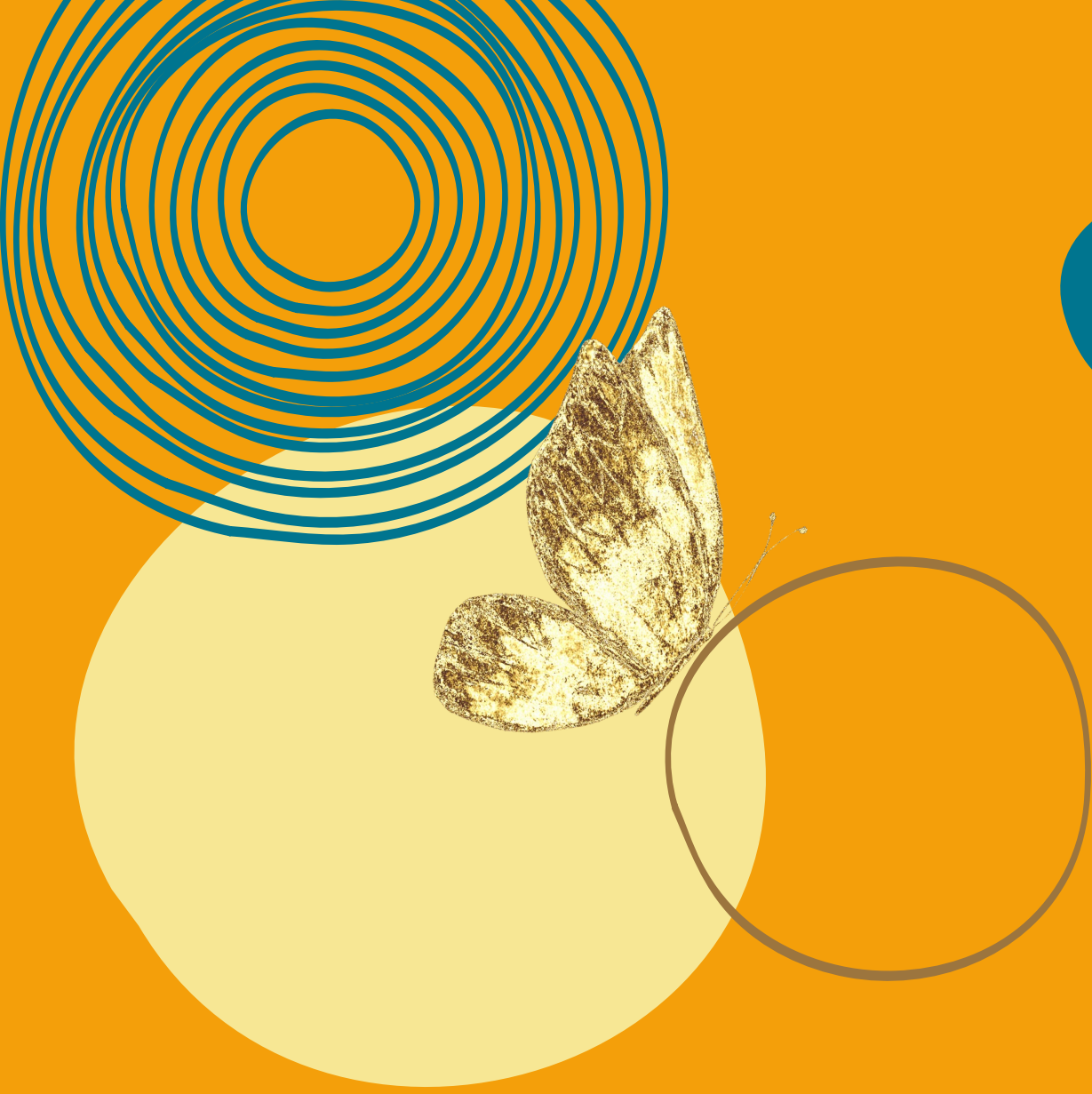
# Write down

- What questions are my people asking?
- What topics are trending in my industry or culture right now?
- What are my people Googling related to my niche?





### 3. Create attention worthy content



# magnetic brand messaging

*noun* ——— /mag·net·ic brand mes·sage·ing/

How you communicate who you are and how you serve people that draws your ideal clients to you vs you having to chase leads and sales.

*Goal: To communicate in a way that the associations people have of your brand influences their purchasing decisions*

*nb*

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# Be

# R.A.R.E.

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- Relevant
- Authoritative
- Relatable
- Emotional



**E - Expertise**

**E - Experience**

**A - Authoritativeness**

**T - Trustworthiness**

Google Developer SEO Recommendations

*nb*

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Humans need to spend 7+ hours  
with your brand to be ready to buy.

Google's Zero Moments of Truth Study

It takes 11 touchpoints with a  
buyer to make a sale.

Google's Zero Moments of Truth Study

*nb*

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Those touchpoints should be  
across 4 separate locations.

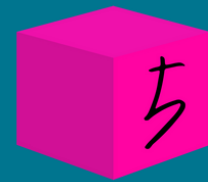
Google's Zero Moments of Truth Study



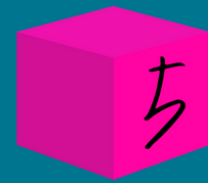
*So how do I create enough of  
the **RIGHT CONTENT** to make  
that work?*



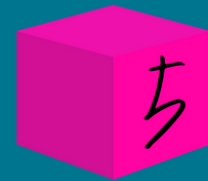
# The 5 C's of Power Content



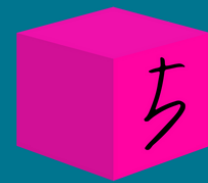
Character



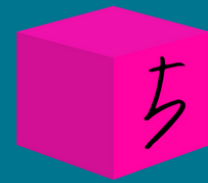
Connection



Credibility



Competence



Conversion

*nb*

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Now writes articles  
regularly in national  
publications catering to her  
target audience

**Cindy M.**

Money Relationship Expert & Coach

# RESOURCES



Magnetic Brand  
Resources Pack



Key Person of  
Influence Book



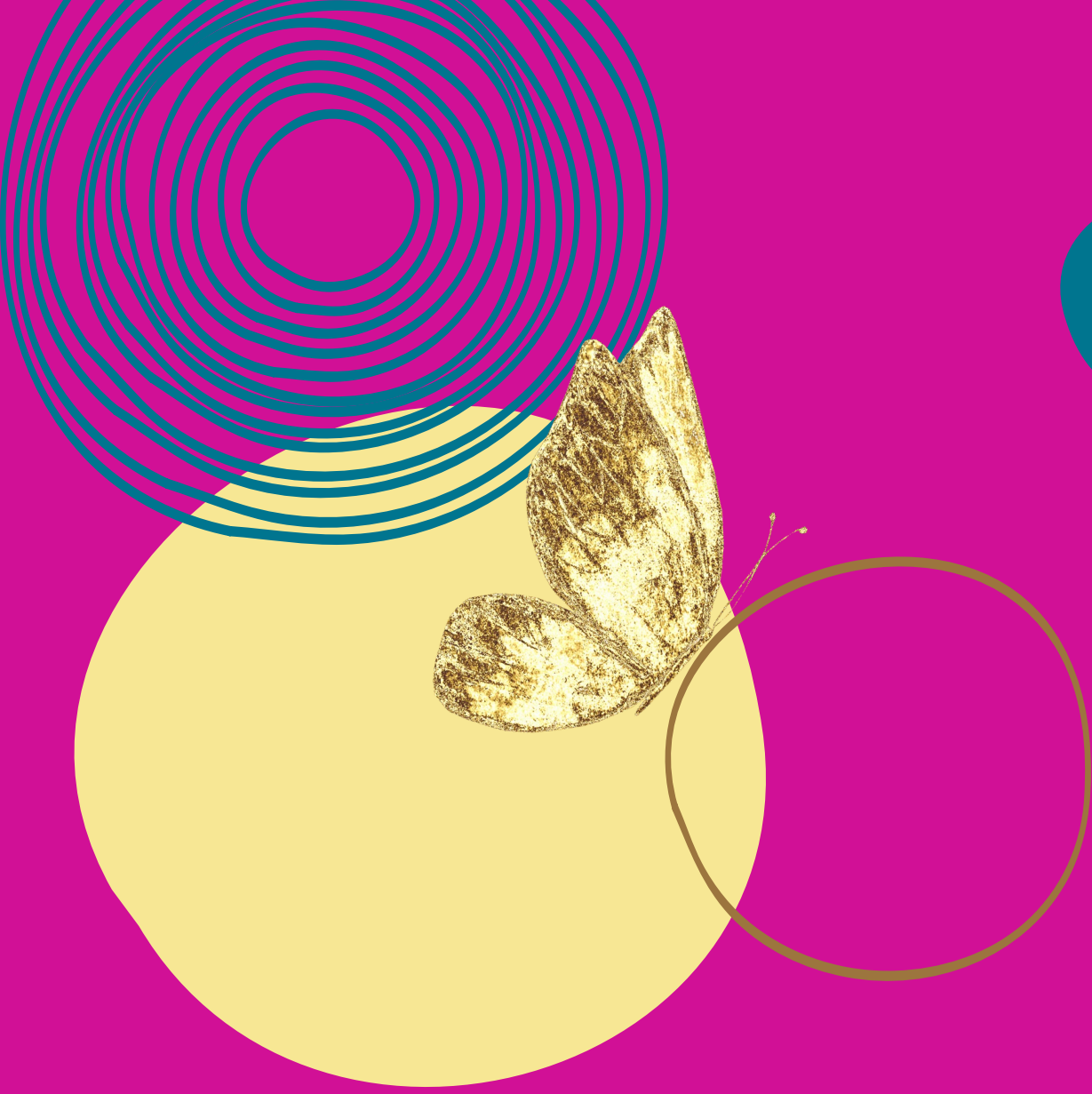
HBR Personal  
Brand Article



Schedule a FREE  
Strategy Call



**QUESTIONS?**



# Let's connect!

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**f** *NikkiFBradley*

**o** *thenikkibradley*

**in** *NikkiFBradley*

