

MODULE 4 PERSONAL BRANDING, STORYTELLING AND MARKETING

1. What is the brand or personal branding?

It is the perception that others have of a person and how they present themselves in the world, both professionally and personally.

It is the public image that a person projects of themselves through their *online* and *offline presence*, their skills and experience, their reputation and their behaviour in public.

10 Steps to create your Brand or Personal Branding of a green and environmental business through eco-friendly practices and a commitment to sustainability

1. Identify your strengths: Identify what makes you unique and different from others.
2. Define your target audience: Who do you want to reach? Who are your potential clients? What is their age bracket, income level, profession, level of education and geographical location? What are your needs and desires for your business?
3. Create a logo and colour palette: What reflects your personality and style?
Use these elements in all your communications.
4. Create a website: What reflects your personal brand and is easy to navigate?
Include information about you, your services and how to contact you. If any client would like to provide quotes about you or your business, you can also include them.
5. Create your profile in Social Networks:
Engage on social media that is relevant to your target audience.
Post interesting and useful content and interact with your audience. Aims one post per day and ensure to use Search Engine Optimization (SEO) to increase traffic to your website 😊
6. Create quality content: Relevant and useful to your target audience, such as blog articles, videos, infographics, etc.

Remember that it is not necessary to be on ALL the social networks; you must be on all those that you can MANAGE: The prompt response to queries and opinions speaks about you and your brand. Uploading quality content, perfectly written (without errors) and selected is another point that you should pay attention to.

7. Attend events:

Attend events related to your area of expertise. This will allow you to meet new people and establish contacts.

8. Create alliances/collaborations:

With people or companies that share your values and that can help you promote your personal brand.

“Surround yourself with the best” they say that we are the average of the 6 (six) people around us, establishing alliances that feed your Personal Branding is very enriching. Be selective, get to know and relate to whoever you want, but when it comes to working or making alliances, focus on the benefits, if any, it will bring. If it's just a good time - which is not minor, but not productive - organise a lunch, dinner, etc. but of a family/friendship nature.

9. Be authentic:

Your personal brand should reflect who you really are. Be authentic and honest in everything you do and say.

10. Create a key message

Clear and concise that defines who you are and what you offer. This message should be easy to remember and communicate.

Be consistent in your verbal and non-verbal communication, online and in real life. Difficult task, but possible and remember that the EXAMPLE, HOW you do it, is what will empower us.

LEAVING FOOTPRINTS, MARKING is what we must achieve on the path of life and entrepreneurship, it is not left behind, it is one more edge to contemplate. FORWARD!

2. What is Storytelling?



It is a technique that consists of communicating information, ideas or concepts through a story or story.

It is a very powerful tool that helps connect emotionally with the public and to transmit messages more effectively.

It is based on the premise that stories have the power to capture attention, awaken emotions and connect with people in a deeper way than simple facts or data.

You will see that it is “confused” or rather, it is linked to your “Personal Brand” because of course, the narration of your life story – this being your Storytelling – is the basis of your Personal Branding. [How to make the other empathise with your story? How to move the interlocutor, until he wants to help you, wants to avoid pain, wants to support your mission?](#)

7 Steps to create your Storytelling

1. Identify your key message:

Make sure it is relevant to your client, that it solves a problem.

[Why am I telling my story to this person? Would it really be interesting to you? Would you empathise with me?](#)

It's about conveying the meaning and purpose behind a business or brand. It helps communicate the company's vision, values and mission in an engaging and memorable way.

2. Connect through emotion:

Use details that help the audience imagine the story in their mind and emotions that allow them to connect with the characters.

It focuses on awakening emotions and connecting with the audience. When telling a story, feelings of empathy, sympathy or identification can be generated, allowing the audience to feel more involved and connected to the story and the message being conveyed.

3. Use simple language: Make sure the language is easy to translate and does not lose context, so that your audience understands it and feels good reading and/or listening to you.

4. Structure your story:

An effective story has a beginning: The introduction is the 'hook' that will entice people to continue reading

Keep in mind that stories are easier to remember than data or purely descriptive information. Storytelling takes advantage of narrative structure to create a lasting impact on people's minds, making the message more memorable and more likely to be remembered and shared.

A unique and authentic story can stand out from the competition and help build a strong brand identity.

It can be used on different platforms and communication channels, such as social networks, blogs, videos, presentations, among others. Each format may require an adaptation of the story, but the essence and core message should remain consistent.

5. Incorporate characters:

Incorporating characters into your storytelling as an entrepreneur serves several compelling purposes, enhancing the effectiveness of your communication and making your message more engaging.

6. Know your audience:

What interests them, what concerns them, what is relevant to your business and your market research.

Regarding points 5.6, it is important to know your audience well and adapt the story to its context. Each story should be designed to achieve a specific goal, whether it is to inspire, persuade, motivate action, or create change.

7. Practice:

- Share your story regularly to ensure continued awareness of your brand/business
- Ask for feedback and apply continuous improvement.
- Using storytelling as part of your communication strategy can help you tell your story in an impactful and effective way.

Let's see an example:

A food entrepreneur:

"My story begins in the heart of my home, my grandmother's kitchen. From a very young age, I was fascinated to see her prepare delicious dishes with fresh ingredients full of love. Each flavour and aroma awakened in me an indescribable passion for gastronomy. Over time, that passion became my life purpose. I decided to embark on a culinary journey to discover the flavours of the world and merge them

with my roots and traditions. I travelled to different countries, learned from renowned chefs and immersed myself in diverse culinary cultures. It was in that process of exploration and learning that my vision of creating a space where diners could experience an explosion of flavours, but also feel at home, was born. I wanted every bite to tell a story, to transport people to faraway places and evoke memories of special moments. Thus [name of the gastronomic venture] was born, a dream came true. Each dish we create is the result of my passion, my dedication and my desire to share unique experiences through food. Every carefully selected ingredient and every culinary technique perfected has one purpose: to create an emotional connection with our guests. At our restaurant, we want each visit to be more than just a meal. We want it to be a sensory journey, where the aromas transport you, the colours captivate you and the flavours surprise you. Each dish is a story that tells our passion for gastronomy and respect for culinary traditions. But our story doesn't stop here. We are committed to sustainability and supporting local producers. We work closely with farmers and fishermen in the region to ensure our ingredients are fresh, of the highest quality and environmentally friendly. In short, [name of the gastronomic venture] is more than a restaurant. It is the result of my personal journey, my love for gastronomy and my desire to share unforgettable experiences through food. We invite you to join us on this culinary journey and discover the flavours that tell our story."

What is Marketing?

Marketing is the set of activities that a company or entity carries out to **promote and sell its products or services**. It is a discipline that seeks to identify the needs and desires of the target market and develop strategies to satisfy them profitably. Marketing involves understanding the consumer, researching the market, designing products or services that fit identified wants and demands, setting competitive prices, developing effective distribution strategies, and creating persuasive communications to promote and sell the products or services. The **primary goal of marketing is to establish and maintain long-lasting, mutually beneficial relationships with customers**. To achieve this, various techniques and tools are used, such as advertising, public relations, sales, online marketing, market research, among others.

Marketing **also encompasses brand management, which involves building a positive image and reputation** for the company or product in the minds of consumers. This is achieved through the creation of brand identity, strategic positioning and brand communication management.

In summary, marketing is an essential function for the success of any company or organisation, as it allows you to identify and satisfy market needs, build strong relationships with customers and generate value for all parties involved.

The Marketing Plan

A marketing plan is a strategic document that establishes the actions and tactics that a company or entity will carry out to **achieve its marketing objectives** . It is a detailed guide that describes the strategies, tactics, activities and resources necessary to implement and execute marketing initiatives effectively.

The 7 phases of the Marketing Plan

- 1. Research:** This phase involves carrying out a thorough evaluation of the company's external and internal environment. The geographical location of your client base; the economic situation and internal strengths and weaknesses are identified. This stage is **essential** to understand the context in which the company operates and establish the foundations of the marketing plan.
- 2. Definition of objectives:** In this phase, the marketing objectives that you want to achieve are established. Objectives must be clear, specific, measurable and aligned with the company's overall objectives. **They may include increasing sales, expanding market share, improving brand recognition, among others.**
- 3. Marketing strategy:** The general strategy that will be followed to achieve the established objectives is defined. This involves determining your desired positioning in the market, selecting the market segments you will target, and deciding how you will differentiate yourself from the competition.



Marketing Mix: Also known as the “**4Ps of Marketing**” (product, price, distribution, and promotion), it details specific decisions related to each element of the marketing mix. It defines how products or services will be designed, how prices will be established, how they will be distributed and how they will be promoted.

- 4. Action plan:** At this stage, a detailed plan of the tactics and activities that will be carried out to implement the marketing strategy is prepared. The deadlines, those responsible, the necessary resources and the budgets assigned to each activity are established.
- 5. Scheduling:** This phase involves executing the action plan according to the established deadlines. Marketing activities are carried out, promotional strategies are launched, products or services are launched, strategic alliances are established, among other planned actions.
- 6. Budget:** Establish a budget and be realistic. Consider factors in subscriptions, annual memberships and any software costs.
- 7. Evaluation and control:** In this last stage, the performance of the marketing plan is monitored and evaluated. The results obtained are measured, compared with the established objectives and areas for improvement are identified. Based on these analyses, decisions are made to adjust and improve marketing actions in the future.