



**TIME
TO MAKE
SOME**

noise

**7 STEPS
TO CREATING
AN INFLUENTIAL
PERSONAL BRAND**

Dear Friend,

Thanks for taking the time to download this guide! As we set our goals in 2018 I know there is a lot in store for you personally and professionally.

In today's landscape personal branding has been key to obtaining opportunities for personal and career growth. In the Time to Make Some Noise: 7 Steps to Creating an Influential Personal Brand, I want to share with you the framework that has allowed me write books, interview leaders, and gain credibility while making a living. I am constantly asked how have I taken my brand to the next level. So, I am finally putting it together for you. Whether you are just starting out or looking to level up, in this guide are my recommendations. You've been watching for too long, now it's time to make some noise!

Sincerely,

A handwritten signature in black ink that reads "M Ngome". The letters are stylized and cursive.

Michelle Ngome





1) Establish Your Core Message.

Your core message is the nucleus of your brand. Everything that you do moving forward stems from your initial message. When creating your message consider what do you want to say to people that will allow people to know who you are. The best way to stand out is by providing solutions to your audience.

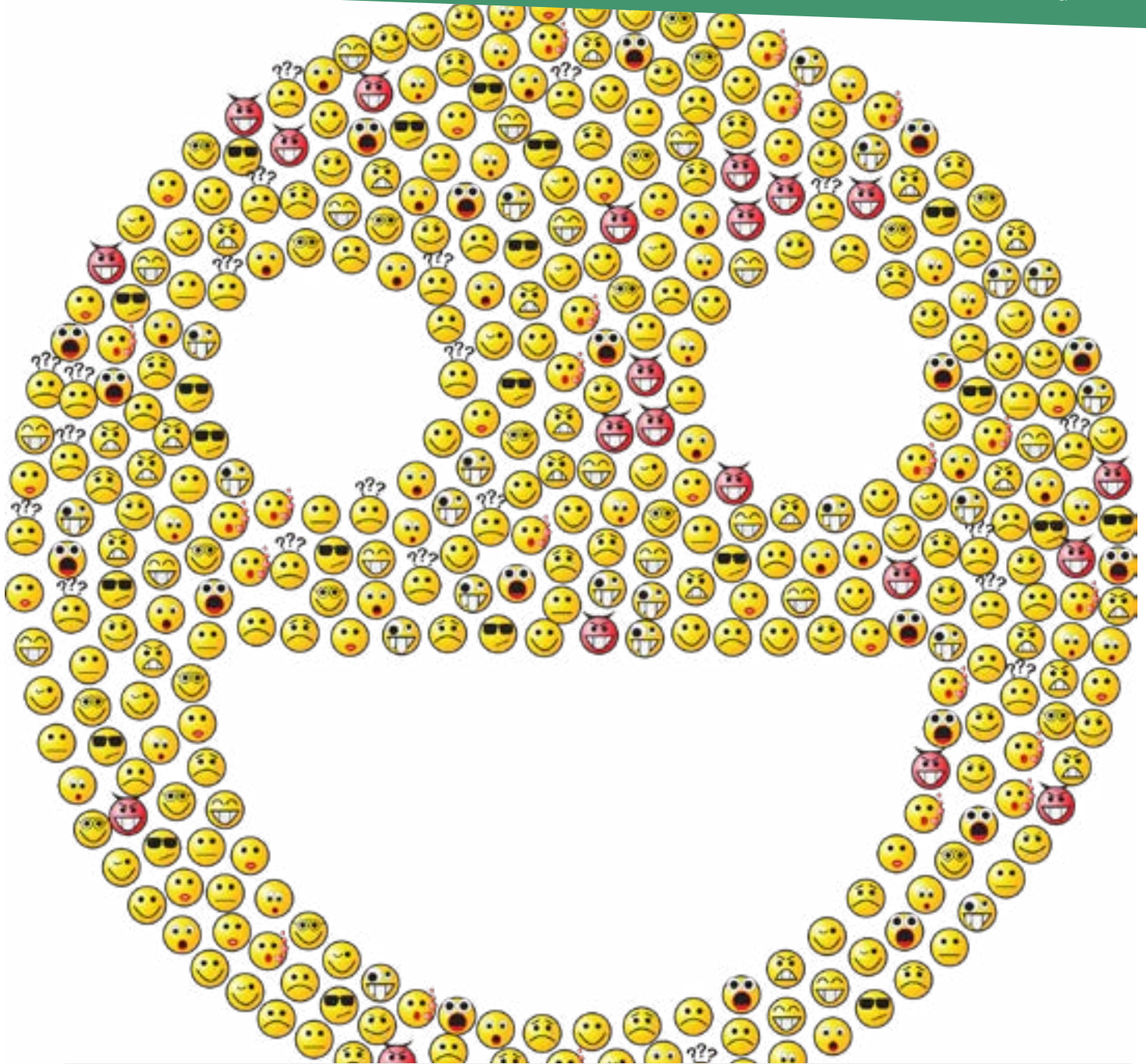


2) Create a Platform.

Which form of communication will you get your message out to the masses? Is it a blog, video or podcast? We all know video is becoming the dominant medium on the web, but is it the best way that you communicate. If you are a good writer, write. If you have a radio voice, launch a podcast.

3) Get Social with Your Story.

Your story allows you to elaborate on your core message. Your story informs people on what led you to do what you do.



4) Create an Emotional Impact.

Creating an emotional impact shows how people are able to relate to you through your story. You never want to feel too far removed from your audience. Are you showing up as your authentic self time and time again?



RELATIONSHIPS

audience

COMMUNITY



5) The Triad of Influence.

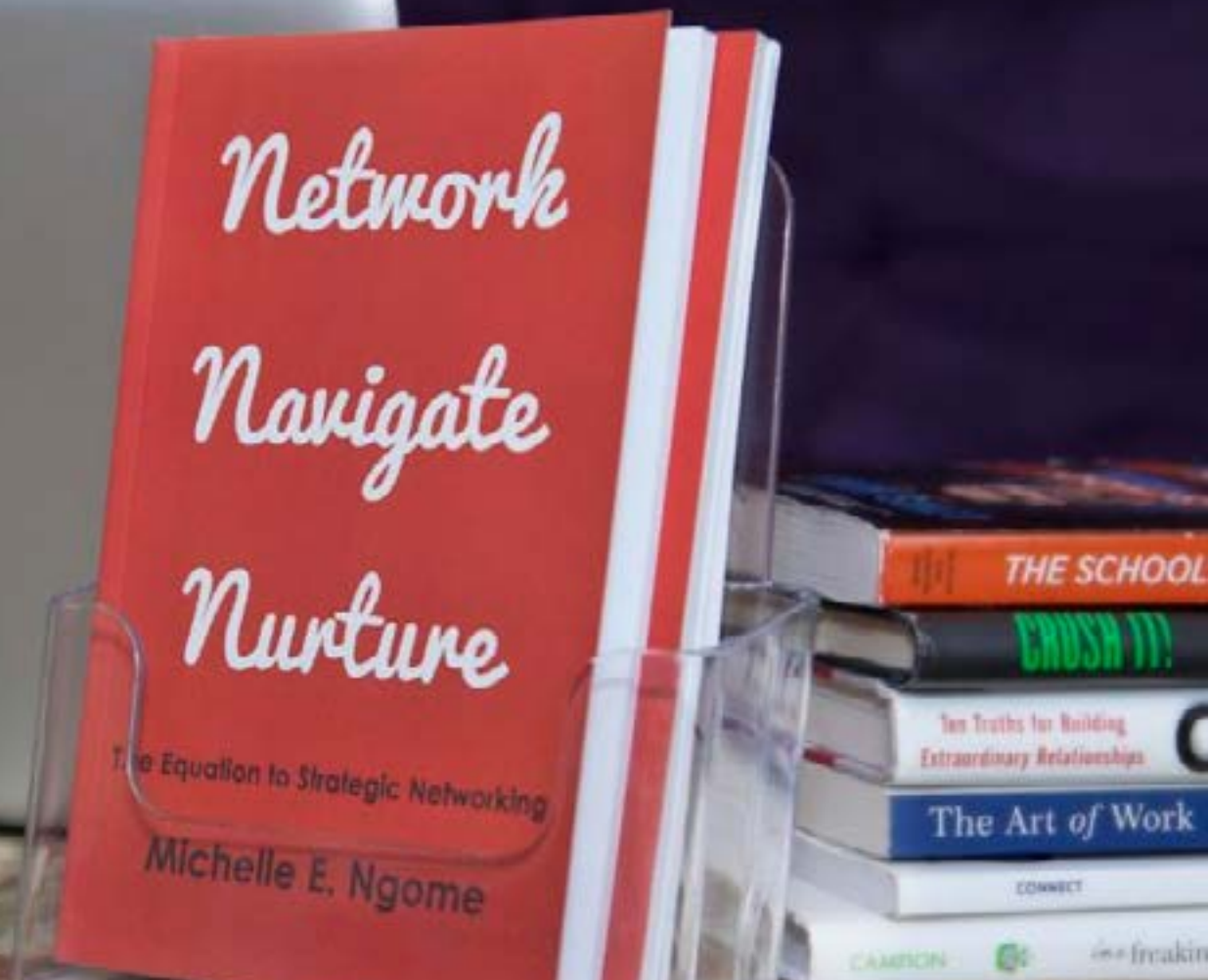
Relationships - the people you can count on when you need to complete a task.

Audience - the masses that see and hear your message. These individuals see your post through a mutual friend or your targeted ad, but they do not know who you are or what you do.

Community - the people that receive and share your message. They know who you are and what you do. They look forward to your content and engage. Keep in mind you will have people in your community that you will not hear from but are advocates of your message. You still have to serve them.

6) From Connections to Credibility.

Media appearances solidify your expertise. Being interviewed on radio or television is a powerful marketing tool. A solid interview allows you to connect with the audience, strengthen credibility.



7) Show Me The Money.

Having a track record of success allows you to charge. Consider the viable revenue streams you are able to create through your personal brand.

- Books
- Consultations/Coaching
- Digital Products
- Courses
- Classes/Workshops
- Membership Program
- Events/Conferences
- Sponsorships

THANK YOU

For downloading my Time to Make Some Noise: 7 Steps to
Creating an Influential Personal Brand!

If you would like to go through a more in depth process via one-
on-one or group coaching visit michellengome.com/noise.

I hope you find them useful and if you do, I'd love for you to share
this guide with your friends.

CLICK TO SHARE

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