

**THE**  
**#1 KEY**  
**TO**

**PROMOTING YOUR**  
**BUSINESS** **ONLINE**



**Things that every entrepreneur should know**

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# Legal Mumbo Jumbo

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# Introduction

I'm Regina Lajera, and I'm the owner of Regina Lajera Success Academy. I wrote this ebook to help network marketers and other entrepreneurs know the real key to successful online business promotion. This may even be different from what you're used to hearing.

Seeing as today's technology is getting more advanced than ever, most people, if not all, promote their businesses online. You, as an entrepreneur, could be one of them as well. So, what is the #1 key to promoting your business online?

**The answer is personal branding.**

In three chapters, you will be able to know the definition, importance, and steps of personal branding, respectively.



# Chapter 1: Personal Branding Defined

Everyone has a personal brand. It's what makes people differentiate us from others. It's what makes us unique. This chapter is all about the definitions as well as the importance of personal branding. But first, let's introduce personal branding.

In Tom Peters's Fast Company Magazine article 'A Brand Called You', he made personal branding known by writing this quote: "Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You."

Now that personal branding is introduced, let us talk about the definitions of personal branding.

## 1. Personal branding is an art.

It creates a one-of-a-kind brand that describes you as a person. Just like an art being used to express feelings, personal branding is used to express your ideas and convey your messages. Just as an art is being exhibited to let other people recognize and appreciate it, it is the same with personal branding. It exhibits you in order to let other people recognize and appreciate you.

## 2. Personal branding is a process.

A process is taken with steps and time. Personal branding is the same - it gradually establishes a reputation around your name or your job which allows you to let other people know more about you, such as your skills, personality, interests, etc. By using the same procedures in constructing a brand's reputation, you can create a reputation wherein other people can learn more about your expertise.

## 3. Personal Branding is about you.



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Having to keep your word as well as having to be unique are what personal branding is about. You should not procrastinate. You have to live up to the expectations of people. To create unique ideas, you have to think outside of the box. To enhance your skills, you have to push your limits. You have to overcome the obstacles that you will face.

Like social media, personal branding is about dedicating yourself in knowing what skills and attributes you have as a leader as well as how this affects the way you serve others.

Like the style you use in making your works, such as your writing style, and the way in how you organize things, the activities that you do and the way on how you do them are what gives meaning to personal branding.

Your personal brand shows your best capabilities, like your skills, attributes, strong points, etc., that you are able to offer as well as what the people you work with can expect from you. With this, we can conclude that personal branding is about you being an asset to yourself, as well as to those who associate themselves with you, be it your colleagues or even your previous customers.

Personal branding is often about letting your audience think of your name when looking at your products.

Personal branding means not depending on others. It is defined by you cooperating with other people rather than working under them so that they may help you in reaching your goals.

On the contrary, personal branding has a possibility of being private. Likewise, it can help you be more confident, courageous, as well as certified. It can also let you know which things you have to do first and which things you are interested in.



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Personal branding is about having a huge amount of understanding towards yourself, your activities, as well as your responsibilities. You should know the way you act and the reason as to why you do it. You should know your strong and weak points.

Marketers McNally and Speak gave personal branding this explanation: "Your brand is a perception or emotion, maintained by somebody other than you, that describes the total experience of having a relationship with you." This means that, in personal branding, the way on how people perceive you and/or your actions are the ones that describe your brand. Given this, interactions with people are one of the important factors in personal branding.

All in all, personal branding is about you, your actions and decisions, your interactions, and your credibility.

Now, why is personal branding important?

Firstly, personal branding can let people notice you. In what way is this relevant? For one, we are in a modern world where the internet or social media is very important. How could people notice you over thousands of entrepreneurs in this world? Well, personal branding can help you with that. As stated above, personal branding is about you. And in this world, there is only one you. With personal branding, people can differentiate you from others by knowing a lot of things about you, such as your capabilities. Personal branding can show people how unique you are from others.

Secondly, personal branding can guide you in making decisions. When working with somebody, that person may or may not help you in reaching your goal. It's your goal, so you are the only one who can know which decisions and actions you need to do in order to reach that goal. You are also the only one to know which people can help you in reaching that goal. You are the only one who knows



what happens next. After you have finished doing that job, will you continue working in that company, with that person or those people?

Thirdly, with personal branding, you will begin to know a lot of things about yourself, such as your personality, your presentation, and your decisions in reaching your goal. This may help you prioritize in enhancing your skills as well as learn new things.

Lastly, personal branding is actually more common now than ever. There are some high schoolers studying about it. There are even some college students taking courses on it. Although it may be ordinary to go with the flow, you should try to learn and understand the things that make people successful.



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## Chapter 2: The Importance of Personal Branding

Now that you know the definition of personal branding, we can now move on to the advantages of this marketing strategy.

### 1. Personal branding can let you interact with others.

No matter which career you take, interaction with others is important. Finding the right people to do the right job in order to help you in reaching your goals is difficult without learning how to communicate. With the help of personal branding, you can have a connection with those people. At the same time, you can have a close relationship with the ones who share the same interests as you. With this, people will begin to seek you out for help and advice based on your expertise and experiences. At the same time, you can also share some of your ideas with the world.

In addition to this, by expanding your network, you can learn from others. You can let them talk about their past experiences along with their advice. In fact, you may even receive help from them. By interacting with others, you can express the things you want to say. Personal branding can also let you stay updated with the latest information about your area of specialization in order to come up with better and more improved methods.

### 2. Personal branding can let you present your skills.

There are times when skills become useless when you are not using them. With the help of personal branding, you can present your skills. By presenting your skills often, you enhance them. Moreover, you can also prove your trustworthiness. Based on the actions you do, you can prove that you're an asset to the company. Therefore, you can build a good reputation and even strengthen your position.

Incidentally, it can also increase the chances of success in other jobs, which could allow you to pursue the career you would like to take. In doing so, personal branding can let people see your



labors and how you work on things, giving them all the more reason to trust you. In fact, there could be times when some companies might trust you enough to construct (and market) their brands.

### **3. Personal branding can let people become curious about you.**

Before you can interact with others, you have to first give them a reason why. In what ways could you let them become interested in knowing you? In knowing your brand? With personal branding, people can recognize the way you work by knowing your values as well as your personality which helps in using time effectively and not wasting it on introductions. They can also know the area where you specialize in and your authenticity.

This makes them become curious about you and have an intent in listening to the messages and ideas you convey. Try to think of the people with whom you have a feeling you can trust. Think of what makes them, including their websites, become trustworthy and interesting. Apply that to yourself. Personal branding can let you influence your audience making them think of you as a valuable person.

### **4. Personal branding can give you more job opportunities.**

Personal branding can let hiring employers easily analyze you. Having known the capabilities you have that enables you to become valuable to them, you have more chances than others. Having an interest in meeting with you, they may even consider hiring you. When you do meet with them, you should defend as well as strengthen your brand. Make sure to share your past experiences about your job along with the people you work with. At the same time, you can also share your strong points in your portfolios. With this, you can have plenty of opportunities, and can greatly influence your search in jobs. Having a strong personal brand can let people view you positively as well as with respect. In accordance to this, you can handle resumes, sales, communications, and a lot more works quickly and effectively.



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## **5. Personal branding can let you make yourself become a better person.**

Everyone keeps on improving, that's just how humanity is. With the help of personal branding, you can enhance your personal growth as well as your leadership skills. Personal branding may let you be determined to move forward as well as be responsible. Although it may be hard at first, given with time, you will learn on how to become instinctive towards the responsibility and pressure that you are given with. This is a special skill that you can acquire. Personal branding can also let you understand your strong and weak points which, in return, let's you choose your decisions wisely. Since personal branding creates a one-of-a-kind brand that describes you as a person, you are unique from others. With this, you can be your true self. You can build up your self-confidence. By being unique, you can make a different impact to the company you work for, which would help greatly in bringing to light new opportunities. With personal branding, you can gradually become a person who spends time more efficiently. Knowing which people, decisions, and actions are essential to your goal, you can make them become your priorities. On the contrary, you can give less time to those that are not.

Personal branding lets you define yourself. For instance, you can know the things that you do best, the reputation that you want your audience to be reminded your name of, the actions you will make in order to reach your goals, the way on how you present yourself, and the way on how to enhance your skills. Personal branding also lets you focus and concentrate on tasks. It lets you determine your strong points, your audience, and your objectives. With this, you can be calm and continuously show your true self.

If you have successfully learned on how to live by your personal brand, you will be able to show an executive presence which will help you in doing your job more efficiently.



## Chapter 3: Creating Your Personal Brand

This chapter will teach you on how to create a personal brand.

Before we move on to the steps, here are some of the questions that could guide you in creating your own unique personal brand:

- What are your beliefs?
- What activities/things fascinate you?
- What/Who inspires you?
- What are the things that you are happy with?
- What is your goal in life? How will you achieve that goal? What procedures should you do?
- After you succeed, what's next? Will you continue in doing whatever it is that you're doing?
- What have you experienced regarding your personal and professional life?
- What strengths do you have?
- What weaknesses do you have?
- What makes you one-of-a-kind?
- Who makes you happy?
- What do you need? (consider looking at Maslow's Hierarchy of Needs)
- What do people say about you? (these people could be your colleagues)
- What is your target market positioning statement? What does your brand demonstrate?

**Here are the steps in managing your personal brand:**

### **Step 1: Know your specific skill.**

What do you want people to associate your brand with? Understand your special attributes as well as the activities you do best in. Which area do you specialize in? What are your interests located in?

Make sure to specify in order to not let people misinterpret.



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## **Step 2: Create a website.**

This website should represent your brand. WordPress is an online platform you could create your website on. Begin by posting and sharing the knowledge you know. Try to talk about your expertise and interests as well. Make sure that these pieces of advice would help your audience greatly. Content marketing is the way to do it. It is best to update your posts often. Try to innovate. Try to create your own content.

Ideally you would want to purchase a domain containing your full name and/or brand name. Namecheap and Godaddy are good places to get your custom domain. Also keep in mind that you don't have to know HTML, CSS, or any other programming languages to build a website. With WordPress, you could create and maintain your website without ever touching a line of code.

## **Step 3: Keep on learning.**

Try to get advice from people who have more experience than you. You should still spend time learning new things even when you're not working. You can try learning more about the area you specialize in by reading non-fictional books. You can also surf the net. Try looking for ebooks and blog articles with your area of specialization and/or your interests as topics. Practice makes perfect.

## **Step 4: Prove that you know the things you know.**

If you can do the job, show people that you can. Interact with others as well as teach them the knowledge you have learned. You can speak of your experiences with the customers you had. Try to attend speaking events - this will give you a chance to communicate with new audiences. In fact, this could also give you a chance to expand your network. You can try looking for 'Network After Work'. This website can let you attend events in places near your location.

Also try to interact with people consistently on different channels. It would be nice to do great on 2-3 social media channels. In reaching your audience, decide the best way to show your best attributes. Always be respectful to the people you meet.



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### **Step 5: Create your own style.**

Instead of going to the road that nobody took, create a new road. Be unique.

### **Step 6: Know what your goals are.**

Always be aware of your goals - be it personal or professional, short term or long term. Doing this will help you determine which actions you must take in order to reach your goals. As a matter of fact, this will also help you in spending your time more efficiently by focusing on the most important things.

### **Step 7: Create your Personal Brand Persona.**

Define yourself. What characteristics do you have? What are your skills? What are your strong points? What are your weak points?

After finishing your personal brand, your Personal Brand should let you:

- Be able to reach the expectations of people
- Be someone others can look up to and confide in, and
- Be efficient.

### **These are some of the tips that could help you:**

1. Do not be content with the 'now', always strive to be better and to accomplish the things you haven't accomplished before.
2. The actions you do, whether by your decisions or your recklessness, influence the way people see your personal brand. So be careful and think thrice before doing something.
3. You should think in advance the actions and decisions you need to do in order to gain more knowledge, to expand your network, and to enhance your skills. You should always observe your surroundings so as not to miss any chances.



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4. Try to show excitement when interacting with people. This may let them assist you in building your brand.
5. Remember, you are unique. Out of all the people working with you, you have your own ideas and knowledge. Always become an asset in the projects you are in, no matter who those people working with you are. In doing so, people will be able to recognize you.
6. You have to impress people, especially in first meetings. This would be valuable in letting people know you. Even so, try to demonstrate the attributes you have shown during those first meetings (even if it is the billionth time).
7. If you are not active, you will not be able to interest people. Use time in improving your brand. You are not only doing this for yourself, but also for your teammates, colleagues, and also the company you work for.
8. Respect the promises you give to people. Be sure to fulfill them.
9. Do not focus on the past. Always aim to improve your abilities.
10. Be sure that your brand message is the same in all social media that you use. For example, your portfolio as well as your website must correspond with each other.
11. In making statements, you should prove your statements. Numbers and dates are examples of evidence that you have done the things you said you did. You should also not make long statements. Try to summarize it. It would be recommended to keep it 10 words or less. No one wants to read something long.



12. Try to develop job titles that let other people know who you are, what the things you do are, and what your values are.

If you are not able to make your own title, maybe because you work for a company, you can give yourself a tagline to which you can add to the company title. This title/tagline is one of the things that makes you different from the thousands of employees working in that company.

Hopefully, by the end of this chapter, you would be able to know how to make your own unique personal brand.



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## Conclusion

A lot of people take the same courses. A lot of people take the same careers. How does that make you different? After managing your personal brand, people will come to realize that you're unique. Although creating a personal brand may be a bit difficult, with time and determination, you will be able to live the way you want to. If you do not have a plan in making your audience continually feel interested, the likes and shares you receive will not be able to help you create your brand.

As stated by [Mr. Jayson DeMers, the Founder as well as CEO of AudienceBloom](#): *“A personal brand is like a garden. Once you lay the groundwork and plant the seeds, you'll be in a great position to eventually reap the benefits. However, it still takes time and dedication to nurture and expand your creation. As you continue to develop your personal brand, stay consistent with your efforts, pay close attention to how your audience responds to your content, and hone your direction until your focus is razor sharp.”*

Another concept that relates to personal branding is attraction marketing - using methods to attract potential clients and customers to you and what you have to offer. Before others buy into your products/services, they must first buy into YOU.

If you're ready to take your business and personal brand to a whole new level, I encourage you to [check out my mentor Ferny's 10 Day Bootcamp](#) where you'll find out how to use the Internet to generate leads and overall become the hunted rather than the hunter.

Whether you're a network marketer, home business owner, or other entrepreneur, you want to [get this 10 Day Bootcamp](#) so that you can put an end to cold calling, Facebook spamming, and/or approaching random strangers (who often want nothing to do with what you're offering).



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