

Independent Consultants

How to Brand & Sell Your Expertise

By Denny Kurien

website: creative-director.ca
instagram: [@dkurien](https://www.instagram.com/dkurien)



Denny Kurien

Branding & Design
Consultant for
businesses that
get paid for their
thinking.

Creative Director
& Co-Founder of
Rayvn Design

Welcome Independent Consultants

Thank you for downloading this e-workbook. This is a step-by-step roadmap that you can use to establish your brand, expertise and grow your business online. You could be a real-estate agent, a financial planner, a lawyer, an immigration consultant, a fitness coach, or even a branding & design consultant like me. One thing that we are all respected for is our DEEP EXPERTISE on a subject matter.

People love doing business, with people they trust and are subject matter experts. In order to establish that trust, you need to have a well crafted personal brand - show up on their radar, and provide them with content of value that addresses their pain-points. Establish your expertise, be refreshingly real & transparent in interacting with them, and pretty soon you will be looked at as the go-to authority in your industry.

Good luck, and enjoy the journey!

How to make the best use of this book.

This book is meant to be a series of interactive exercises, that will help you discover your personal brand.

Through out this book, I will be referring to a case-study example of a branding project we did recently for Sarah Carlson, a financial planner & wealth management professional.

Love Money Journal is her personal brand.

CASE-STUDY EXAMPLE:

**Love Money
Journal** *Sarah
Carlson*



Use the case-study examples we provide as a guide to fill out the interactive fields in this e-book, that pertains to YOUR personal brand,

**Your personal
brand revolves
around your
ability to
educate people
based on the
knowledge that
you have.**

What you will learn

Content

1. What is your business model?
2. What is your personal brand?
3. Building your personal brand
 - What is your niche?
 - Who's your target audience
 - Your Positioning Statement
4. Craft your visual brand
5. Craft your offer
6. Create your online presence
7. Create your content strategy
8. Create your visibility strategy
9. Thank you.

What is your business model?

As a branding & design consultant for experts, you'd be surprised at how many new entrepreneurs come to me immediately wanting a logo, website, or social media content - without a clear understanding of how their business plans to make money.

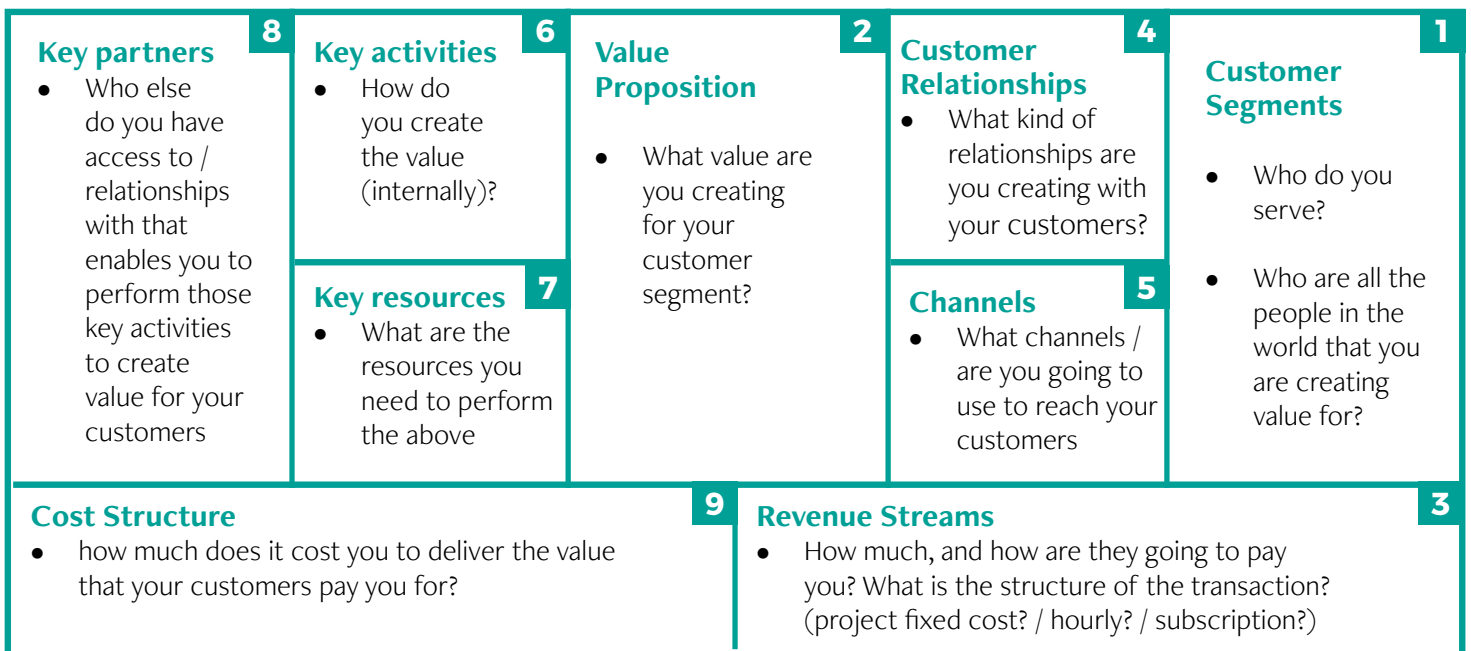
So I'm going to walk you through the exercise that I take all my clients through in order to map out their business model on single piece of paper, in less than 15 minutes.

1

What is your business model?

Introducing the Business Model Canvas

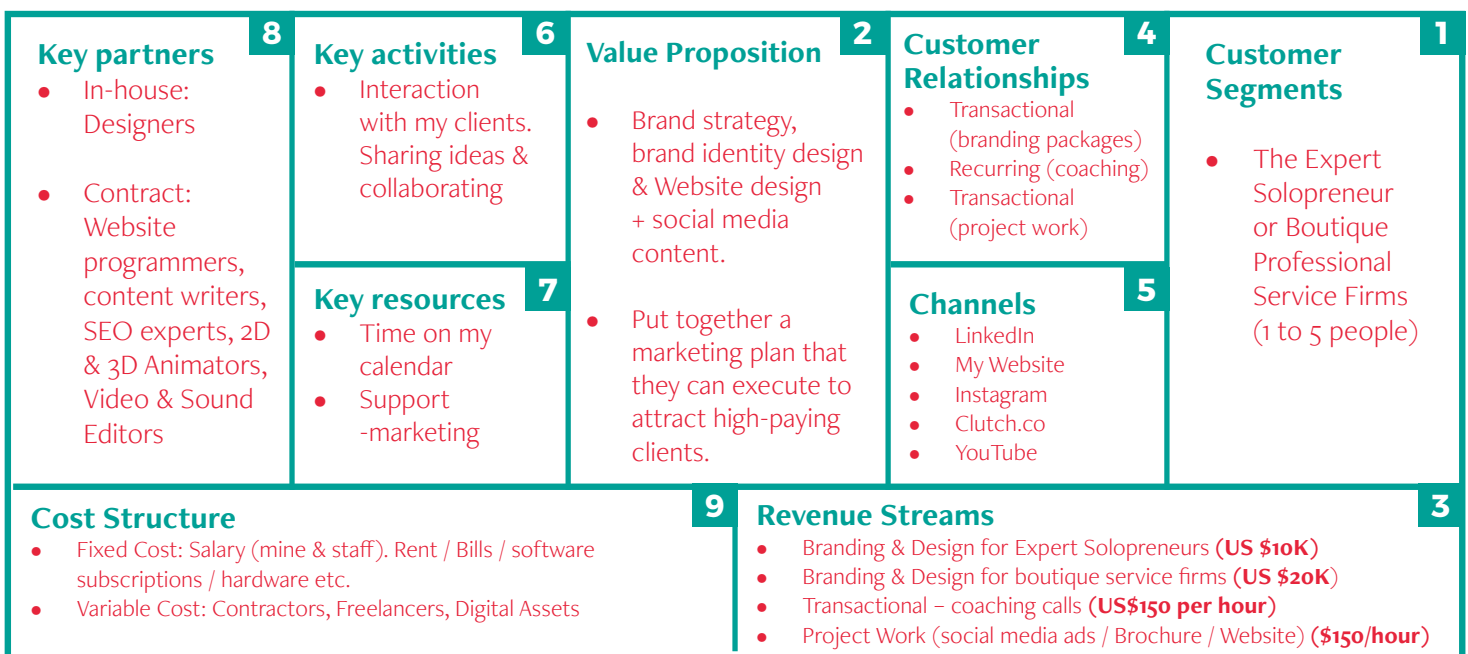
The Business Model Canvas was created by strategyzer.com who states that there are **nine** elements to a business model. And if you don't have any one of the nine in place, then your business model is incomplete. I've create a [video tutorial & blog](#) on how to fill out the Business Model Canvas.



1

What is your business model?

Example: My own branding & design consultancy (Denny Kurien : Creative-Director.ca)



1

What is your business model?

Now your turn.

FILL OUT THIS CANVAS AS PERTAINING TO YOUR BUSINESS

Key partners 8	Key activities 6	Value Proposition 2	Customer Relationships 4	Customer Segments 1
	Key resources 7		Channels 5	
Cost Structure 9			Revenue Streams 3	



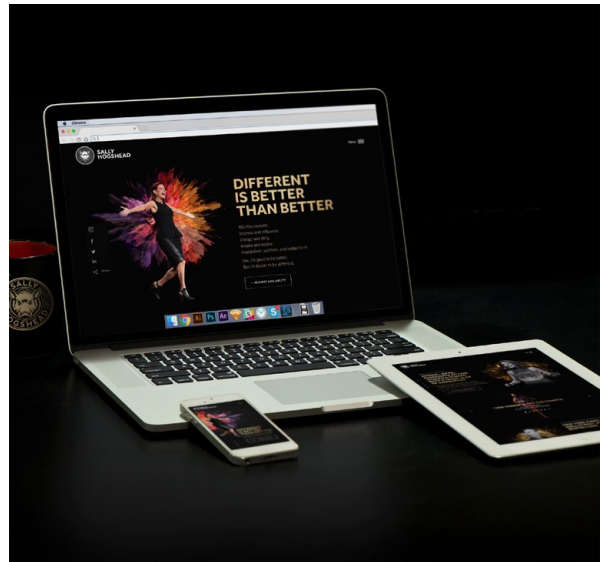
What is your personal brand?

A personal brand is the impression, or perception of an individual, based on their experience & expertise, within a particular niche (eg. you're a Financial Planner for Female Entrepreneurs in Washinton, or you're a maverick lawyer who only deals with high-profile class-action lawsuits in Florida).

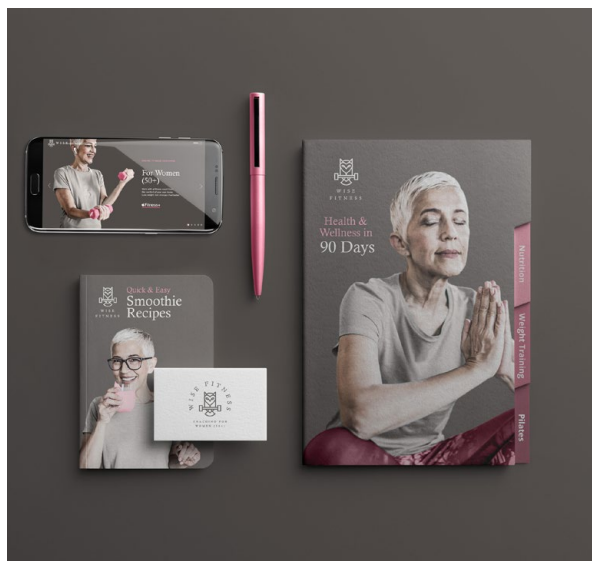
A true **personal brand** revolves around what other people say about you. **Personal branding** revolves around what you say about yourself.

2 What is your personal brand?

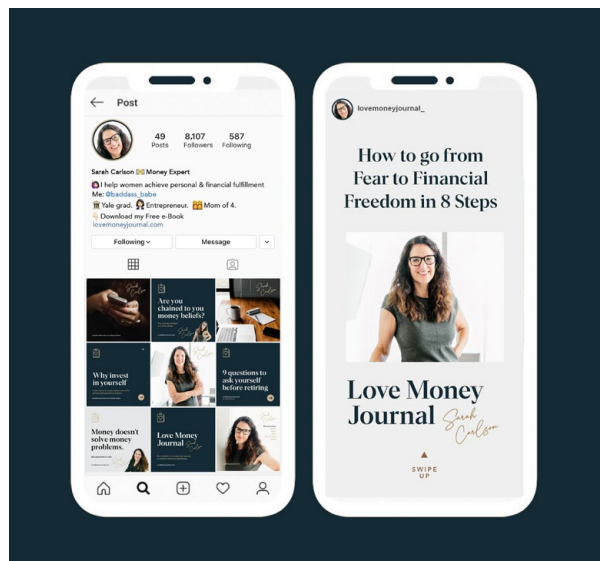
Here are a few examples of personal brands that we've helped develop:



Sally Hogshead. Personal branding for NY Times best-selling author, Keynote speaker, and creator of How To Fascinate. We built a premium thought-leadership brand that got her primed for the national stage.



Wise Fitness. Personal branding for Megan Watts who is a fitness trainer & certified coach for seniors (50+).



Love Money Journal. Personal branding for Sarah Carlson - Financial Planner, Entrepreneur, Mother of 4 who wants to empower women to achieve financial freedom.

2 What is your personal brand?

A strong personal brand is:

- Credible
- Expert
- Personable
- Memorable
- Trustworthy

2 What is your personal brand?

Benefits of having a strong personal brand:

- Higher recognition in your industry
- People rely on you as an expert
- You will be able to charge a premium
- Helps you stand out
- Leads to more opportunities

Building your personal brand

In order to build a personal brand, you have to ask yourself who you are, and how you are perceived.

You need to find yourself a niche. Because people don't like working with generalists. They only like working with specialists who have a deep expertise in what they do.

So one of the first steps to building your personal brand, is to put a stake in the ground and identify your unique niche that only you can own.

What is your niche?

In order to be seen as an expert, you need to find your niche.

Think of a niche as a business' specialty or what you're best known for offering. By focusing on a specific market, product, or service you are able to really hone in on finding quality clients.

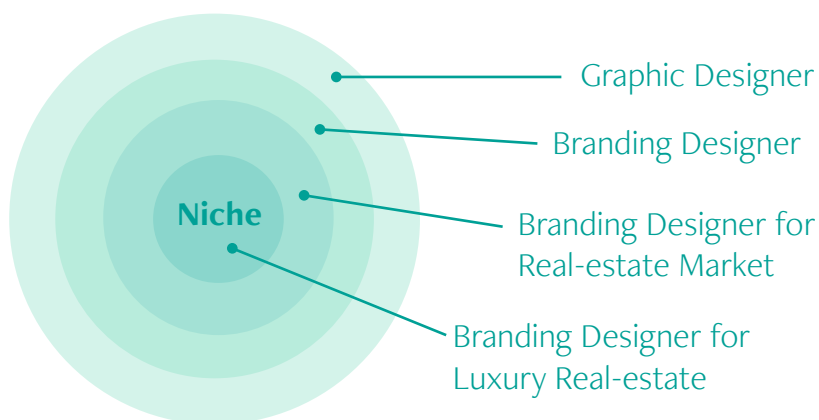
How to find your niche?

Ask yourself these 10 questions:

1. What are your passions?
2. What are your skills?
3. What are you good at?
4. What can you give advice on?
5. What seems effortless to you?
6. What can you get paid for?
7. Is there a demand for it?
8. Can you go narrower?
9. Does it make you happy?
10. Can you scale?

A niche is a narrow focus within an area of interest.

This means you have to go deeper to find a niche that is perfect for you.



CASE-STUDY EXAMPLE:

Love Money Journal *Sarah Carlson*

Sarah Carlson a financial planner who's niche is in serving female entrepreneurs, ages 35-50, in educating them on personal finance, building their wealth and being able to retire comfortably.

Now your turn.

WHAT IS YOUR NICHE AND WHO DO YOU SERVE?

Your target audience

Every brand must have an audience. Without an audience, you have no one to make an offer to, or make an impact on.

The target audience will allow your brand to deliver targeted solutions to them and build a strong community.

Finding your audience:

If you could only attract a maximum of 10,000 followers in your entire life, who would they be?

Describe them by answering the following questions:

WHAT DO THEY CALL THEMSELVES?
WHAT IS THEIR AGE & DEMOGRAPHIC?

WHAT DO THEY WANT?

Love Money Journal *Sarah Carlson*

EXAMPLE:


- Female Entrepreneurs
- 35-50 years old
- Living in the US
- May have gone through divorce / widow / trauma

EXAMPLE:

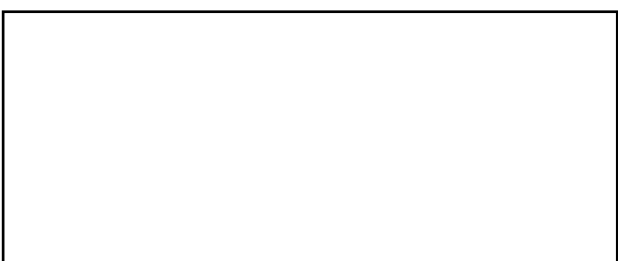
- They want to be able to control their personal finances

Finding your audience:


WHY DO THEY WANT THAT?



WHAT DO THEY CURRENTLY BELIEVE?



WHAT ARE THEIR BIGGEST CHALLENGES / PROBLEMS?



Love Money Journal *Sarah Carlson*

EXAMPLE:

- So that they don't go into debt
- They can make good financial decisions that will grow their business, and provide for their families.

EXAMPLE:

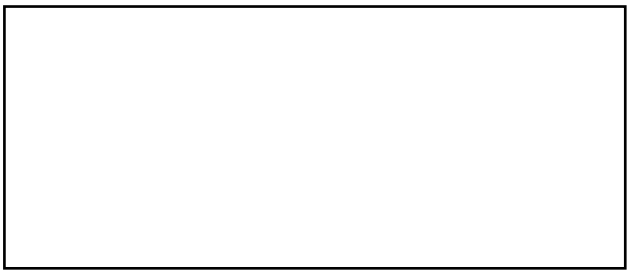
- They think having more money will solve all their problems (it won't).
- They are scared when it comes to making money-related decisions (they don't have to be).

EXAMPLE:


- COVID has disrupted their business. They don't know how they're going to pay the bills.
- How am they going to save up enough money to retire?

Finding your audience:

WHERE DO THEY WANT TO GO?



HOW CAN YOU HELP THEM GET THERE?



Love Money
Journal *Sarah Carlson*

EXAMPLE:

- They want to be able to get out of debt
- They want to be able to build wealth so they they can provide for their families, and retire to a comfortable life.

EXAMPLE:

- Provide them with educational content, courses and coaching so they can get out of debt, build wealth, and live their best life!

Now that you know who you are going after, let's craft your **positioning statement**.

Your Positioning Statement

Craft your **Positioning Statement** using this formula:

I help (your target audience) to (solve particular problem or achieve particular results)

EXAMPLE:

Love Money
Journal *Sarah Carlson*

I help **female entrepreneurs** to **achieve personal & financial fulfillment.**

EXAMPLE (my business):

Denny Kurien
BRANDING & DESIGN

I help **experts** build **an extraordinary brand** that **attracts high-paying clients**

What's your Positioning Statement

ENTER HERE:

2 Building your personal brand

Your Positioning Statement should be the first thing people read when they go on your website or social media profile.

The image shows a social media profile for 'lovemoneyjournal_'. The profile includes a circular profile picture of a woman with glasses, a bio section, and a call to action. Four teal lines with dots point from text labels on the right to specific parts of the profile:

- who you are** points to the name 'Sarah Carlson' and the title 'Money Expert'.
- your positioning statement** points to the bio text 'I help women achieve personal & financial fulfillment'.
- your story** points to the bio text 'Yale grad. Entrepreneur. Mom of 4.'.
- your offer (see next module)** points to the call to action 'Download my Free e-Book'.

The profile details include:

- Username: lovemoneyjournal_
- Message button
- 37 posts, 64 followers, 257 following
- Biography: Sarah Carlson Money Expert
- Bio text: I help women achieve personal & financial fulfillment
- Contact: Me: @baddass_babe
- Additional info: Yale grad. Entrepreneur. Mom of 4.
- Call to action: Download my Free e-Book
- Website: lovemoneyjournal.com

Craft your visual brand

Now that you have a clear idea of who your customers are, as well as your unique positioning communicated through your vision, mission, story, and core-values ... how is that going to translate into visual branding?

A lot can be communicated very simply, and that is the great art of graphic design.

Remember, when you are creating your visual brand, always keep in mind who your target audience is.

3 Craft your visual brand

STEP 1:

Figure out the brand attributes & voice that will attract your target customers

(Note: this is where a Brand Strategist comes in handy)

CASE-STUDY EXAMPLE:

Love Money Journal *Sarah Carlson*



Sarah Carlson is a Financial Planner.

Her target audience are women entrepreneurs between the ages of **35 to 50**. They are well seasoned, independent, and are seeking advice & wisdom on generating wealth so that they could retire comfortably.



3 Craft your visual brand

STEP 3:

Create your brand identity & color palette based on the moodboard you put together.

Ask yourself, does it speak to your brand?
Does it speak to your target customers?

CASE-STUDY EXAMPLE:

Love Money Journal *Sarah Carlson*



These were the 3 brand identity concepts we came up with for Sarah Carlson's brand.

Concept 1



Concept 2



Concept 3



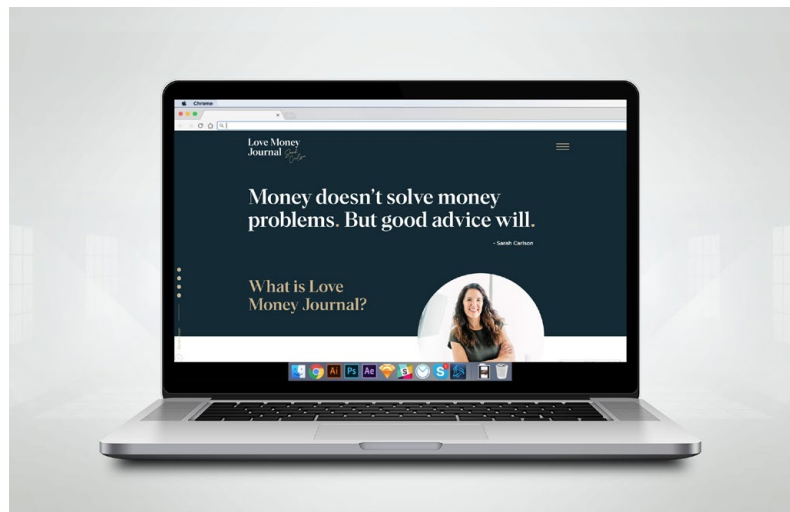
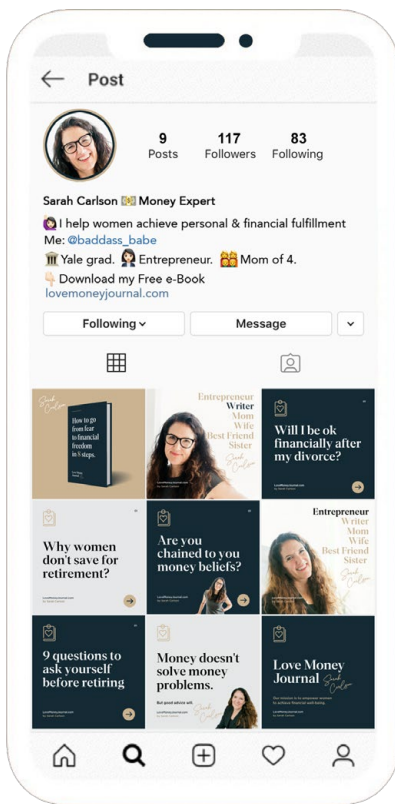
3 Craft your visual brand

STEP 4:

Finalize your brand, and roll it across all your marketing channels.

CASE-STUDY EXAMPLE:

Love Money Journal *Sarah Carlson*



Concept 1 was the final brand identity that was approved for Love Money Journal. The blue resonated with Sarah because she was a graduate of Yale University. The serif font brought sophistication & elegance, while the hand-written gold signature typeface for ‘Sarah Carlson’ made it personable & approachable.

Craft Your Offer

Crafting your signature offer is the value that you are presenting to the world.

This offer will be a combination of your background, skills, interests and experience, crafted just for your target audience.

Hint, hint: This e-workbook you just downloaded is my signature offer to you. It is my way of demonstrating my value to you (my target audience of consultants & knowledge commerce professionals) - in the hope that one day you might consider hiring me for my professional branding & design services.

Your Offer

Position yourself as a specialist, not a generalist. Your offer should not be generic and vague.

What you love to do
+ what you do best
+ what your audience wants most
= **Your Offer**

Now create a lead-magnet in the form of your offer

A lead-magnet is something you will give people access to, that's of value to them, in exchange for their email address:

- e-Book
- Workbook
- Worksheet
- Checklist
- Calendar
- Process Roadmap
- Case-Study
- Scripts
- Behind-the-scenes
- Sneak-peak
- Sample Chapter
- Guide
- Packet
- Printable
- Step-by-step guide
- Planner
- Challenge
- Template
- Tutorial
- Training
- Cheat-Sheet
- Systems Overview
- Slides
- Outline
- Overview
- Video
- Mini-Course
- Free Full Course
- Free Strategy Call
- Webinar
- Workshop

4 Craft your offer

CASE-STUDY EXAMPLE:

Love Money Journal

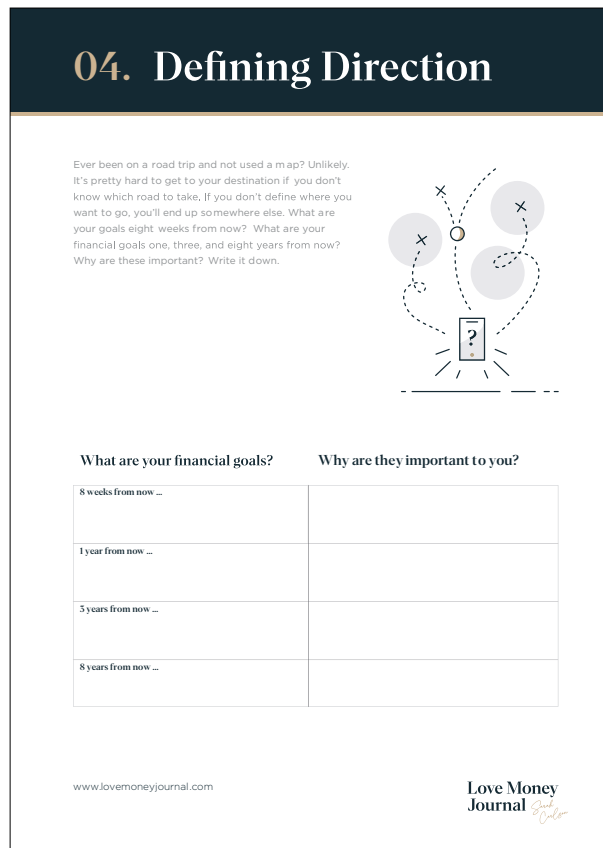
Sarah Carlson



Sarah Carlson is a Financial Planner. She wants to educate women on personal finance. Her audience are female entrepreneurs who are looking for advice on how to manage their money, build wealth, and retire happy. Her offer is all about changing people's mindset towards money - going from fearing money to thriving with it.

We created a lead-magnet in the form of a e-workbook called:

“How to go from fear to financial freedom in 8 steps”



(note: You can create this yourself, or hire the help of a professional designer.)

Create your online presence

Here's where we create your online presence both in terms of your website (landing page) as well as your social media (instagram).

We will also take you through the roadmap that you need to follow, in order to create your digital sales-funnel. This way people can start hiring you for your services (be it advice, coaching, design - ie. the high-ticket item you are selling).

Your Website

I highly recommend you create your own website – even if it's simple landing page.

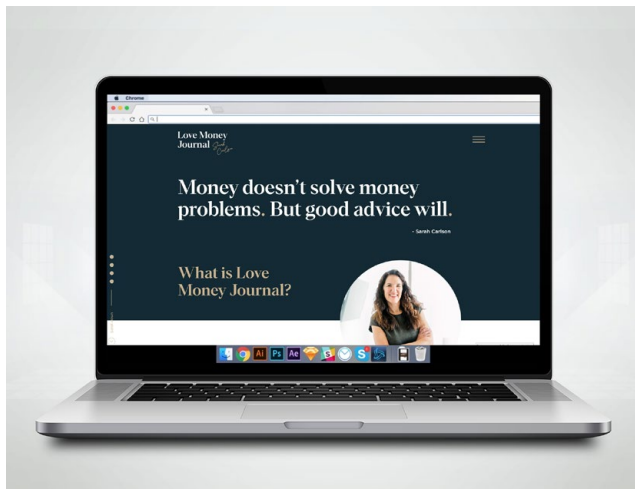
- **Lock your domain name** (your name, or your personal branding name)
- **Create your website using an online website builder** (Use Wix, SquareSpace, WebFlow, or Wordpress)
- **Keep it up-to-date**

What to include on your website?

- **Your logo & unique color palette**
- **Your value proposition / positioning statement**
- **A professional photography**
- **Social proof** (testimonials of people who have hired you)
- **A clear call-to-action**
- **A blog** (can come later)
- **Online calendar to schedule consulting with you** (can come later)

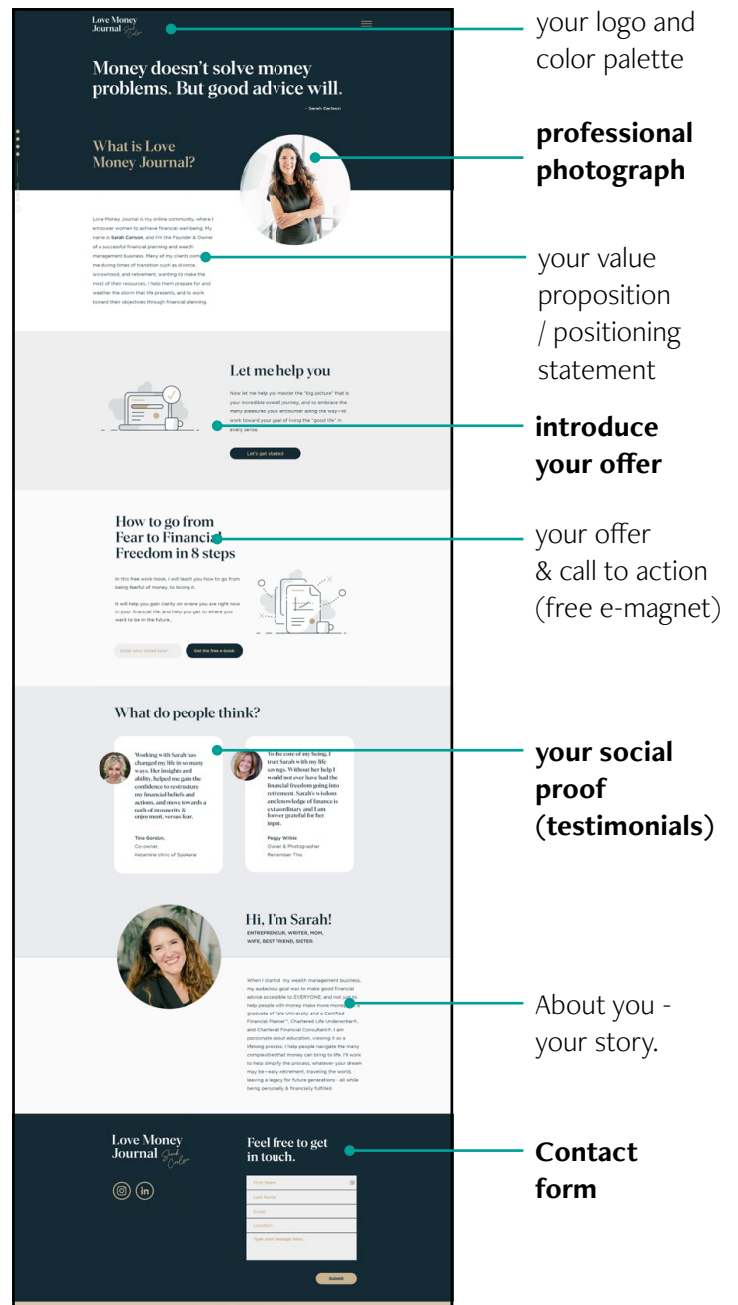
5 Create your online presence

Anatomy of Your Website / Landing page



Here's the landing-page we created using the Wix website-builder platform for <http://lovemoneyjournal.com>

The goal of the landing page is to get people to download our free e-book (“**How to go from Fear to Financial Freedom in 8 steps**”) in exchange for their email address



Your Social Media

Choose 2–3 social media channels you want to be present in. You don't need all of them.

Look at your target audience and where they're most likely to be present.

For the purpose of this work-book, I've chosen Instagram (but you can choose Facebook, LinkedIn, Twitter, YouTube - the concept will still be the same).

If you decide to use multiple social media channels, be sure to use the same name, photo, and bio on all your social media channels. Upload content at a consistency that is comfortable to you, but stay regular.

5 Create your online presence

Anatomy of your Instagram channel



The diagram illustrates the components of an Instagram profile and a grid of posts for 'lovemoneyjournal_'. The profile header includes a circular profile picture of Sarah Carlson, the handle 'lovemoneyjournal_', a 'Message' button, and statistics: 37 posts, 64 followers, and 257 following. The bio identifies her as 'Sarah Carlson Money Expert' and states her mission: 'I help women achieve personal & financial fulfillment'. It also lists her credentials: 'Me: @baddass_babe', 'Yale grad.', 'Entrepreneur.', 'Mom of 4.', and a call to action: 'Download my Free e-Book lovemoneyjournal.com'. Below the bio are five icons representing themes: RETIREMENT (diamond), BALANCE (yin-yang), MINDSET (head with leaf), TRAUMA (tear drop), and PRIORITIES (checklist). The grid of posts includes: a book cover 'How to go from fear to financial freedom in 8 steps.', a portrait of Sarah Carlson with text 'Entrepreneur Writer Mom Wife Best Friend Sister', a dark post titled 'Will I be ok financially after my divorce?', a light post titled 'Why women don't save for retirement?', a dark post titled 'Are you chained to your money beliefs?', a portrait of Sarah Carlson with text 'Entrepreneur Writer Mom Wife Best Friend Sister', a dark post titled '9 questions to ask yourself before retiring', a light post titled 'Money doesn't solve money problems.', and a dark post titled 'Love Money Journal' with a mission statement. Teal lines connect labels to specific elements: 'your instagram handle (seo)' to the handle, 'who you are (seo)' to the bio, 'your positioning statement' to the bio, 'your story' to the bio, 'your offer & call to action' to the bio, 'your website link' to the bio, 'topics that you want your audience to know you for' to the grid posts, and 'Curated instagram feed that is a mix of:' to the grid posts.

your instagram handle (seo)

who you are (seo)

your positioning statement

your story

your offer & call to action

your website link

topics that you want your audience to know you for

Curated instagram feed that is a mix of:

- single posts
- carousels
- videos

Note: Each of these posts will fall into 1 of the following categories:

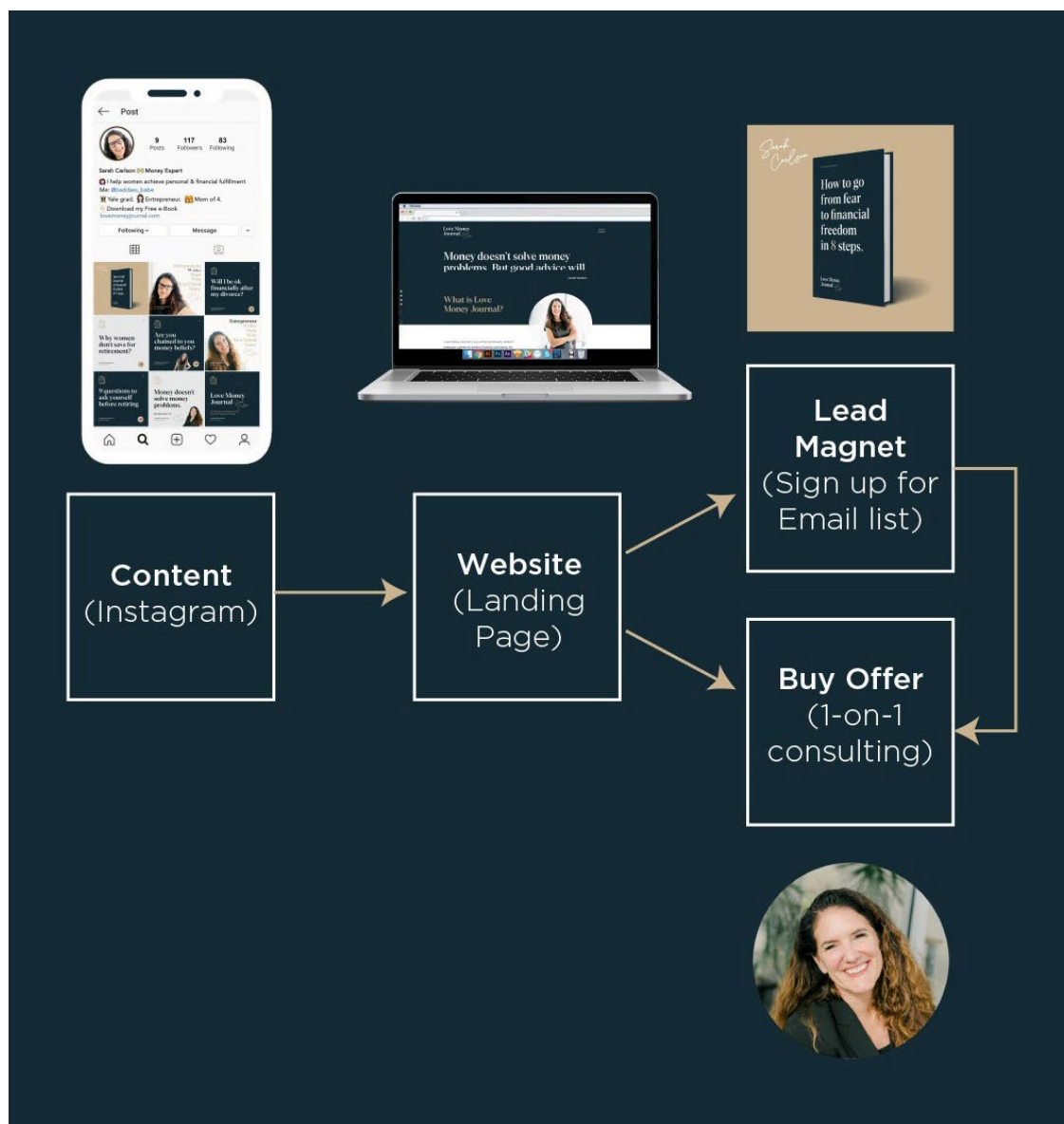
- **Help posts**
- **Personal posts**
- **Sell posts**

(more on this next in the content strategy)

5 Create your online presence

Your digital sales funnel.

As a knowledge commerce professional, this is how your social media content, your website, your free offer & your paid offer should all work together.



Here's how my sales funnel looks like for my branding & design consultancy (creative-director.ca)



If my clients are interested in working with me on their branding, design & marketing then I offer them the following packages:

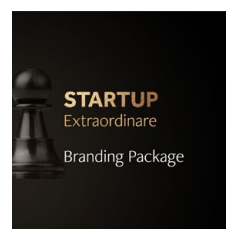
Step 1:
My Lead-Product



Brand Strategy (US\$1000)

Step 2:
I offer a 3 tier branding package.

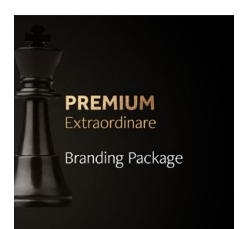
The cost of step 1 is applied to one of these packages.



Startup Branding & Design for solopreneurs (US \$10K)



Branding & Design for professional service firms (US \$20K)



Branding & design for firms who want to play in the big-leagues (US \$60K)

Create your content strategy

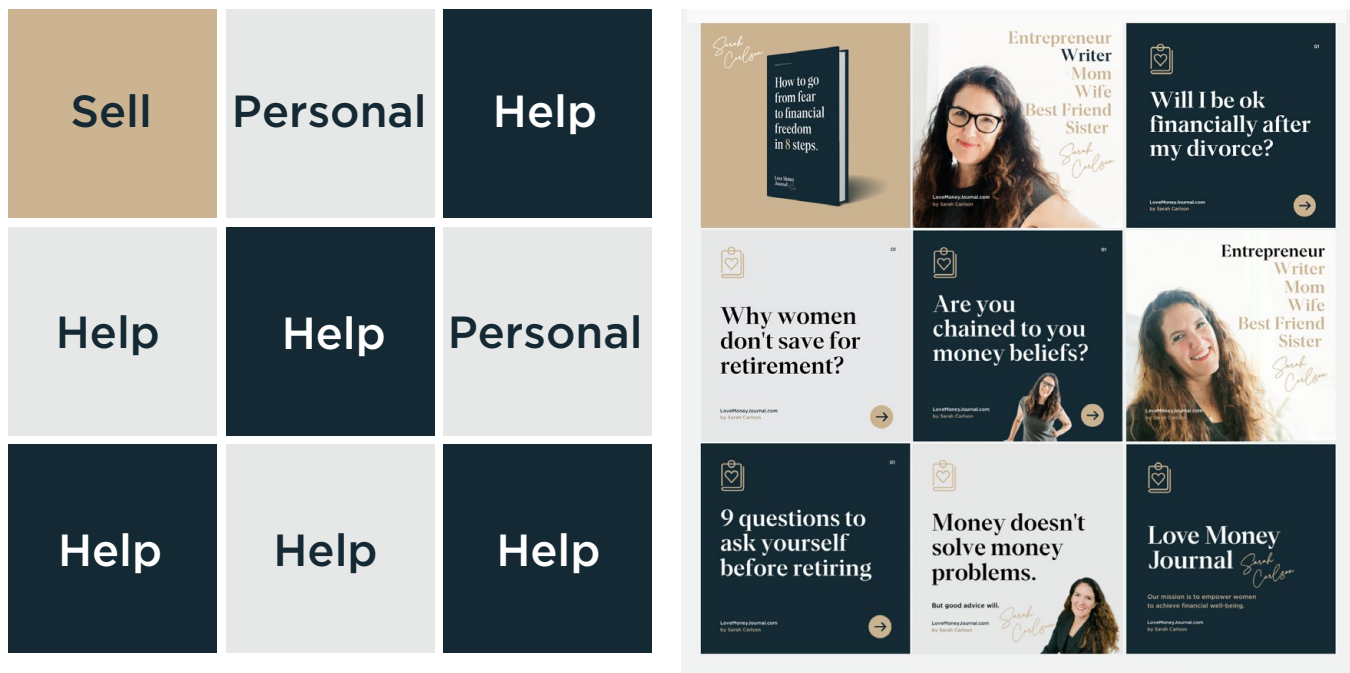
To drive traffic to your website, you need to create content that can be crawled by search engines.

This also positions you as an expert.

Create content regularly using the keywords from your niche.

6 Create your content strategy

Your content should fall into 1 of 3 categories : **Help, Personal, or Sell.**



HELP POSTS (6/9)

Allow your clients to get familiar with your services, without being overly "salesy":

1. Talk about your services from the perspective of WHY you created it
2. Share the benefit of your services. What's in it for your clients.
3. Tell your audience what they may be doing wrong
4. Share something your audience should never do
5. Share what you do and your process.
6. Share testimonials from clients who've achieved great results from working with you.

PERSONAL POSTS (2/9)

Help your audience Know you better, and Like you more:

1. Share the moment you knew that this was the path for you.
2. Share a quote that inspires you.
3. If you were starting again, what would you do differently now?
4. Share who you are outside of business.
5. Share little known facts about you.
6. Talk about a mistake you made.
7. Share what you learned from working with clients.

SELL POST (1/9)

Think of these as your personal ads that you want people to take action on:

- Download free e-book
- Book 1-on-1 consultation
- Attend your webinar
- Buy your product / service

Make a list of 30 questions you get asked the most in your profession.

Teach what you know around **4 topics** that your audience would be interested in.

We call these “**Help Posts**” and will make up the majority of your content.

CASE-STUDY EXAMPLE:

Love Money Journal

Sarah Carlson



Sarah Carlson is a Financial Planner.

These are the questions she gets asked the most from people who approach her. These are their pain-points that they want advice on. We divided her expertise into 4 topics: **Retirement, Trauma, Money Mindset, & Budgeting:**



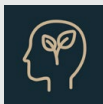
RETIREMENT

- 9 questions to ask yourself before retiring
- Why women don't save for retirement
- How to save for retirement as an entrepreneur
- 5 Super easy ways to make retirement savings more effective
- Retirement Savings: Everything you need to know
- 7 steps to achieving early retirement
- What to do when you haven't saved enough for retirement



TRAUMA & DEALING WITH DIFFICULT TIMES

- Will you be financially ok after your divorce?
- Avoid these 6 divorce pitfalls
- 6 essential tips to get through financial hard times
- How to find emotional freedom during a pandemic
- Suddenly single: How to make an action plan
- Suddenly single: 6 ways to cope
- Suddenly single: Building your support tribe



MONEY MINDSET & MOTIVATION

- Are you chained to your money beliefs?
- Is money making you sick?
- 8 ways to conquer your fears around money
- How to find love and financial bliss
- How to make time for finances as a working mom
- How to keep your holidays holistic, realistic, & simplistic
- How to pay yourself first



PRIORITIES & BUDGETING

- Eating Healthy on a Bare Bones Budget
- How to slim down your body & budget
- 5 ways to prep for rising taxes
- How to get items removed from your credit report
- How to budget as a couple
- 8 ways to save money on a tight budget
- How to save money for the holidays

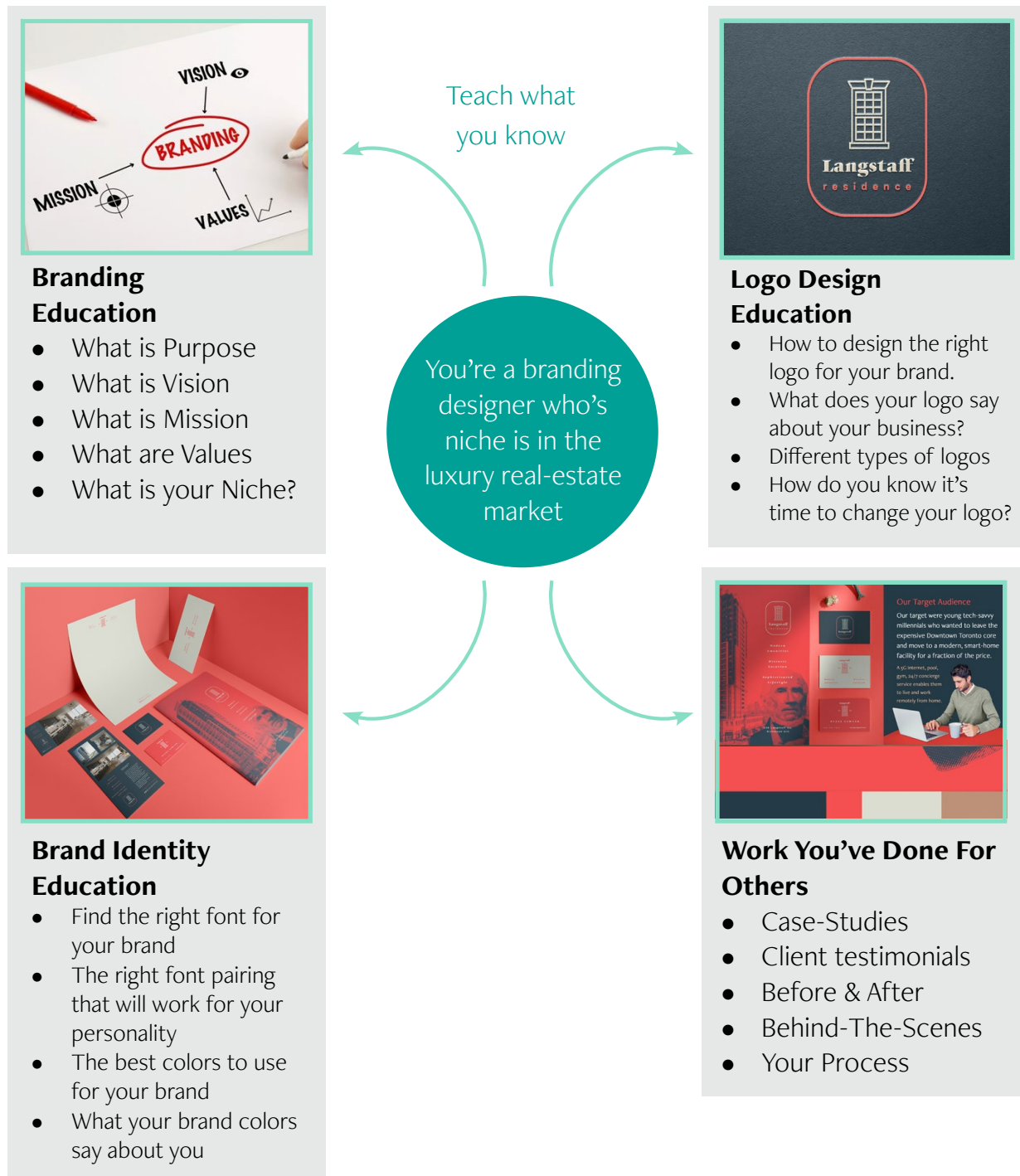
6 Create your content strategy

If you were a fitness coach, your content strategy might look like this:



6 Create your content strategy

If you were a branding designer, your content strategy might look like this:



So here's the secret that not many content creators are willing to share ..

The content you create on Instagram can be leveraged across other platforms to build more awareness:

- Blog articles (*Medium, LinkedIn, Quora*)
- Podcasts
- Webinars
- Online Courses
- Infographics
- YouTube Videos

Create your visibility strategy

To get more visibility, you need to get in the public eye.

One of the ways to do this, is to use the **right hashtags** for every post you create. In Instagram, you are allowed a maximum of 30 hashtags.

In this module, I will explain how to find the right hashtags to use in your post.

7 Create your visibility strategy

How to find the right hashtags for your post.

CASE-STUDY EXAMPLE:

Love Money Journal *Sarah Carlson*



This is an examples of a post we created for Sarah Carlson.

She provides financial advice to female entrepreneurs who might be going through separation.



To target the right audience, you need to use 30 relevant hashtags within your niche. For instagram accounts starting out (like Sarah's) we recommend using **20 small hashtags** (10K to 300K posts), and **10 medium hashtags** (301K to 1M posts). Here's how to find the right hashtags:

What's the Post about (3)

#divorcerecovery
#divorceadvice
#divorcesupport
.

Who am I (7):

#lovemoneyjournal
#sarahcarlson
#spokanesmallbusiness
#moneyexpert
#moneyblogger
#financialadvisor
#moneysavingexpert

What I help with (20):

#empoweringwomennow
#personalfinanceforwomen
#successtipsforwomen
#succestips
#savingyoumoney
#savingmoneymatters
#womenandfinance
#financialplanningtips
#fromnetworktonetworth
#youngsmartmoney

7 Create your visibility strategy

Use Instagram Stories to Drive Engagement

CASE-STUDY EXAMPLE:

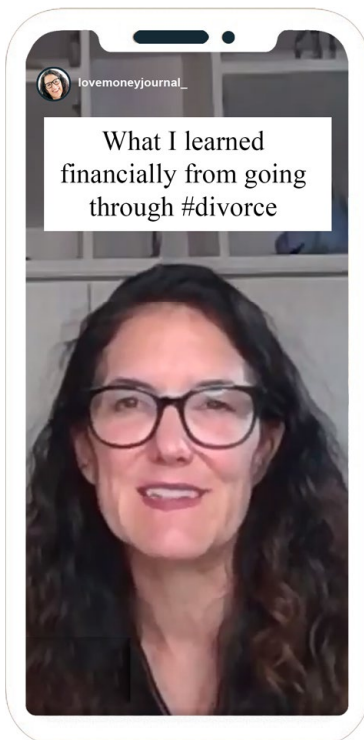
Love Money Journal *Sarah Carlson*

Instagram stories only last for 24 hours, so this is the perfect outlet for off-the-cuff to-camera video content with minimal post production. This is great for starting conversations, humanizing your brand, getting real-time feedback straight from your target audience, and promoting the instagram posts that you've already created.

We suggest posting instagram stories in the following format:

Step 1: Hook.

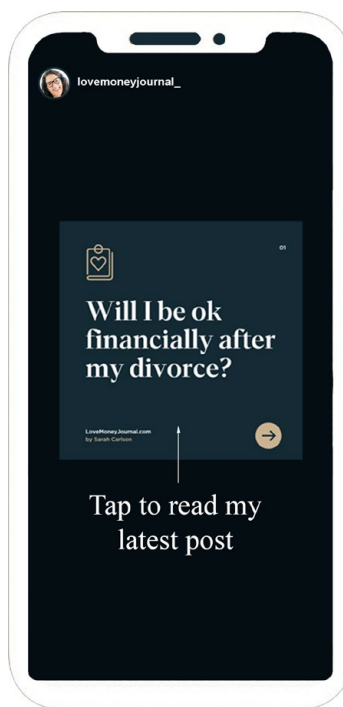
Grab attention by creating a 60s video on the topic you are about to post.



(GOAL: HUMANIZE YOUR BRAND)

Step 2: Present your post.

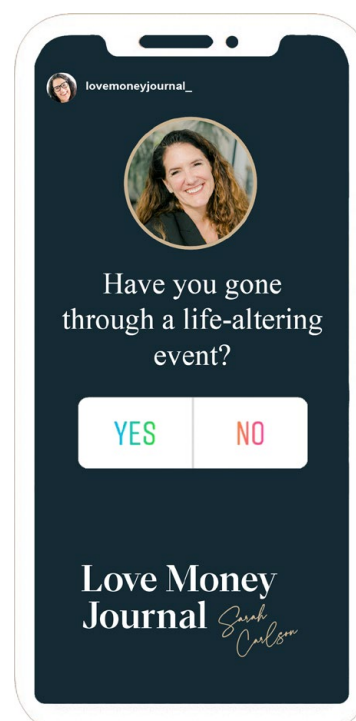
Address & solve the problem



(GOAL: DRIVE AWARENESS OF YOUR INSTAGRAM CONTENT)

Step 3: Put your poll / question

Get real-time feedback from your audience on the topic of your post



(GOAL: get real-time feedback from your audience and start a conversation)

Here are ways to get more visibility in what you do:

- Interviews & Public Relations
- Guest Blogging
- Public Speaking
- Partnerships & Collaborations

The more visibility activities you do, the better.

The key here is to get exposure through others' existing audiences.



Thank you!

Denny Kurien

Branding & Design
Consultant for
businesses that
get paid for their
thinking.

Creative Director
& Co-Founder of
Rayvn Design

I hope you enjoyed going through this e-workbook, and that you found it of value.

This book has been an amalgamation of everything I've learned over the years in terms of creating a personal brand and running a successful business. I hope you will be able to do the same for your business.

The Next Step

So for those of you who feel could use some extra help in getting your business up and running in terms of branding, design, and marketing - send me an email at [**denny@rayvn.io**](mailto:denny@rayvn.io)

These are my **current prices** for the branding & design packages I offer.

Goodluck, and wish you all the best in your business!



By Denny Kurien

website: creative-director.ca

linkedin: [linkedin.com/in/dennykurien/](https://www.linkedin.com/in/dennykurien/)

instagram: [@dkurien](https://www.instagram.com/dkurien)

email: denny@rayvn.io