

Amazon Bestseller

The Art *of*  
**Personal  
Branding**

Revised & Condensed Edition

**Bernard Kelvin Clive**

## Praise for the Book

*“The Art of Personal Branding by Bernard Kelvin Clive is definitely a must-read on my list of business building books. It is written in a friendly, easy to understand way that shares practical, real-world advice. The bottom line is that we are always marketing ourselves to the world in all we do and how we do it, not just in “business” pursuits. He begins by encouraging you to find your compelling “why” - why you do what you do as the starting point. Self-discovery is truly the key to success and excellence in all areas of life. I especially loved that he shared exercises to help you focus in on your unique purpose. This is a very worth-while read and I wholeheartedly recommend it.” ~ Ann Musico*

*“This book is easy to read and understand. It is full of practical ideas on how to develop and implement your personal brand. I highlighted and underlined information throughout the book that I am going to use for my personal brand. Bernard Clive's book on personal branding is a great tool to help set you up for continual brand success. If you want to grow and succeed with your brand, this book will equip and empower you to get there.” ~Bernard Hayness*

*"The Art of Personal Branding is a poignant, beautifully written, practical guide to launching a personal brand, blog/website or business in the digital age. Bursting with information delivered in a comfortable, easy to understand style, akin to having a conversation with a dear friend. 'Simply Outstanding' is a resource you will return to again and again. Read this book!" ~ Frank Andrix, Theweatheredlife.com*

*"Bernard has done us all a favor by distilling lots of great advice into this short book. I picked up at least a dozen great ideas I can immediately apply to my online endeavors. If you want to grow and succeed, this book will definitely help you get there!" ~ Kent Sanders, Professor of Worship*

*"Bernard Kelvin Clive has done it again with his book 'Simple Outstanding Ways.' It is truly inspiring seeing an expert simplify concepts so that everyone can benefit. This book is great for beginners and pro's. I was able to reflect on many concepts that will truly help my organization to grow. Bernard gave me points of focus, and I am sure you will find what you are looking for in this great book. Timeless in his wisdom, and modern in application. You will find yourself smiling as Bernard lays out a plan that you can see yourself implementing."*  
~ Allan Dubon, Speaker, Author & Social Media Coach

*“The author has certainly hit the nail on the head with this book. A personal branding book is much needed in today's world. With the web expanding beyond everyone's dreams, if you can't be found - it's pretty much the end for your business. And with the personal computer on the way out, hand held devices are definitely in. That means you have to be succinct in every word to get across who you are and what you do. Great insights and a good read” ~ Bevsweb*

*“A very insightful book for anyone that is starting their own business and trying to brand themselves. A year ago I was fired and had no idea what I was going to do. I made a decision to run my own personal training facility one day. I ended getting jobs at other gyms to learn how I could be better and set myself apart from the competition. 3 months ago I became the director of a personal training facility that had not been doing so well for the past 2 years. When I first took over there were some many things I needed to change. One was our branding and how we marketed to people. I had to change the structure and the business model which led to everyone leaving and me being on my own to run this place by myself. After reading The Art of Marketing I felt more driven and motivated to make this place my own and also create something unique and different from the*

*other gyms out there. The idea of being your own brand and coming up with how you can be more creative is what stood out for me reading this book. The journey that lies ahead is going to be a long challenging one but with the advice from this book I know something great is going to come from this ride.” ~ Maurice Buchanan  
Director*

*“Excellent book for the beginner who is seeking to establish themselves in their community and in the social media arena. Highly recommended read for Sophomores in high school through novice to semi-intermediate networked marketers.” ~ Randy Purham*

*“I never expected to find so much valuable information on this topic. Branding is a very vast subject, part art and part psychology but the author manages to explain key concepts in a fun, easy to read guide. Regardless of where you are in life or what your current business is, you will gain valuable insights from this book. After all, most of us have something to sell whether is a skill or a product or both. I thoroughly enjoyed reading this guide.”  
~ Phil McConnell*

*“I love to find quick to the point books with the info I am looking for, and this certainly fits the bill. If you are looking for great information on creating your personal*

*brand and getting yourself out there and noticed, then pick up a copy.” ~ Gregory Burton*

*“The Art of Personal Branding provides the reader with a complete and concise methodology for establishing a brand in today's marketplace. Clive's writing style is easy and appealing and he engages the reader with thought-provoking questions. If you have never before sold anything in the digital market and want to establish your presence and credibility, then this would be a great book to start with. I like that he also addresses the concept of serving and giving back to your communities as well. This is a great addition to the digital marketers library” ~ Michelle*

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*Dedicated to*

**My Wife, Cynthia Clive**

**My Mum, Mrs Elizabeth Janis Amoako**

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*“Don’t be indifferent, “be  
the difference”*

*— Bernard Kelvin Clive*

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# Introduction

I strongly believe that this is the right time to start your journey on personal branding. Regardless of what profession you are in, be it an author, entrepreneur, speaker, student, musician, DJ, fashion designer, teacher, etc., this is the ideal time to build your brand. Opportunities to expand your audience are limitless. The message in this practical guide will be the tools you will need. The fact is this: everyone is selling something in one way or the other, and we are all selling ourselves by the things we do or refuse to do, online and offline. So then, why not learn how to sell yourself properly with simple everyday tools and techniques? This book primarily focuses on building personal brands. A tool to help you position yourself in this global landscape, make impact and make money. Remember that you are a candle, so let your light shine. Light your world.

*"Be the kind of person others admire, can count on, trust, and enjoy spending time with. After you have developed that reputation, people will start to ask you what you do, and you will be amazed at how many people will want to work with you on the things that matter to you." - Unknown*

# Chapter 1

## Unquestionable Branding Bases

Branding is the ability to constantly create a perception in the minds of your audience/market that there is no product/service like yours that meet their needs and wants by providing distinct value. The fact is that whether you believe it or not, you are branding yourself by your deeds, so it is better to start branding yourself properly. **Personal branding is how you distinctively market your uniqueness.**

*Jeff Bezos said, “Your brand is what people say about you when you’re not in the room.”*

### Let’s get started

#### 1. Self-Discovery

Purpose: A reason for which something was created.

At the heart of personal branding is purpose and passion. The first most important thing is to find your purpose.

## Man Know Thyself: The WHY FACTOR

*“He who has a strong enough why can bear almost any how” ~ Friedrich Nietzsche.* Why do you do what you do? Sometime ago while browsing the internet I came across one of those funny illustrations that had two people in a conversation - a girl and a guy. The girl asked him *“What does IDK mean?”* He responded *“I don’t know”* then she retorted *“me neither” “nobody knows”*. This was supposed to be funny if you got it. Just like their conversation, many people go through life not really knowing why they do what they do, following the masses and living lives that are not in congruence with their true selves. Some of the things are done as a result of habits (bad or good) and traditions (the way things have been done in ages past). Knowing why you do something is one key determinant of success in any field, your reason why will be your compelling force pushing you to pursue those dreams especially when the turbulent times come. Many have lost track of their purpose in the journey of life, but the key to making significant impact in the world is knowing your purpose and living. The excerpt

from the book '*Alice in Wonderland*' below depicts the lives of some people. By the time you finish reading this section, you should be on your way to discovering your purpose and living it.

*“Cat: Where are you going?”*

*Alice: Which way should I go?*

*Cat: That depends on where you are going.*

*Alice: I don't know.*

*Cat: Then it doesn't matter which way you go.”*

— Lewis Carroll, *Alice in Wonderland*

Self-discovery is the key to success and excellence in life.

If you haven't yet discovered your purpose, the following questions and exercise will help you. However, even if you do not discover it after this I urge you to keep exploring, trying out new things. You will eventually find something that truly resonates with you. Follow your bliss!

Ask yourself these questions and honestly search deep within yourself for answers:

Who am I?

Why was I born?

Why am I here?

What problem was I created to solve?

What are my unique abilities and talents?

What can I do with ease?

What bothers me?

What do people complement me on?

Who are my role models and why?

What is my ideal life?

What legacy do I want to leave?

When you answer all these questions, it will better help you understand yourself and your personality type. Then begin by focusing on your talents and passions and developing skills to enhance them. That will be your unique selling proposition (USP).

*Working passionately with your purpose will set you apart from the masses.*

Build confidence in what you have. That is your greatest asset.

*“As long as you look for someone else to validate who you are by seeking their approval, you are setting yourself up for disaster. You have to be whole and complete in yourself. No one can give you that. You have to know who you are - what others say is irrelevant.” — Nic Sheff*

## 2. Clarity & Consistency

Be crystal clear about what you want to do and achieve with your life with the knowledge of yourself and purpose. Narrow your focuses at the beginning don't try to do so many things at a go. *Concentrate on one thing, become excellent at it and you can dominate you're your niche.* Here is where you carve your mission statement. Precisely state what you want to do with your life. Clarity will help drive your vision and brand.

You may want to have your tagline ready, get a logo professionally designed, and pick your personal branding colors, which will represent your ideal image of yourself and your message. With this done

focus on your major goal always. What is that one thing that is relevant to push your dream? Then consciously and consistently pursue it. See the big picture and prioritize.

Use the *Law of the Word*: You must own a word or create one. A word that is synonymous to your brand. Eg. Xerox – ‘Copy’, FedEx – ‘Overnight-delivery’, Seth Godin – “Tribe”, “Permission Marketing”. Bernard Kelvin Clive – ‘EnjoyLife’, Ato Ulzen-Appiah – “MoreVim”, Mark Zuckerberg, “Facebook. This helps spread your brand faster.

~ *Learn to see what others are not seeing* ~

### **3. Positioning, Platform & Publicity**

Positioning: Your brand must be seen and heard – visible to people, the right people to be precise. You must build trust and credibility. It’s not enough to have great personality, product or service; it’s about communicating it, sharing it with others, making an impact with what you offer. The ability to position yourself in the midst of the lot and be the desired one will be your positioning strategy, your skill to communicate and broadcast. Develop a strategic

plan for your brand, product and services. Here comes packaging – how do you sell yourself? Consider your slogan, your color, and your style.

Platform: define your target audience, where and how to reach them. Remember teamwork makes the dream work; get a team of like-minded people to work with. Network! You find out the platform that is best for you to start with, where you can find your audience readily, which publicity channel to start with. What tools to master?

Publicity: You must constantly get your product where it can be seen and heard. Your name and brand should pop up in the minds of people when they think of a need, service in your niche. Social media and technology are tools to help in accomplishing these tasks but note that they can be a great time waster if not used efficiently. It's not enough to have the best tools, it's how to master those tools and use it to the best of your advantage.

As you prepare to build your brand for your effortless advertising. You will need an '*app*' always. What I call **the 'app' value**, simply meaning *application*.

These are core principles to use in building your brand. With the acronym below:

### **Authenticity | Persistence | Publicity**

At this point, you are ready to launch out and do the things that are necessary to put you on the front line of your customers. It is a continual cycle that needs to be constantly worked on. This is not a onetime act to yield an unending result. It is a lifelong learning, unlearning and re-learning process. Jim Rohn states, *"You must work harder on yourself than on your job"*. The branding process can take from one year to three years to get you well rooted. A video or blog post can go viral overnight. You may not know exactly when that will be, just keep putting your best foot forward always and never give up. Seth Godin said "I've spent 7 years building my core audience" What are you building? Keep building; keep providing your best value to customers. Don't give up too soon. There is a good time coming.

You may be familiar with some of the strategies and advice in the chapters ahead but I urge you to do follow through and do the exercises needed. It is not

enough knowing, the most important thing is doing it. Sacrificing and persistently doing the things necessary to secure your success in your field.

*Remember that nobody really cares about you until you make it, so make it a point to success in your chosen field, and be unstoppable!*

#### **4. Presentation**

*"...or man looketh on the outward appearance..." ~1 Samuel 16:7*

As part of your publicity and promotion of your brand, your personal outlook is one of the critical components for your success. How you present yourself. You should pay attention to the visual aspect of your brand, how you dress. Get to know your body type, choose styles that fits your body type, or have a stylist help you pick clothes that will make you look your best.

People will be watching, so give them something worth your brand. Remember that first impressions counts a lot make the most of it!

## Chapter 2

### 6 Strategies for Brand Visibility

How do you sell if you do not have a product/service or a market?

#### 1. Start with a Blog/Website

A blog is simply an online diary where individuals and organizations share happenings in their lives, business, their opinions about various subjects from health, sports, politics, to activism. At this stage you may be asking “is blogging for me?” If you like writing, like spending time online, like to freely share your knowledge, like to passionately voice out your opinions, teach others what you know, etc. these are pointers to show you that you can blog. Blogging may not be for everyone. However it presents far more advantage to those who do.

Fortune 500 companies and Small and medium enterprises have resorted to blogging as an effective tool to engage their customers. Hitherto blogging was done primarily by individuals. Now it is the

individuals with massive following and influence online that wins. Traditional means of advertising, what we call “interruption marketing” is going dead. So, if you already have a blog or website bingo! That is the way to go in this age, your blog or website is your platform for communication. Your blog could be text content, pictures, audio, video or a combination of all. You decide the type of content you want to be blogging. I do a blend of all.

### **Blogging Advantages**

It makes you a better writer; it becomes a learning platform for the blogger too.

It is your tool for branding yourself, company, products and services.

It gives you a voice online in your field.

It helps you connect with other people in the world, a networking platform

It frees your mind, sharpens you creative abilities

It position you as an expert in your niche

It gives you an exposure to the world, learning, researching and contributing, it enlightens you

It is a tool to become resourceful to others by the content you provide

Your blog is a channel for content marketing and platform building.

You can publish a book out of your blog

Wikipedia defines **Content marketing** as an umbrella term encompassing all marketing formats that involve the creation and sharing of content in order to attract, acquire and engage clearly defined and understood current and potential consumer bases with the objective of driving profitable customer action. Content Marketing's basic premise is to "provide some valuable information or entertainment – "content" – that stops short of a direct sales pitch or call to action, but which seeks to positively influence a customer in some way.

It's always advisable to blog frequently at scheduled times, blogging once a week is good. However you can decide your own blogging style that works best

for you. Note that it's also a tool in building your brand. Give your best. Most people blog for the fun of it, so don't approach it so much with a business perspective at the beginning, you can always find ways to monetize it when you get loyal and regular readership. I must say blogging is not for everyone. If it doesn't fit your lifestyle don't do it, you may also consider just using Facebook notes as your tool for blogging.

You may have started blogging and perhaps not experiencing any improvement of visitors to the site, readers and subscribers. Don't let the numbers discourage you, keep blogging for the fun of it and your willingness to genuinely share valuable content for others. It will pay off in the long run. This is not a get rich quick business; it's about passion and value for others. Many established bloggers have shared their stories of how they had blogged for the long haul before hitting a gold mine. Yours may or may not take that long. Your day is coming.

*NB: Visit [wordpress.com](http://wordpress.com) and [blogspot.com](http://blogspot.com) now to create a blog for yourself if you don't have one now. Do check the Resource links at the end of the book*

*to learn how to set up and create your own website/blog using Wordpress in few minutes.*

***Ensure that your site has the following:***

- i. Call to action buttons -
- ii. Social share buttons (Facebook, Twitter, Digg, WhatsApp etc) at places that make it easy for readers to share.
- iii. Newsletter/RSS/Blog subscription by email
- iv. A FREE resource – give away upon subscription(Opt-in Page)
- v. Contact us page
- vi. About us/BIO page
- vii. Navigation buttons to easily access the various sections

NB: less is more; don't overload your home page. Make it attractive but as simple as it can be. Choose your corporate and professional colors carefully. Consult an expert where necessary.

### **Action TIP**

Get a professionally designed website for yourself/company. Create a blog if you don't have

one already. If you do ensure that the list checklist above is done. Start blogging.

## 2. Crave Quality Content & Content Curation

Create an amazing content for your blog. That is the first most important thing to start with. Content that speaks volumes that solve a problem, meets a need, informs, and entertains.

*“Search is a complicated and evolving art and science, so rather than focusing on specific algorithmic tweaks, we encourage you to focus on delivering the best possible experience for users.” – Google.*

In today's world, information is almost readily available on any subject you can think of. People argue that there is abundance of information but consumers have less time to savor all that. Eric Schmidt the former CEO of Google stated “*Every two days, we create as much information as we did from the dawn of civilization up until 2003*”. The question is how do you filter through to obtain the relevant information at a given time? How do you create content that people would love to read and curate?

If you can't create, then curate. *Content curation* is on the rise to help this issue. To be a content curator king, you must always find, organize and share valuable information. Using tools like Tumblr and Pinterest valuable content can be curated for others. You must learn how to use these tools effectively. In 2011 Pinterest became the fastest growing social network site ever and it's still growing rapidly. *If you have not yet signed up, do so now.* The key point here is to create top notch content that serves consumer/readers need without wasting their precious time.

### **Action TIP**

Create a Pinterest (Pinterest.com) and Google + account today, if you don't have one yet. Start pinning content not only from your site but other great sites, even from your competitors. Provide quality content for your audience always; don't try to reserve the best for paid subscription or book.

### **3. Captivating Captions Conquers**

Similar to newspapers and magazine, in your posts and blogs, great captions are the selling point. Create

captivating captions: first, everyone reads the caption before the content just like a book cover and title, which is the first point of attraction. In the same vein if your caption turns a reader off that is it, you lose. In one of my Podcast episode I had the caption “Just KISS” that caption alone caused that episode to be downloaded over 5000 times. To get good at captioning of your blog post, keep experimenting and rewriting them, don't stick with the first titles or the second that you create.

Your captions are your advertisement message; add an emotional feel to it, don't make it too simple, don't be straight forward, tease the minds of your reader, let them yearn to read.

## **Power of SEO**

SEO simply stands for Search Engine Optimization.

It is ensuring that your blog/site is found by keywords and phrases and highly ranked by search engines in search terms per value of content, relevance, and links to your sites.

Here are simple ways get your site optimized without coding. (It's important to have SEO Expert help enhance your site)

- Write original, genuine content
- Use relevant Headlines/Captions
- Tag your posts
- Set permalinks (Wordpress) right
- Get links to your site from high-ranked, content sites. (Link building is very important)
- Always label your pictures, set Alternative description when inserted.

### **Action TIP**

Visit your blog and review some of your previous Captions to test them. For your next, post at least write 10 captions for the same title.

### **4. What your email address is saying about you?**

One's email address serves as an identity online and speaks volumes about a person; it may be telling potential clients, partners or employers that *a*. You are not a serious person to deal with (eg.

ilovecutegirls@yahoo.com) b. That you are immature and unprofessional emails (prettygirladwoa@gmail.com). I heard a story where a young lady's application was rejected despite her interview performance and content of the CV all because of her email address, because it was uncouth and unacceptable. In business and professional services, emails need to go in the company's name and domain email (eg info@yourcompany.com or firstname\_lastname@yourdomain.com

## **Emailing Marketing and Etiquettes**

Emails are exceptional marketing and branding tools you can use.

- i. When sending emails always enter subject (A summary/caption of what the content is about) don't address every subject as "Hi!" A good example will be "New Book Released", "Executive Meeting this Friday".
- ii. Emails are similar to letter writing with these 3 parts, salutation, body and conclusion.

- iii. Sign all your emails. Eg. From Eugene Ayim (Ghostwriter, BKC Consulting Ltd)
- iv. Don't type in ALL CAPS: it implies you are shouting and also considered rude
- v. Remember that you are sending to a human being to read not a robot so consider the human factor, emotions, don't use abusive words even when angry.
- vi. Read over your mail before hitting the send button.
- vii. Be clear and concise
- viii. Reply to all received messages to acknowledge receipt. Don't ignore this.
- ix. Use forward messages sparingly. Don't be forwarding chain messages. Most of them are hoax and not needed.
- x. Don't spam.
- xi. Use office mails for company transactions not for personal use.
- xii. If you are sending emails from your tablets/iPad disable the default signature (Sent from my iPad)

## **Action TIP**

Create a professional email address in your name and company name. Ensure that your Full name appears in the “From” field when your mail is sent. Add your website link, social links, Telephone number, a tagline about you or your company; add few achievements where necessary to the signature of all your emails. This should be neatly done, don’t overload it. Don’t leave your email signature blank. This is a free promotional medium.

## **5. Marketing or Advertising or Promotion**

When to advertise? Advertising here is in two ways, when to start placing ads on your site for a FEE or when to start selling products and services. One major mistake startup bloggers do is to quickly jump into placing Google ads all over the site. I advise not to follow this path. I’m not against Google ads though, but it take tons of traffic to make gains from Google ads. And as a beginner your goal is to build your platform with loyal readers, don’t scare or lead them away with your ads. Genuinely engage with them. When you build your audience and start getting tons of readers and subscribers you can always look at other ways of generating income from it. You can

offer premium/ paid content to readers only when they find your content useful and become raging fans that will go all out for you. Seth Godin calls that your *tribe*. You can also list other services you offer on your site. Sponsorship and paid ads comes as a result of the value you offer and the number of visitors on your site. Note that advertisers and sponsors also want value for their money. Don't forget your initial goal and aim: to build your brand and platform; becoming an authority in your area. You will leverage your platform for other business and marketing.

### **Action TIP**

Install site tracking tools like Google analytics to monitor your sites visitors. Do a survey/poll and ask people for feedback on your blog posts. Use polls on your site or try using [surveymonkey.com](http://surveymonkey.com)

NB: Your site content should focus on human value not search engines and advertisement.

~ *The tragedy of this age is that many are hungry for the wrong reasons* ~

## 6. Think Globally, Think Multilingual

We are in a global village and that cannot be over emphasized. There are so many languages in the world and in order to reach a wide range of people your product must not only be in English it should be translated in major languages.

### **Action TIP**

Get your blog content easily translated to different languages. Translate your books/products into different language. You can start with French, Spanish, and German.

## Chapter 3

### 7 Effective Online Branding/ Social Media Techniques

*“Personal branding is not about being all things to all people or trying to please all of the people all of time; it’s about taking a stand and being comfortable knowing that some will not agree with your point of view. Of course, this does not mean being contrary for the sake of it, either. You must be clear about what you believe and willing to express those beliefs.” William Arruda*

~ Your value will always precede your brand ~

#### 1. What is Google saying about you behind your back?

In this age you may be the most talented and skilled person in your field but if you cannot be located via the internet you are virtually unknown and insignificant. You must be accessible. The first thing I tell people to do in my branding classes; is to find out existing information about themselves, whether it’s helping or hurting your brand. If you have never

done this before, try it now. Google your name and see what you find about you, then Google the name of your competitors and compare the results. It's said that if Google can't find you, then perhaps you don't exist. If you do exist, what information about you does the general public see? Note the things you like, what you want modified and what you want deleted. Analyze this data to help you make informed decision about yourself and your brand. Ask yourself how much of this information you have control over. If the information is about your blog content, comment, or post you made and you have control over, then delete it or modify or contact the person who has control to do as you desire. Note that the change may not appear immediately. It may take up to a week.

## **2. What is your name? Claim Your Name!**

Don't be late; your name is essential in building your brand. If you haven't reserved your own domain, do it now!!! Get a domain name registered for you with your name. You can use your entire name or the first and last name or the name you want to brand yourself with. Always go for a Top Level Domain such

as .com before considering any other like .org. I have BernardKelvinClive.com and BKC.name (*using my initials*). If your name has already been taken because a similar name exists, what you can do is to tweak the name to represent your brand. If your name is Michael Jackson and that domain already taken, what you can do is to add your profession or skill that distinguishes you from the others like MJCareerCoach.com, MJMotivator.com, or MJMusician.com. This will position you well.

Claim your brand name and URL also on all the social networking sites. Keep them constant with the same name. Take a cue from my example

Twitter - @bernardkelvin

Facebook – Facebook.com/bernardkelvin

Youtube – Youtube.com/bernardkelvin

Linkedin – Linkedin.com/in/bernardkelvin

Skype ID: bernardkelvin

### **3. Profiling: Watch what your profile is saying**

How do you present yourself to the world? What are you communicating by virtue of your 1. Profile Picture 2. Information on your profile 3. Videos or YouTube channels? Profile pictures on social media sites are the first thing people see either as a thumbnail or by viewing your entire profile. The habit of changing ones profile picture daily sends signals of wanting attention and approval, showing how good you look in pictures, and being photogenic. Some have an activity picture, playing football, dancing, and eating Headshot pictures that look more professional are highly recommended. But here again remember, you are building your brand, so whatever helps sell you best is best fit for you. Some use their pet's pictures, their children, cartoon character, spouse or a celebrity picture. All these send different information out to the people. Back to looking at your brand, the question is what kind of information you want to send across.

The most important thing again is consistency and trustworthiness .The question is: Is what your profile saying about you real, and do you have different profiles about you on the various social networks as

a different person? Maintain a professional look on all the networks (LinkedIn, Facebook, Twitter, Google +, etc).

*“The War for Talent is fiercer than ever. If all you have in your arsenal is your CV, then your chances of survival are very slim. According to the 2012 Jobvite Social Recruitment survey results, 92% of companies plan to use social media for recruiting”*

~ John Antonios, Source

## **Read Lawrencia's Encounter**

Facebook is a platform where you can sell yourself positively or negatively depending on what you do on it. Through Facebook I have met people I never thought of meeting, I have gone to seminars I never dreamt of attending, I have been to offices I never imagined of stepping in. And all these happen because I have friends on Facebook who believe and continue to tell me that *“I am a nice person who treat people with much ‘respect’* whether they agree with me or not.

Today, as I stepped out looking for companies to do my internship which is a requirement from my

school before I can graduate, something interesting happened.

As I was ushered in to the Human Resource Manager's office, he immediately proclaimed, "*I know you*". I was taken aback. Shyly, I asked where and he said "*on Facebook*" and I said wow with a smile.

After my formal engagement with him, he decided to go informal with me.

He said he's been monitoring my posts and comments here on Facebook and he thinks that "*I behave well on Facebook*". He cited two instances where somebody decided to insult me (I remembered very well) verbally but I kept my cool. "*That's a plus he concluded*".

Lesson from my encounter: I know most of us (*my age mates*) here particularly, are either students or unemployed looking for jobs day in day out. We come on Facebook to attack personalities we know nothing about. We go to extent of insulting them and their families forgetting that these people can be our bosses one day. My fellow youths here, let's not allow politics to cloud our thinking and go haywire on people when they seem to disagree with us.

Let's be gentle with each other and give them the necessary respect. The person you are insulting today may turn out to be your immediate boss one day. Play it safe!!!

~ Lawrencia Elikem Zigah

**NB:**

- Update and keep a standard written profile on all the social network sites you belong to.
- Your profile picture should represent your brand.
- Don't leave your avatar/profile picture on any social site blank
- Don't keep one picture forever; change it occasionally.
- Learn to keep your bio brief and straight to the point.
- Use YouTube Channel and Twitter background image to brand yourself
- Maintain constant profile picture and information on all social sites

- Note that some employees make decisions based on your Facebook or social media information before hiring
- Be honest. Authenticity is the key. Don't be fake to impress.

#### **4. Go viral, Get interactive**

##### **Listening:**

Listen to your audience, what they are talking about, their needs are and what they want. Their feedback is very important. If you are the one always doing the talking and never bother to listen for feedback and inputs from your audience you will lose your grip soon. Be quick to provide solutions.

Nobody is an island; we need each other. Why are your posts and links on Facebook being treated like spam and not generating needed results? Pause and think about it; because nobody wants to be advertised to. People need to be talked to.

##### **Relationships:**

Think long term relationship with your audience. How can I maintain a healthy relationship with people? It's interaction. Have a chat with people. The old principle still holds – genuinely get interest in people. Let them feel there is a real person behind the post who cares. Find out what people do and how you can help them. Engage people in what you do. Genuinely support people in ways you can. If you build great relationship and people get to like you for you, they will eventually promote what you do and would want to do business with you. *The bottom line is that people love to do business with those they love and trust.* Learn to understand people, your audience, their needs, and their real problem. If you are using a Facebook page or even your own profile involve your friends in a fruitful discussion. Don't just make a post and leave to expect likes and comments. Take time to leave a note for a friend, ask about their business and what interests them.

### **Word of Mouth:**

One of the quickest ways to spread your brand is getting people to genuinely talk about you and your product without manipulation. If you WOW your

audience and they like you offer your name will be on their lips. You will be easily recommended without asking.

### **Social Proof:**

Social proof, also known as informational social influence, is a psychological phenomenon where people assume the actions of others in an attempt to reflect correct behavior for a given situation. Source [Wikipedia](#).

Simply like this: people love recommendations made by their friends. Lots of purchasing decisions are made based on social proof. When your readers share, like, tweet your posts it is a sign of endorsing your work. The more you get the better it helps it go viral.

In addition to all this: ensure that all your social media channels are updated often and updated with the latest information about you and your services/product.

Master at least one of the social media tools/sites and learn all you can and use it to your advantage.

Be active in online communities you belong to. Don't just go and post and leave. Find out what others are doing and how you can be part.

## **5. Give Gladly, Be Generous**

Freely give. Using social media tools such as Facebook, Twitter, Instagram, etc. You can frequently, give credit to others. That is one of the best things to do - promoting the works of others, recommending and endorsing others freely. I always say that 'Liking a post' on Facebook does not cost a penny, so if you notice something worth a "Like" go ahead and like. Share posts of others and from other website as much as possible. In doing this, you are approving what they do and that boosts their moral. On Twitter, re-tweet and mark tweets as favorites. Do not ignore this, mention names of friend and engage them in a chat. On LinkedIn, endorse other professionals. When you visit and read other blog posts, do leave a positive comment or good feedback. When you purchase a book or product on Amazon or any other site do your best to leave a review occasionally, especially if you download a book for free from the kindle store. Develop a habit

of giving positive feedback and openly endorsing people. You will be surprised how many of those good deeds you do for others will come back to you. It's the law of Karma.

## 6. Stories that Sell

Stories get people hooked! Learn to be your own brand ambassador. Note that people love to hear stories, so create a compelling story about your brand's journey. Include some lessons from your success and failures. Making it more relatable for your audience. Additionally, share your expertise - why you are the best person to listen to in your niche. Your brand's story should be compelling enough to hook your audience. Summarized in a story. Steve Jobs and Apple's journey is interesting to listen to his success and struggles. What is your story like? Give people reason to follow you.

Also, get customers to tell their story as a testimonial of how you, your product or service helped them. Compelling stories has a viral effect.

~ *Serve before you Sell* ~

## 7. Grow your Expertise

Becoming the go-to-guy! An expert possesses authority in an area. When you position yourself as an expert, you distinguish yourself from the masses because people love to see an expert than a “jack-of-all-trade.” Become a speaker and offer to speak on the subject area at conferences and seminars. I have been invited to many TV and radio programs because I’m an author, an opportunity wouldn’t have had under normal circumstance. That is also an advantage of having a book. Your book could be a great door opener and market lead for you. Write a book.

Record a video of yourself talking/teaching about any topic in your area of expertise and upload it to your YouTube channel.

If you are a recording artist, get video of yourself on YouTube, either in a studio, live event or freestyle in your own way. Create a Reverb nation account for your music channel. Consider getting your track on CD Baby.

Simply hangout out where other experts do.

## Chapter 4

### Top 10 Marketing TIPS from the Experts

1. “Talk about things you know. The reason Wine Library TV worked was because I knew what I was talking about” ~ Gary Vaynerchuk
2. “Find one specific niche and master that niche” ~ Lewis Howes
3. “Don’t worry about getting attention from people. Make something worth talking about” ~ Nathan Hangen
4. “Consistency demonstrates commitment. You’re going to earn trust because you’re consistent” ~ Michael Port
5. “Stop talking about your products and services. People don’t care about products and services; they care about themselves ~ David Meerman Scott
6. “How can you squander even one more day not taking advantage of the greatest shifts of our generation? How dare you settle for less when

the world has made it so easy for you to be remarkable?” ~ Seth Godin

7. “Community organizing is all about building grassroots support. It's about identifying the people around you with whom you can create a common, passionate cause. And it's about ignoring the conventional wisdom of company politics and instead playing the game by very different rules” ~ Tom Peters
8. “Get very good at filtering and aggregating content. Deliver it to people at the right time, the right size, the right amount.” ~ John Jantsch
9. “Share good content consistently. That’s how I’ve done it” ~ Jason Falls
10. “Either write something worth reading or do something worth writing.” ~ Benjamin Franklin

## Simple strategies, Do's & Don'ts on Social Networks

- ✓ Follow experts in your field and areas you want to learn from on Twitter, LinkedIn, Google+ ,

they may not follow back but you have nothing to lose rather all to gain.

- ✓ Create a small community of active twitters on Twitter and occasionally have a “tweet party” on different subjects (for your product, book review, product launch) using hash tags. This helps promote your brand and everyone in that community.
- ✓ If you have been blogging for a while and have lots of blog post, you can use apps to tweet your older blog contents, for example graffiti, Socialoomph, Tweetdeck and Hootsuite.

***Here are some Annoying things People Do on Facebook and How to Avoid such #SocialMedia***

- ✓ #1 Not reading a person's profile before initiating a conversation. Then asking a dumb question such as “What is your name?” Make it a point to read a little about everyone you befriend.

- ✓ #2 Asking someone to buy your product right after accepting your friend request.
- ✓ #3 When people you do not know from Adam chat with you for the first time and ask, "So where are you now?"
- ✓ #4 Using [Viral] Facebook apps [Now You Can See Who Views Your Profile] to SPAM.
- ✓ #5 Nothing is really private online. Take note of that. [Privacy Settings doesn't change that] Your posts, album, etc. defines you.
- ✓ #6 Posting links in every group you belong to on Facebook and LinkedIn with the intention of getting visits to your site. Don't beg for attention, earn it!
- ✓ #7 Remember that though we are connected digitally, it's important to consider that we are engaging as humans. Be human!

## Conclusion

In conclusion, let me share this with you.

It's like this. You see a gorgeous girl at a party. You go up to her and say, "I'm a Billionaire." That's Direct Marketing. You're at a party with a bunch of friends and see a gorgeous girl. One of your friends goes up to her and pointing at you says, "He's a Billionaire." That's Advertising.

You see a gorgeous girl at a party. You go up to her and get her telephone number. The next day you call and say, "Hi, I'm a Billionaire." That's Telemarketing. You're at a party and see a gorgeous girl. You get up and straighten your tie, you walk up to her and pour her a drink. You open the door for her, pick up her bag after she drops it, offer her a ride, and then say, "By the way, I'm a Billionaire." That's Public Relations.

You're at a party and while in conversation you asked the gorgeous girl of her twitter handle, Facebook name, and whatsapp number. You immediately connect with her and start posting on her timeline, sending tweets and whatsapping, "I'm a Billionaire" That's Social Media Advertising

You're at a party and see a gorgeous girl. She walks up to you and says, "I hear you're a Billionaire." That's Brand

Recognition.

This is the point . . .

She saw the value, she recognized him.

Personal Branding is not about personal bragging.

Let your value speak.

Great brands are built on Trust.

I believe in building a brand one needs an 'APP'

What I call the APP Value System

that is . . .

A ~ Authenticity

P ~ Persistence

P ~ Publicity

To build a remarkable brand and sell without advertising demands finding your purpose, living with passion, becoming a problem solver by providing genuine valuable content for others, building solid life-long relationships and consistently improving yourself. Your money will follow you. Dare to be different, standout! Enjoy your business life!

## Resources and Links

*Here are some of the great places and great minds I have been learning from, experts in their various fields: Bloggers, Speakers, Podcasters, Professionals, Individuals making a difference with their brands and business.*

1. [www.copyblogger.com](http://www.copyblogger.com)
2. [www.48days.net](http://www.48days.net)
3. [www.socialmediaexaminer.com](http://www.socialmediaexaminer.com)
4. [www.sethgodin.com](http://www.sethgodin.com)
5. [www.chrisbrogan.com](http://www.chrisbrogan.com)
6. [www.MichaelHyatt.com](http://www.MichaelHyatt.com)
7. [www.DaveRamsey.com](http://www.DaveRamsey.com)
8. [www.PersonalBrandingBlog.com](http://www.PersonalBrandingBlog.com)
9. [www.entrepreneuronfire.com](http://www.entrepreneuronfire.com)
10. *Tim Ferriss Books (The 4-Hour) Series*
11. [www.MitchJoel.com](http://www.MitchJoel.com)
12. [www.ExpertsAcademy.com](http://www.ExpertsAcademy.com)
13. [www.JohnMaxwell.com](http://www.JohnMaxwell.com)
14. [www.CynthiaClive.com](http://www.CynthiaClive.com)
15. [www.RobinSharma.com](http://www.RobinSharma.com)
16. [www.BKC.name](http://www.BKC.name)

## About the Author

**Bernard Kelvin Clive** is an Author, Speaker, and Trainer, and Ghana's foremost authority on Personal Branding and Digital Publishing who hosts the #1 ranked Business & Career Podcast in Ghana/Botswana. A Personal Branding Coach and Brand Strategist at BKC Consulting with over 10 years of experience in digital publishing, Bernard has offered consulting services to hundreds of writers, poets, authors locally and internationally to self-publish their books. He is an Amazon bestselling author of over 35 published books and a familiar face and voice on TV and radio stations in Ghana where he shares his ideas on branding and strategy. His ideas and perspective on branding is touted as unconventional and revolutionary and has won him many admirers including Seth Godin.

## Books by Bernard Kelvin Clive

1. The Art of Personal Branding
2. Your Dreams Will Not Die
3. Inspirational Kitchen – Discover 30 Ingredients to Spice up your Life
4. 52 Seconds: Simplified Motivation
5. 1001 African Books to Read Before you Die
6. 16 secrets I Learnt from My EX
7. How to Publish and Sell your Books with Little or No Money
8. Do Not Die with your Music Unsung
9. EnjoyLife360 ~ Simple Secrets to a Happier Fulfilling Life!
10. How To Do It At Any Age: Living the Life of Your Dreams
11. PRODUCTIVITY: Tips to Manage your Daily & Business Life Effectively
12. The No Nonsense Guide to Personal Branding for Career Success

13. Why Every Entrepreneur Must Write a Book
14. Understanding Podcast: Benefits of Podcast to Your Business
15. The Beginner's Guide to Podcasting
16. REBRAND: The Ultimate Guide to Personal Branding
17. REBRAND: Guide to Personal and Corporate Branding & Rebranding
18. Biblical Branding Lessons. Vol.1
19. AuthorPreneur: Creating Multiple Streams of Income as an Author
20. Do It Now: 100 Things You Can't Do In the Grave
21. Reputation Management: How to Recover, Repair and Protect Your Brand
22. Turning Ideas into Businesses
23. 100 Reasons to Write a Book
24. Personal Branding Journal: Building your brand in bits and bytes
25. Idea Bank: 71 Ways to Generate Million Dollar Ideas
26. 7 Strategies to Secure Your Dream Job
27. 30 Tiny Things That Make Life Worthwhile

28. Hooked: Overcoming Social Media Addiction
29. Branding Simplified: BKC's thoughts on Business Branding
30. Authorbrand: Building an Iconic Author & Speaker Brand
31. Skills Every Young Executive Must Have
32. Goals Are Dead: How To Make Every Day Count
33. 100 Ways to Get Your First Paying Client in 24 Hours
34. STUDENTPRENEUR: Tips for Students who desire to earn extra income on campus
35. Personal Branding Daily: A 21-Day Biblical Journey on Branding
36. Church Leaders' Pocket Handbook: Raising Faithful Church Workers to Grow the Ministry
37. Thriving in Your Thirties
38. Business Networking Made Easy: 101 Professional Networking Nuggets
39. Dominance: 10 Levers for Power

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