

## **Extract from Stumbling into Personal Branding: Lessons from 2020**

Feeding into your audience's desires means understanding that your desires may be different. You need to create what they want to see, not what you want to see. Whilst the two may (and hopefully) overlap, don't put your desires before the people who support you when it comes to the content, products and services you create. This will be something you learn over time and that's ok, you just need to make sure you're attentive to the feedback you receive at all times. I've been running The Entry Platform since April 2020 officially and whilst the content we produce is relevant and valuable, there are different engagement levels. I personally require a lot of mindset content to keep me positive, working hard and enthusiastic so it's the kind of content I also like to put out there as a reminder to myself to stay positive. It's a problem I partially solve for myself, hoping it will also inspire somebody else along the way too. But when I really get down to understanding the core of The Entry's audience, they have a universal problem and then specific problems they are looking to overcome.

The universal problem is that they want to make more money. I call it universal because no matter your industry or career, this is something we all share and would like to

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find a solution too. The specific problems are the small parts that add up to answer the universal problem. I then create two types of content for my audience, one which is educational and one which is personal. Educationally, I will share marketing strategies, success stories and business tips which when personalised and applied consistently, should produce results. This would be the infographics on Instagram, the conversations I have on the Designer 2 Designer podcast and the weekly email I send out. Personally, I will show them what they want to see which is what they want to do with that money. For my audience that would be restaurants, experiences, holidays, clothing and business expansion (e.g. getting an office). I do want to make it clear that these are all the things I desire too so there is no faking it. I also do not live outside of means to impress people which is why when you are building a personal brand, it needs to be so authentic that you don't need to change who you are to please other people.

My point here is that if instead I decided to show myself playing Sims 4, which is something I truly love to do in my spare time, that would do nothing for me or for them. Whilst it may show a glimpse of my personality, there is no value being exchanged. My gaming choices do not help

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my audience grow businesses, but not sharing this information will form the question in their minds – *what does she do in her spare time?* Desirability increased. Humans work like this: they have an innate desire, they find likeminded people who they look up to, they consume their content in the hopes that their desires will come true. Your job is to make sure that content is genuine, honest, valuable and capable of achieving results. You don't manipulate people, you don't portray a fake lifestyle. You're honest with the stage you're at in your business and those glimpses of shared desires in which you publicise, perhaps a reward for your hard work, encourages them to keep pushing towards their dream.

Desirability will also come down to the offers you choose to sell. In October 2020, I hosted the first Masterclass for The Entry with 3 amazing designers as an alternative to The Entry Course which was being postponed to early 2021. I knew that individually I'd do ok but The Entry is a business with revenue goals so I tapped into what my audience would want - to hear from a range of designers who are relatable, young and have dresses people they want to dress. MaryAnn of Farai London and Alie of AYM Studio have both had a taste of the Kardashian-Jenner effect.

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Rokeya of Khanum's has dressed celebrities from Nicole Scherzinger to Perrie of Little Mix. All of these brands are generating at least 6 figures, with cult communities and international sales. These are people who were unemployed at a point for a long period of time before their business success or juggling a degree and a new business. Being in the midst of a pandemic, so many people could relate to that. It was a very diverse panel yet joined at the vision of running a successful fashion brand. The guests were close to home to understand but have achieved a substantial amount of success which is desirable. I made a confident decision to do this panel and the results were as expected. The goal was 200 tickets at £40 each which would be £8000 revenue within 2 weeks, the speakers were paid. The tickets were released on the last Sunday of September (Sunday's are a good day to launch something) and within 24 hours I generated £5000 from ticket sales. The event sold out in ten days. Whilst this is good for business, you must understand that there has never been an event like this before with such a great panel. The value gained from this conversation was life changing for some, it exceed expectations and I have the reviews to show.