

7-Day Mini
PERSONAL BRANDING
Training



PERSONAL BRANDING FOR YOUR BUSINESS

Hey There!



“Open your arms to change but don't let go of your values” - Dalai Lama

The wisdom of those before us, right?

Change is inevitable. Yet, we are never fully prepared for what is to come.

You may not have complete control over the changes in the world today, but you do have control over what you stand for and the messages that you give to your customers and your clients.

Most businesses will focus on the logo, the typeset, the colours, etc., to tell this for them.

And yes these are a part of your Brand, but not the most important things to focus on.

During our 7-Day Mini Personal Branding together on Instagram, we chatted about:

- **Your passions**
- **Your values**
- **Your strengths and weaknesses**

We also talked about the real importance of **finding balance**, professionally and personally.

And unearthed the BIG question of: **Your Impact**.

We also chatted about **your visuals** that you use and their representation.

And we touched on **Storytelling** to resonate with your clients/customers. Are you ready to dive deeper into these with me now? Let's go Friend.

THE IMPORTANCE OF storytelling

‘The essence of marketing today is tell a story to people who want to hear it, in a way that resonates with them, so they are likely to either respond or connect to you, or tell their friends.’
- Seth Godin

We **ALL** love a good story!

It's a connection point that is often overlooked in Branding and marketing, **EXCEPT** to those bigger companies, who understand the impact stories have on their customers.

But the good news: even us small business owners can learn how to share with value using effective storytelling so our clients become apart of our community, stay with us and trust us enough to buy what we have.

Let me share with you the structure that I have learnt, that I use in my social media that gets people to engage with my content:

1. **Make it personal** - refer back to stories you have from your life that share something of value i.e., a lesson learnt.
2. **Start with a Hook** - a hook is something that immediately grabs the reader/viewer attention from the start: Your imagery, video or text is the first thing they will see, so make it scroll stopping.
3. **Don't waffle**: Think of the last book you read. It had a **Hook** (to get you to want to read it), a **Plot** (your insight to share), and of course, the **Ending** (CTA or question at the end to have them comment/respond.)

‘That’s it folks!’

To quote my favourite cartoon character - Bugs Bunny.

Make your storytelling worthy of telling, and you too will build a community that resonates with you, your Brand and your offerings.



Know YOUR IMPACT

What IMPACT do you want?

It is a very **BIG** question that is vital to the life of your business, your Brand and those who are in service too.

If you don't have this questions answered with immense certainty and conviction, then you my Friend are just slinging water against the wall, hoping that it sticks.

I recommend that you really take time to DEEPLY connect with your soul to find the answer to this question.

Surface responses of:

- I want to save them time. Time is our greatest commodity, and your customer can simply save time by unfollowing or not buying from you because you provide them no or minimal value want to spend time with you. Harsh, but true Friend.
- I want to change the world. That's fabulous Friend and I sincerely know that you will. But tell the why, how and for whom?
- Or one that I hear often - I want to give them the best service/product isn't good enough. Every other business WANTS to give them the exact same thing too.
Do you want to be like everyone else?

Here's some questions to ask yourself to get to the real deep meaning of the impact that you want to make:

- **If you weren't here tomorrow, what would be the reactions of your client/customer?**
- **What and with whom do I want to insight change or create deeper conversations with?**
- **If the goal is to be remarkable, then how can I make what I do worthy of being RE-MARKABLE about so my customer REMARKS to their circle of influence?**

Your Visuals

A photo tells a thousand words.

I'm sure we've all heard this quote.

Journalists know the real power of photographs well for their stories and this is why you see impactful imagery right above what they've written in their stories.

Television is the same as well. We make choices based on what we see and like or dislike.

So it's fair to say that the visuals you choose to have and use as part of your Brand and Brand messaging is vitally important.

When it comes to creating visuals, there are a number of things you'll need and need to do so your content stays fresh and appealing to your audience.

- Every business owner needs a set of good quality professional headshots. You are forward facing in your business, so make a good impression. Your headshots should be engaging, be clean and have at a minimum of 5 professional images that you can rotate every 6-12 months.
- Create a Visual Bank of imagery. Have a folder that contains a variety of imagery that you can use for your Brand marketing. Think lifestyle as well as the formal work or behind-the-scene imagery. And most importantly, don't save it all in the one place. I recommend 2-3 digital spaces: cloud and external.
- Infuse your Brand into ALL of your imagery: colours, personality, products, etc. This is where your creativity get to play! And if you feel like your photography skills are lacking, find a professional Branding photography who will create 12 months worth of appealing and professional content for you.
- And finally, learn how to take better photos with your phone. There will be times that are photo worthy, on Brand for you, and spur of the moment. You'll always have your mobile on you, so learning how to create great photos will be an invaluable skill for your business!



P.V.S.W is the new S.W.O.T

- **Purpose/Passion**
- **Values**
- **Strengths**
- **Weaknesses**

These are the 2024 version of a SWOT. And in my mind, a SWOT sounds like I'm **flicking** away my clients when I want to **DRAW** them into and be apart of my community and what I have for them.

My Brand **Purpose**: a space to Become.

My **3 Highest Values** are: Respect, Trust and Love.

My **Top Strength**: Connection

My **Biggest Weakness**: Boundaries.

How did I get to defining these I hear you ask?? Well, I used the common SWOT analysis tool that we all know and I simply changed it to the below:

There are other tools that I have available to help you find your Values, your Purpose and Strengths and Weaknesses, If you'd like a copy of these, reach out to me: melissa@melissamillsstudio.com.au and I'll send them to you Friend.



BURN OUT IS BURNT OUT

THE BALANCING ACT

We've all heard, seen and most likely are trying our hardest to find balance in our lives.

It's really difficult when you have family, friends, and a business to run, to even think stop and give yourself what you need!

But here's the thing Friend, you are no good to anyone if you're not treating yourself with kindness, respect and taking time to nurturing yourself.



I was a CEO twice for not-for-profit agencies and I was never so unhealthy: mentally, physically, emotionally and spiritually as I was during those 2 tenures.

I thought that 12-hour days, bringing my work home to do, skipping meals, drinking gallons of coffee instead of water and saying 'YES' when I should have said "NO" was the norm for a business executive.

I had 3 life altering impacts that forever narrowed my scope of what's important;

- I lost my beloved Grandmother suddenly
- My best friend died of cancer
- I almost lost the love of my life, forever.

Your time here is meant to be meaningful. Not just to who you serve, but to YOU and those that you love the most.

Ways that you can bring balance into your life:

- **Learn to say 'No'.** The only obligation that you should have is to yourself and to those that matter in your life.
- Set up an **out-of-office** letting people know that you will respond within 24/48/72 hours. People are happy to wait if they know how long the wait is for.
- Unless your job requires you to up-to-date information about world news, **TURN OFF THE NEWS.**
- **Nap. Nap. Nap**
- Read the books that **you loved as a kid**
- Buy yourself some luxury bath/shower products **and use them.**

And be so fiercely protective of your time like your life depended on it.

Over to You!

Your turn Friend....

You know what you bring to your proverbial table to share with those that are seated and ready to listen to what you have to say, for you to be of service to and will take what you have for offer.

Your Personal Brand once you've done the work and taken action to making it crystal clear - will bring you your people, your tribe, your community.

You are your Brand. Your Brand is Your Voice.

Remember that xoxo



HERE'S TO THE DREAMERS

THE UNICORNS, THE ONE'S LIVING THEIR LIVES WITH

AUTHENTICITY. VULNERABILITY.

AND A SENSE OF KNOWING THAT WHAT THEY DEEPLY DESIRE IN THEIR SOUL,
TRULY IS POSSIBLE. MAY WE

REFUSE THE NEGATIVE

REBUKE THE MYTHS

AND CHEER ON OUR FELLOW DREAMERS WITH GLASSES RAISED HIGH, AND
CELEBRATE EVERY WIN LIKE A 'DROP-IT-LIKE-IT'S-HOT' PARTY FROM 1999.

WE BELIEVE IN

RESPECT. TRUST. LOVE.

AND THE CHALLENGE OF ENDLESS CURIOSITY TO CHANGE NOT JUST OUR
WORLD, BUT ALL THOSE AROUND US.

OUR PASSION

TRANSFORM IDEAS INTO REALITY

MAY OUR HEARTS AND OUR MINDS BE FILLED WITH JOY AS WE GROW,
FLOURISH AND ATTRACT TOGETHER.

WE PROMISE TO ALWAYS LIVE LIFE

WITH KINDNESS. HONESTY.

& . FEARLESSLY.



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