

SOCIAL MEDIA

Brand U

The rising trend of direct sellers building their personal brand online



SHARE YOUR
PERSONAL LIFE WITH
YOUR AUDIENCE SO
PEOPLE CAN SEE WHO
YOU ARE AND WHAT
YOU'RE ABOUT.

WHEN BUILDING their direct sales business online, should independent distributors promote a company, or the products and services upfront, or is it more effective to brand themselves first?

Current online trends point to the latter. We'll look at how this works without violating common policies, and see what top third-party industry trainers Ray Higdon and Tanya Aliza have to say about the value of direct sellers branding themselves.

"Had I not started building my personal brand back in 2010, I would not have the same amount of success that I do today," says Tanya, who creates online content helping direct sellers effectively build their brand.

What to focus on: There are essentially two options for direct sellers to build their personal brand—focus on the product or service, or the business opportunity.

There's no right or wrong answer. Most people make this decision based on what they are most passionate about. Deciding what to focus on helps shape the message and develop a clear plan for content, such as social media posts, videos, blog posts, etc.

One approach is to build a customer base first and then find those who have a natural interest in building the business side.



Identifying a passion: “An audience senses passion,” Tanya says. She suggests writing down what you’re most excited to talk about or create content around. For example, if the business is in the health and wellness industry, talk about fitness, nutrition and exercise.

Those more passionate talking about income, freedom or lifestyle should probably focus on the business side. Content can include sharing success stories, interviewing field leaders, offering business-building tips and illustrating company culture through photos and videos.

Benefits of personal branding: Some of the biggest benefits of direct sellers branding themselves online include focusing on bringing genuine value to their target market, developing a long-term mindset, growing a following, and discovering how to solve problems with the company’s products or services.

Ray Higdon says it this way: “Focus on education, focus on value, focus on things that you can offer for people to help educate them, possibly about your product, possibly about your service or whatever it is that you’re engaged in.”

Putting value into the marketplace also helps build trust while allowing direct sellers to create context around the benefits of certain products or services instead of talking specifically about those products or services.

Making the transition to products, services or opportunities: Current trends in personal branding center on generating curiosity and piquing interest through compelling storytelling, sharing results, and offering solutions around specific problems. Of course, the goal is to build a customer base or grow a distributor team. Making that transition often involves mentioning a product or service as a possible solution to those problems.

Tanya gives this example on her website of a possible approach: “Hey, if you’re interested in learning more about how I’ve monetized my passion for health and wellness, fill out this form below, and I’ll be happy to chat with you and show you what I’m doing.”

Companies can still provide corporate-approved assets such as images, video clips and infographics, allowing the distributor field to use them as tools to build their personal brand. **DSN**

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Tanya Aliza’s TOP 10 Personal Branding Tips

- ▶ **BRAND YOUR PERSONAL NAME**
KEY POINT: “*Things change, but YOU won’t.*”
- ▶ **KNOW YOUR TARGET AUDIENCE**
KEY POINT: “*Everything I do in my marketing, branding and selling revolves around my target audience—not me!*”
- ▶ **BE SUPER SPECIFIC WITH YOUR TAG LINE/ SLOGAN**
KEY POINT: “*You have to tell them what they’re going to get, and it’s a good idea to include how you’re going to make their life better.*”
- ▶ **HAVE PROFESSIONAL LOOKING YET FUN PICTURES OF YOU!**
KEY POINT: “*This is what catches people’s eye and what makes you stand out from the crowd as a credible figure that people will listen to.*”
- ▶ **WHAT DO YOU WANT TO BE KNOWN FOR?**
KEY POINT: “*Just pick one or two things that you are either good at now, or want to be good at, and become the EXPERT in that niche!*”
- ▶ **YOUR STORY! – BE THE EXPERT**
KEY POINT: “*How can your story relate to your target audience?*”
- ▶ **BE YOURSELF AND ACCENTUATE YOU**
KEY POINT: “*Share your personal life with your audience so people can see who you are and what you’re about.*”
- ▶ **BE CONSISTENT**
KEY POINT: “*Your brand isn’t going to be built overnight, but with consistent action, it will get built faster.*”
- ▶ **GET OUT THERE**
KEY POINT: “*The more people can see you in front of them, the more they start to recognize your brand.*”
- ▶ **THINK LONG TERM**
KEY POINT: “*Brands are not built overnight, but the entrepreneurs that draw a line in the sand and make it happen no matter what... are going to be the ones that make it BIG with their brand!*”