

Building Your Brand

In this training segment, I want to cover a very important piece of the whole online marketing puzzle and that is Building Your Brand, Defining Your Niche and knowing how to provide solutions based on this.

Now, I know that branding and niche have become slightly over used buzz words online, but that doesn't make them less relevant. In today's online market, you must establish this first so you know the direction you are going to go with everything else.

And here is the bottom line - you have to set yourself apart from all the other people out there who are trying to find and attract prospects for their business

Here are some questions for you to begin to answer as you begin to define your brand and your niche online.

Who is your target audience?

Why did you choose this audience?

Why did you choose your company and products? (Get VERY specific)

What experiences, skills and/or personal attributes do you have that will connect with this audience?

What will your brand represent?

What are your niche market's most pressing needs, desires and challenges?

What solution do you provide?

How will you differentiate yourself from your competition?

Where does your audience "hang out" online?

Who are your main competitors? Have you found and identified them?

What is your benefit statement?

These are some initial questions to get you started before you build your Online Business System and your marketing funnels. Once you have much of this written out and clearly identified, you will build your online system and funnels around your emerging brand and target audience.

What questions remain for you? Where are you unclear?

I do offer coaching programs to assist you with developing your brand and identifying your target audience, as well as developing your online business system and marketing funnels. Find out more at –

<http://jackieulmer.com/my-coaching/>

About Jackie Ulmer:



Jackie Ulmer is a Direct Sales and Network Marketing veteran, industry coach and MLM author. She stuck one toe in the profession of Network Marketing in January, 1994 and soon found she was addicted to the fun, personal growth, income and advantages that being one's own boss offers. Six years into her business, she began exploring the possibilities that the Internet offered as a tool in her business.

Today, she's built a solid six figure income using the Internet to build her Network Marketing business while maintaining the roles of wife, mom, cab driver, and social coordinator. Social Media marketing is the platform she enjoys using, learning and coaching on. When used correctly, this method of business building is extremely powerful and far reaching. Her passion is empowering women and young entrepreneurs to believe in themselves and reach for the stars. Contact her through her website at: <http://www.JackieUlmer.com>

If you'd like to learn more about how Jackie has personally sponsored over 1000 people into her primary company using Social Media Marketing, get her e-book – "MLM; the Internet and YOU!"

<http://www.StreetSmartCoach.com/online.html>

or, her CD Series – <http://www.StreetSmartCoach.com/Social-Networking-Online.html>