



How to Stand Out using
Fog of Social Media and

Your Branding in the Busy
Email Marketing Factsheet

1. Be Different to Others in Your Industry – You Don't Want to Just Look the Same as Your Competitor

'Get off your ass too' by Brad Burton, the founder of 4Networking, tells the reader about the fact he sent pizza to the offices of potential clients, containing the note "There is such a thing as a free lunch".

Thinking outside of the box like this, and doing things differently, makes you stand out and attracts potential customers to your brand!

What could you do to be different from others in your industry (either online or offline)?

2. Create talking point and be memorable

Glow Virtual Assistants have Lego people, light up ('glowing') pens, and quirky business cards and stationary with their smiley head-shots on.

As well as using 'props' like this, speak from the heart when you meet people and promote your 'heart brand'.

Do what feels right, not what you think you should do, and let go of your business ego – life and business is not a popularity contest, and creativity breaks down barriers!

What material items could you use to create a talking point and be memorable?

3. Use Your image – keep it Personal

Face-to-face networking is key to promoting your brand and the story behind it – don't just rely on hiding behind social media!

A balanced strategy of the following is key to a successful and unique brand:

Website – organic reach and list building through blogs (which can contain more personal content to tell the story behind your business – you can include photos of you/your family if relevant too!)

Email marketing that should reflect your website, social media and stationery branding.

Social media content – use your business page/s for a presence, and use ads to gain more followers and for promotion (boosting posts is rubbish, use a more targeted campaign and to show ad at peak times) – test with a low budget.

Networking – Be bold, confident, and proud of yourself and what you offer; and hang out where your customer hangs out!

Online directories, Google for Business, Yell, etc – again, be seen where your customers go!

Paid print and online adverts – test with a low budget.

Be seen as a master of your craft – lead a tribe, connect with those that empower you, and be seen as an expert, by giving value and solutions to problems (never just sell!)

What promotion do you currently do?

What could you add to your current strategy to add value and allow you to promote your personal image?