

# Personal Brand vs Business Brand



*Presented by*  
**@CaelanHuntress**



**STELLAR**  
P L A T F O R M S

[caelanhuntress.com/masterclass/branding/](https://caelanhuntress.com/masterclass/branding/)



# What is a Brand?





# What is a Brand?





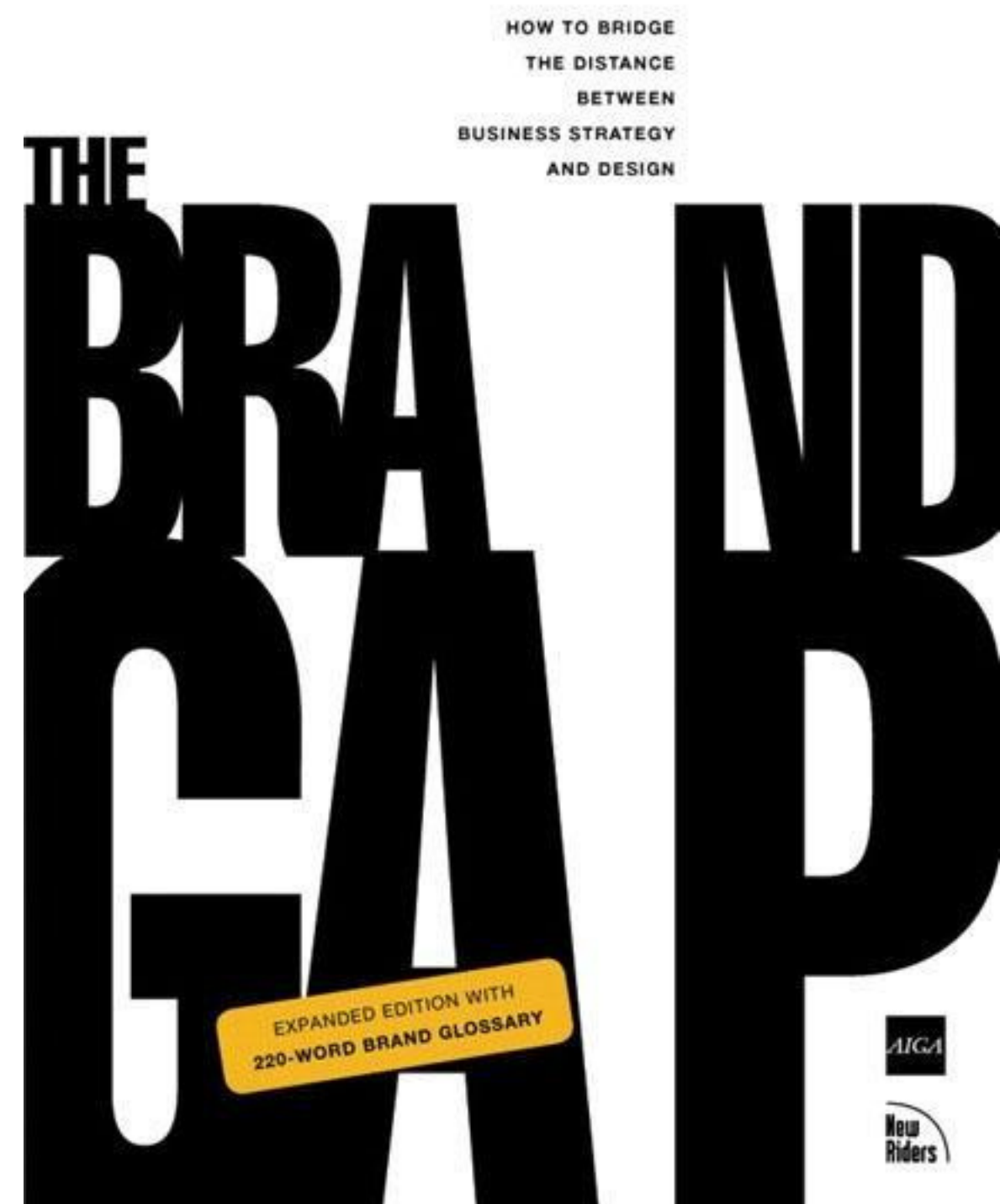
# Your Brand Should Answer:

Who are you?  
What do you do?  
Why does it matter?



# Your Brand Should Answer:

A WHITEBOARD OVERVIEW BY MARTY NEUMEIER



Who are you?  
What do you do?  
Why does it matter?



*For most of us brand happens while we're doing something else.*



Marty Neumeier  
The Brand Gap



*For most of us brand happens while we're doing something else.*

*A brand is not what you say it is, a brand is what they say it is.*



Marty Neumeier  
The Brand Gap



***For most of us brand happens while we're doing something else.***

***A brand is not what you say it is, a brand is what they say it is.***

***Brands result from the interaction of thousands of people over a long period of time.***



Marty Neumeier  
The Brand Gap



***For most of us brand happens while we're doing something else.***

***A brand is not what you say it is, a brand is what they say it is.***

***Brands result from the interaction of thousands of people over a long period of time.***

***Branding is simply a convenient package for a business idea.***



Marty Neumeier  
The Brand Gap



# Personal Brand vs Business Brand





# MASTERCLASS AGENDA

1. Advantages and Disadvantages
2. What Your Audience Wants From You
3. Personal vs Business Branding Case Studies
4. The 7 Criteria for a Good Brand Names
5. Easy Personal Branding Kit



# BONUS





# Personal Brand vs Business Brand



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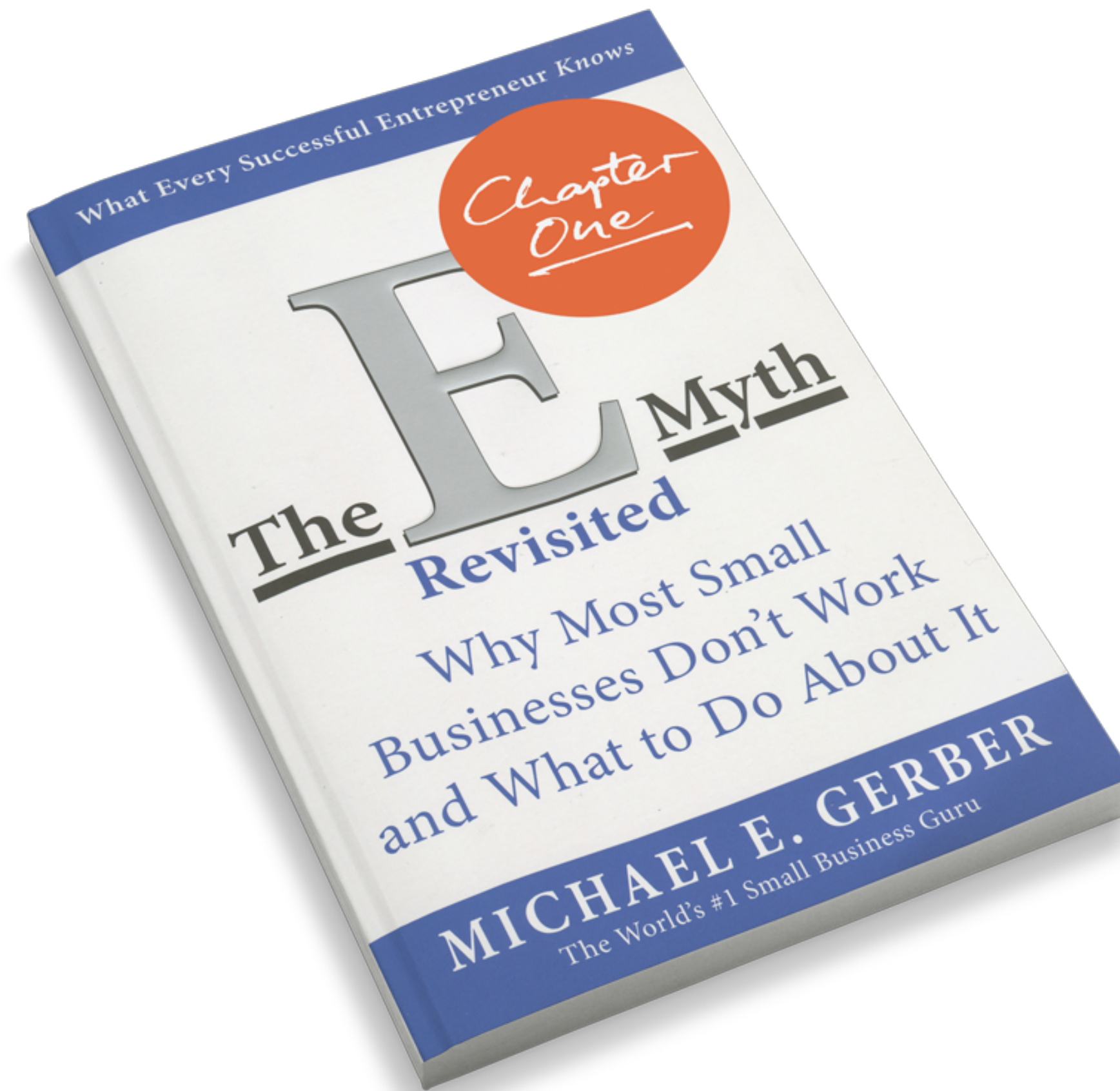


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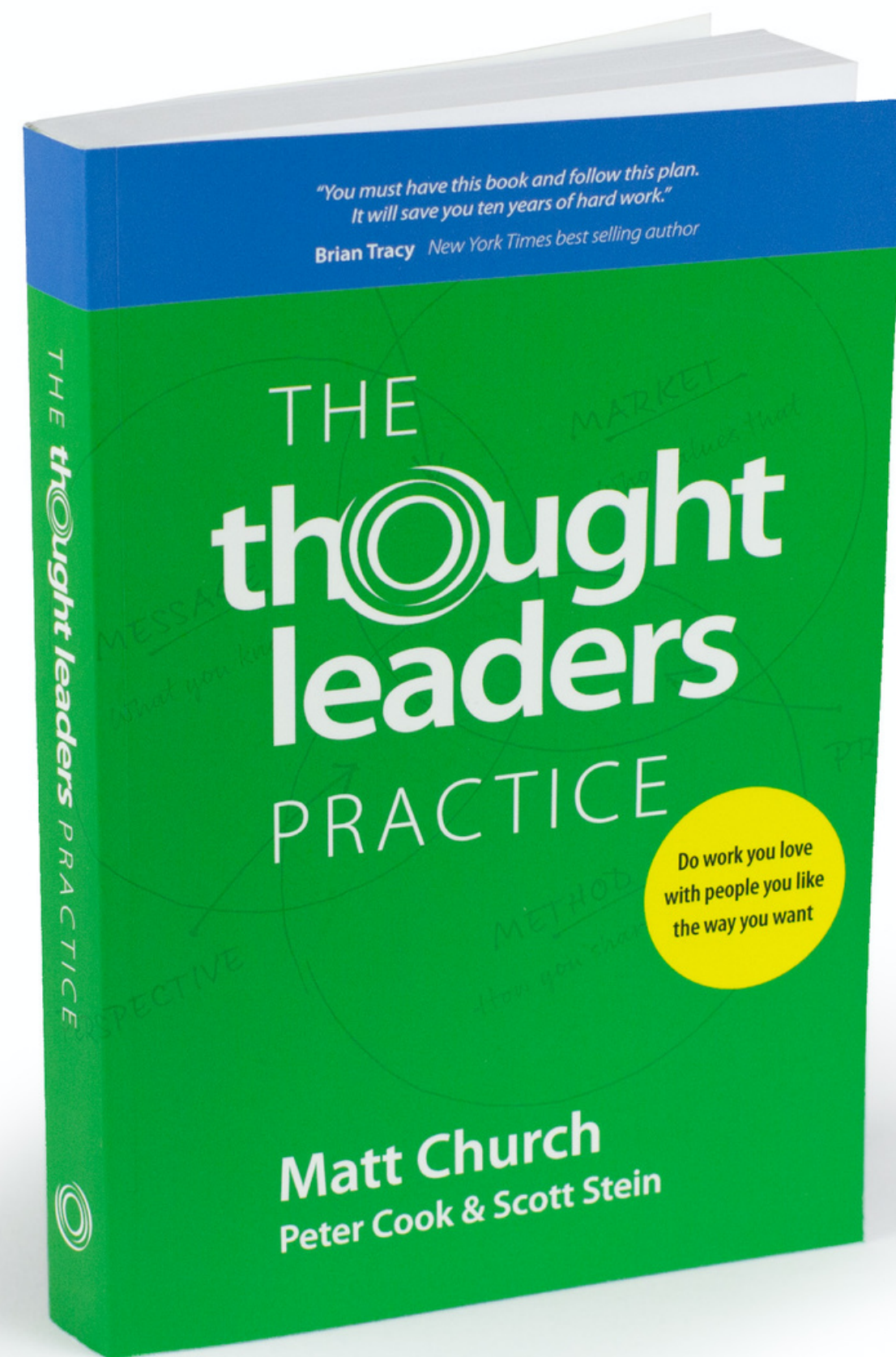
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# Business Brands



# Personal Brands





# Business Brand Advantages

1. You can sell a business brand and exit the company

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2. You can outsource the work to others



# Business Brand Advantages

1. You can sell a business brand and exit the company
2. You can outsource the work to others
3. You have an intermediary for brand liability



# 92% More Trust

nielsen  
.....



# Business Brand Disadvantages

1. A lower level of trust from your audience

# Business Brand Disadvantages

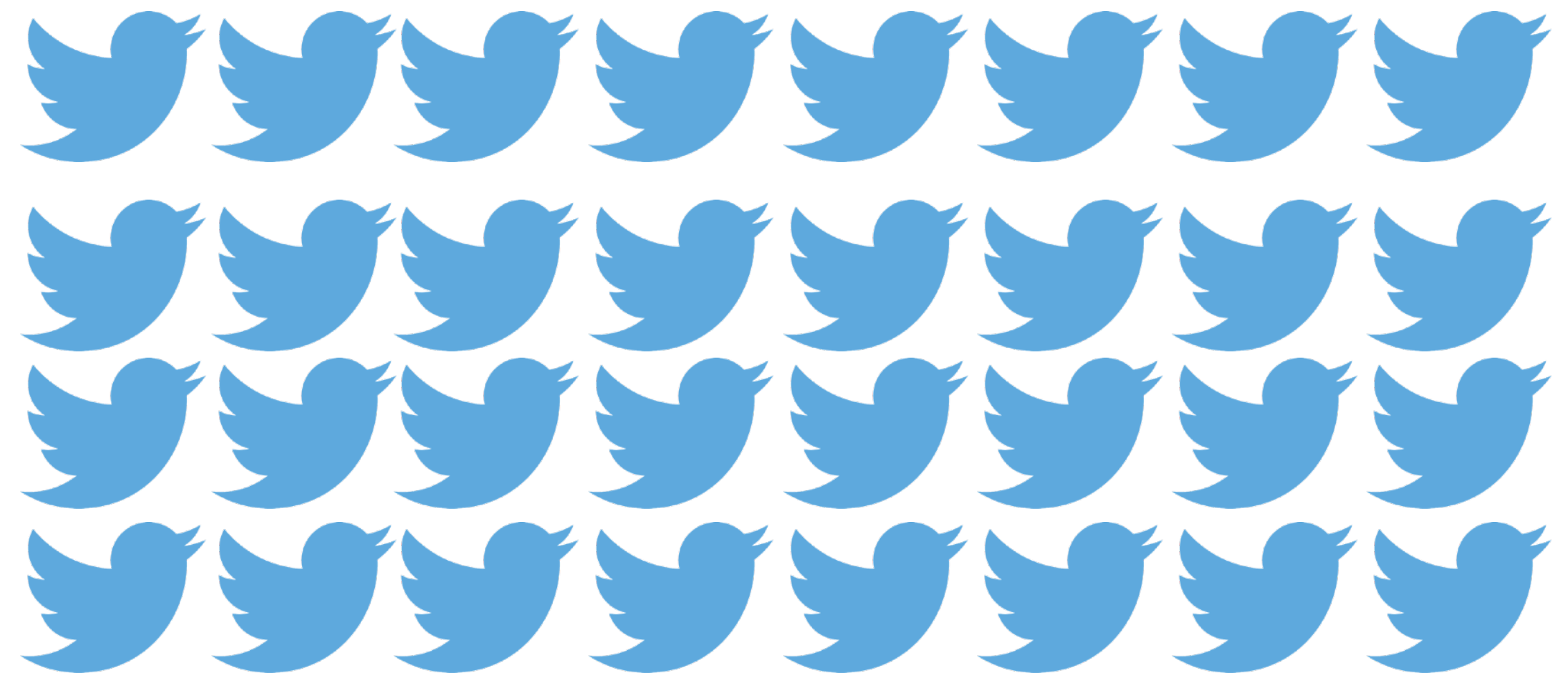
1. A lower level of trust from your audience
2. Higher churn, more likely customers will go to competitors



# Business Brand Disadvantages

1. A lower level of trust from your audience
2. Higher churn, more likely customers will go to competitors
3. Harder to build an audience and stand out from the crowd

# Brand Messages are Re-Shared 24x More Often When Shared By A Person





# Personal Brand Advantages

1. You accumulate brand equity no matter what you are working on

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2. If you pivot to a different venture, you take your audience with you



# Personal Brand Advantages

1. You accumulate brand equity no matter what you are working on
2. If you pivot to a different venture, you take your audience with you
3. Sharing your personal life and quirks becomes business marketing



# What do you share?





# Personal Brand Disadvantages

1. Your presence and time is always required, can't outsource you

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2. If you stop working or producing, your brand loses all value



# Personal Brand Disadvantages

1. Your presence and time is always required, can't outsource you
2. If you stop working or producing, your brand loses all value
3. Pivots to different projects and offers can confuse your audience

# Brand Factors

You

Business

Audience



# Brand Factors

You

Business

Audience

Message

Offers

Work

# Brand Factors

	You	Business	Audience
Message	<b>Vision</b>	<b>Mission</b>	<b>Solutions</b>
Offers	<b>Services</b>	<b>Products</b>	<b>Advertising</b>
Work	<b>Craft</b>	<b>Delivery</b>	<b>Outcome</b>



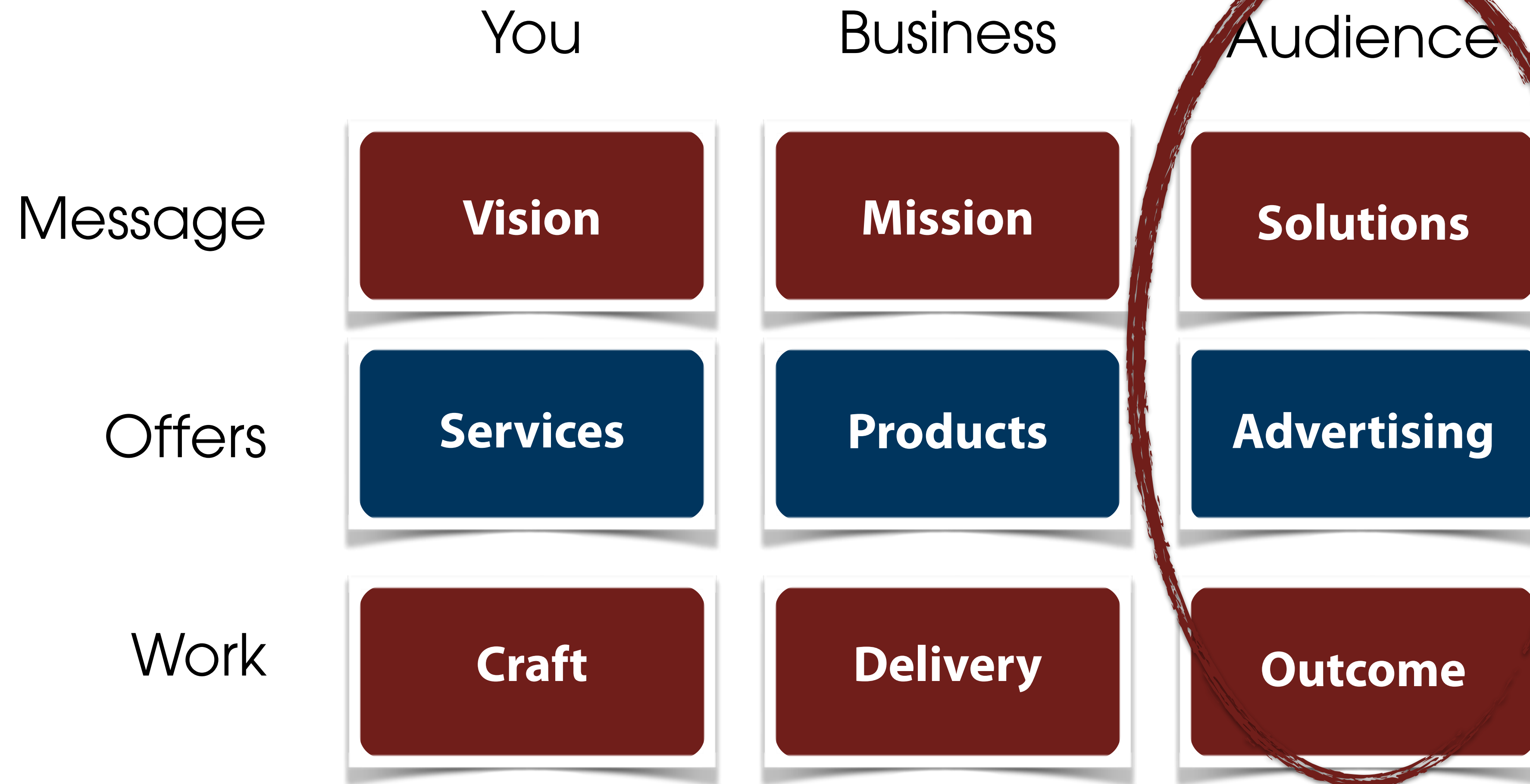
# Brand Factors



# Brand Factors



# Brand Factors





# Elevator Pitch





# Elevator Pitch

Cory Huff



# Elevator Pitch

I help artists  
sell their  
work  
online.

Cory Huff





# Elevator Pitch

I help artists  
sell their  
work  
online.

Cory Huff

*Sticky*

*Clear*

*Short*

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I help artists  
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# Elevator Pitch

	Sticky	Clear	Short
Easy	<b>Remember</b>	<b>Understand</b>	<b>Endure</b>
Hard	<b>Forget</b>	<b>Complicate</b>	<b>Interrupt</b>

# Elevator Pitch

“I help [these people]  
dealing with [this problem]  
by [this solution].”

*Sticky*  
*Clear*  
*Short*



# Elevator Pitch



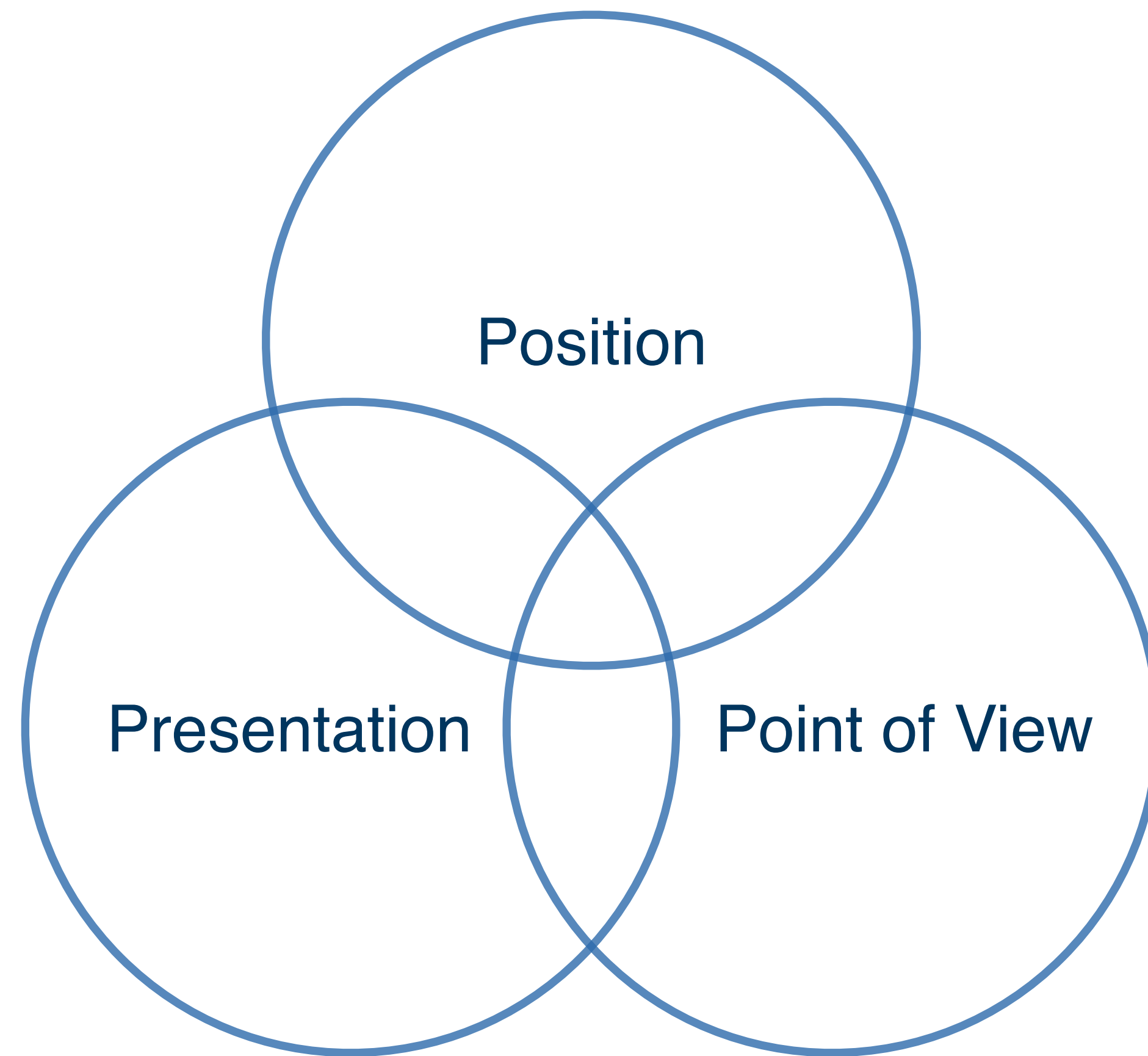


# Elevator RANT





# Brand Components





# The Seven Criteria for a Good Name

# The Seven Criteria for a Good Name



Marty Neumeier  
The Brand Gap

[@CaelanHuntress](#)



# The Seven Criteria for a Good Name



1. *distinctiveness*
2. *brevity*
3. *appropriateness*
4. *easy spelling and pronunciation*
5. *likability*
6. *extendibility*
7. *protectability*



Marty Neumeier  
The Brand Gap

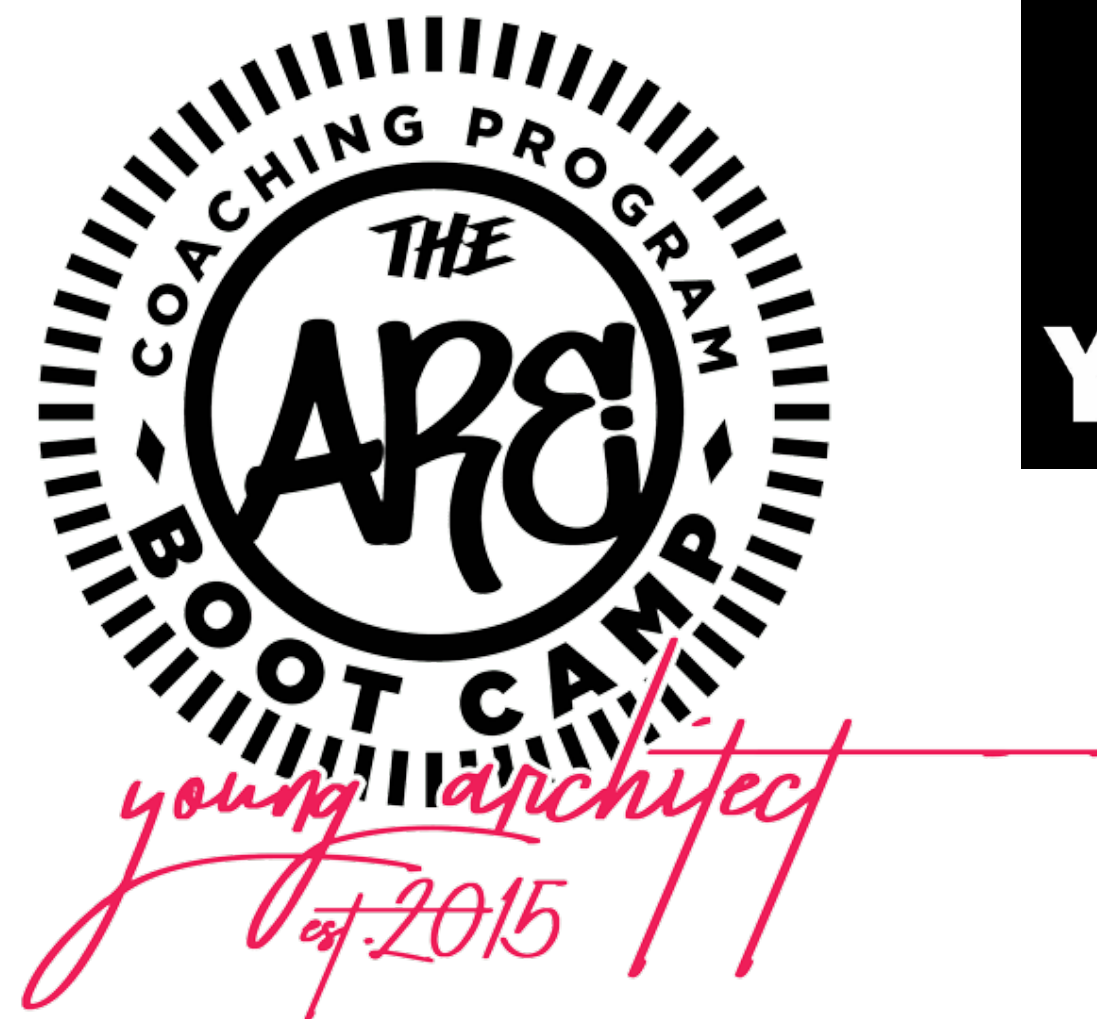
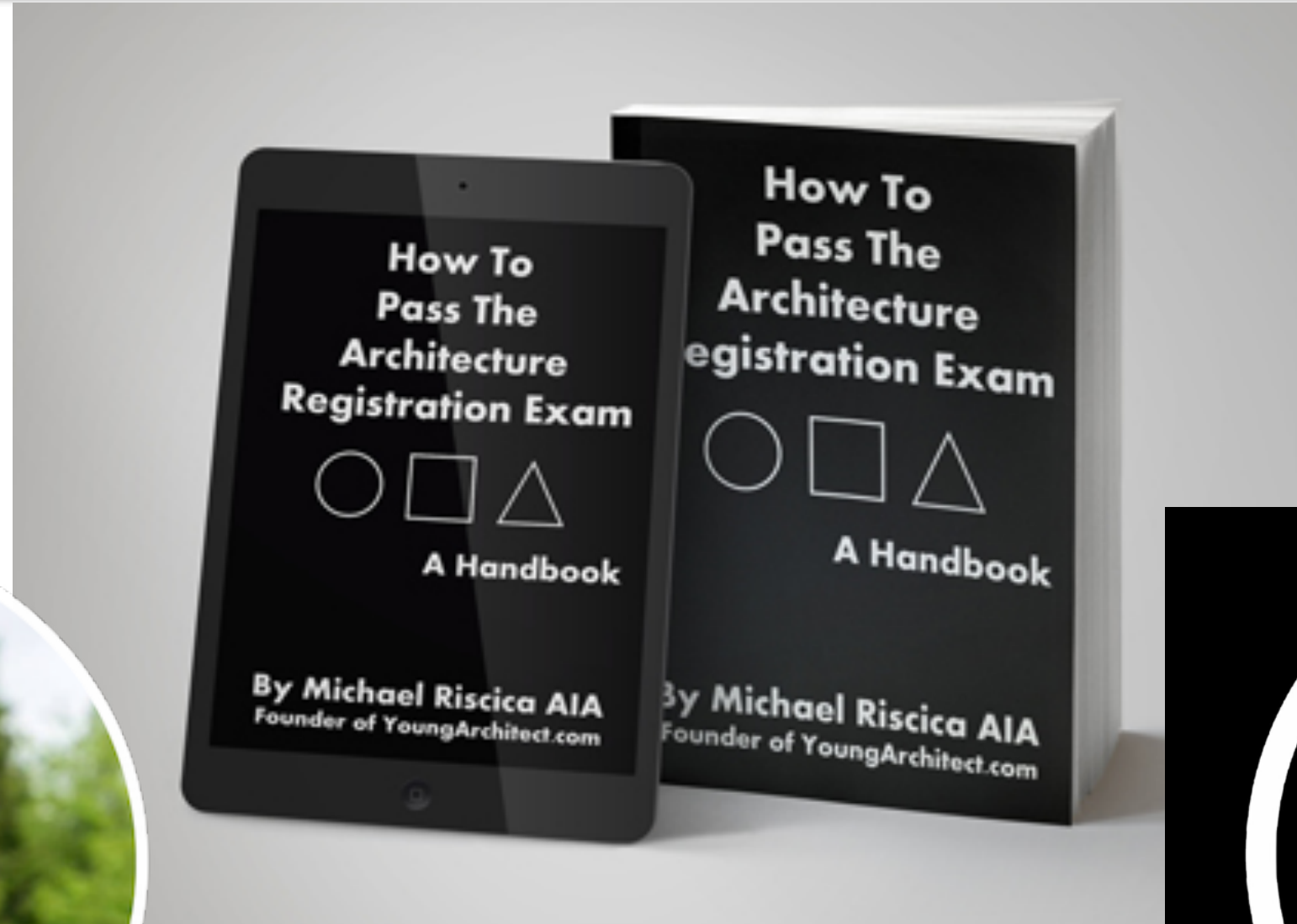
[@CaelanHuntress](#)

# Mike Riscica - YoungArchitect.com





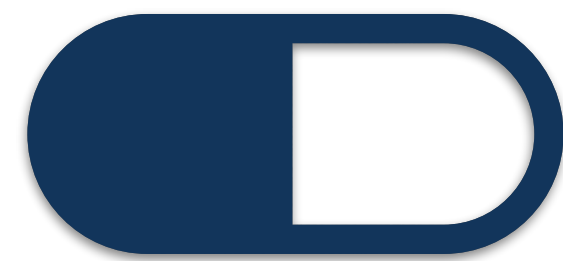
# Mike Riscica - YoungArchitect.com



# Painkiller to Vitamin



Painkiller



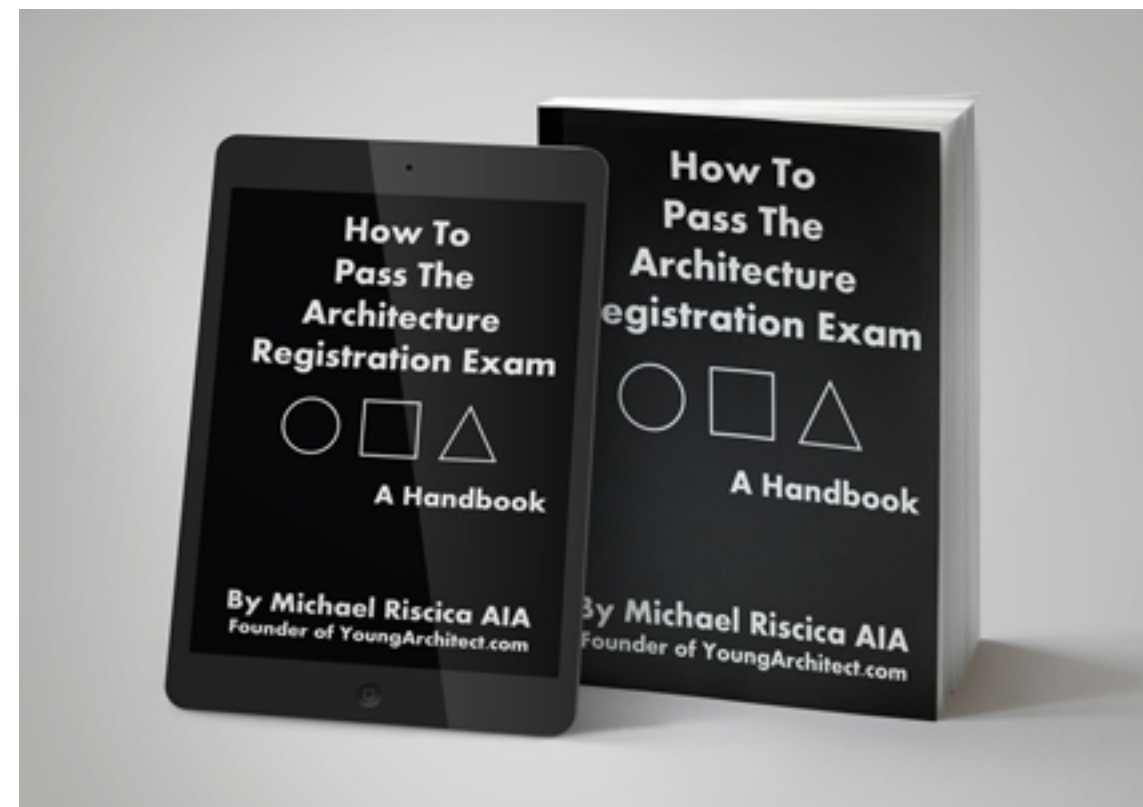
Vitamin



# Painkiller to Vitamin

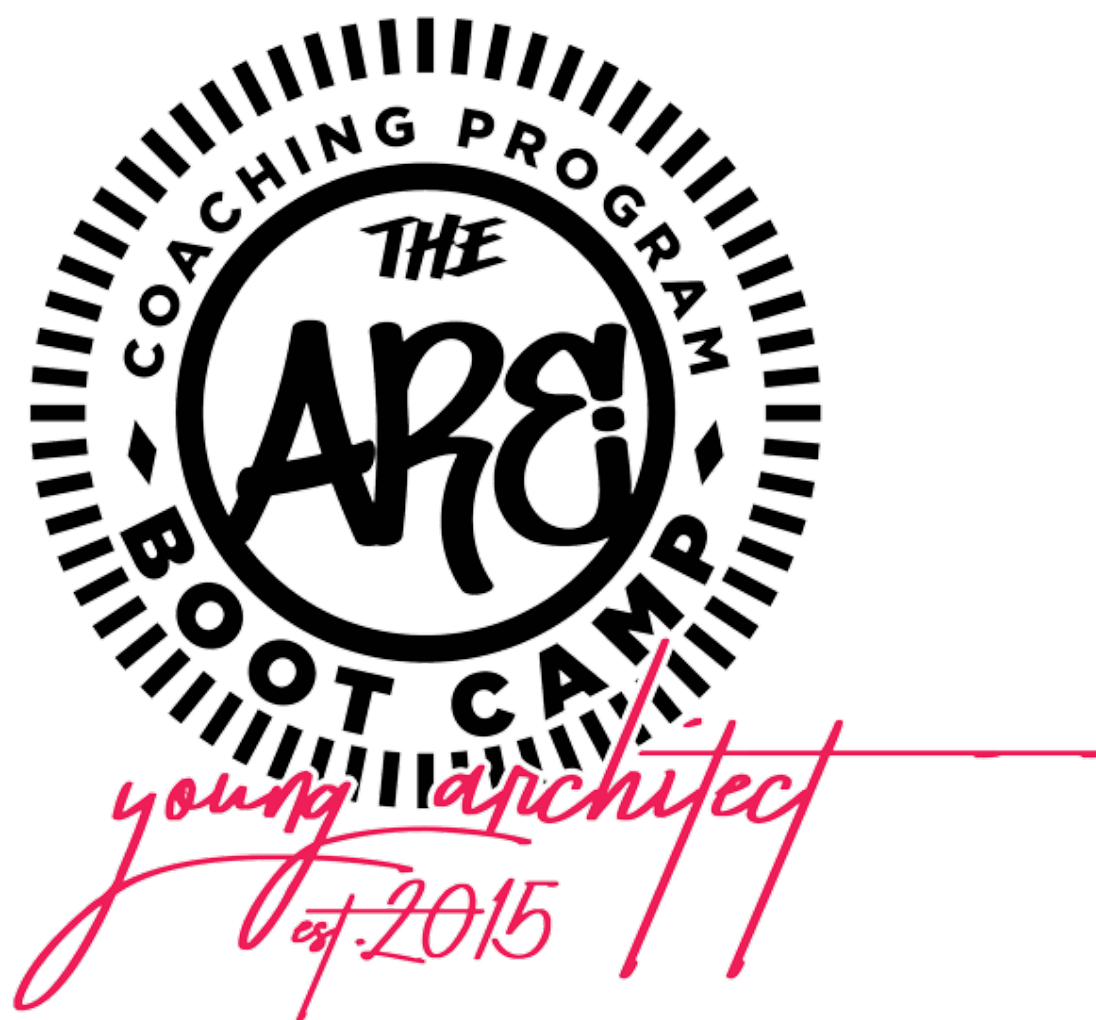


# Painkiller to Vitamin



Painkiller

Vitamin





# Painkiller to Vitamin



Painkiller

Vitamin

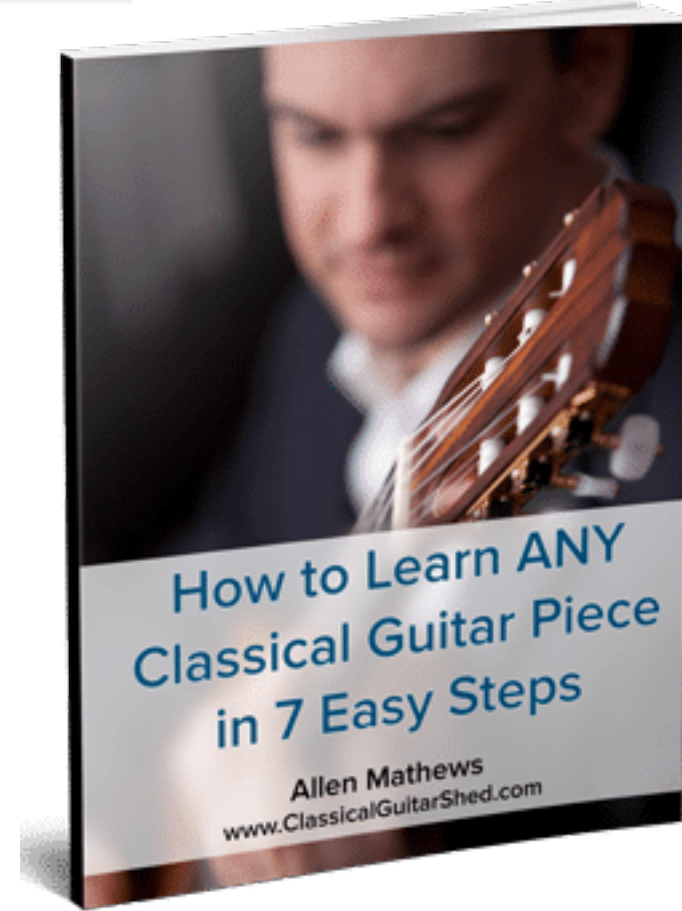
# Allen Mathews - ClassicalGuitarShed.com



*Classical*  
**Guitar Shed**  
p l a y   b e a u t i f u l l y



# Painkiller to Vitamin



Painkiller

Vitamin



# Painkiller to Vitamin

*Classical*  
**Guitar Shed**  
p l a y   b e a u t i f u l l y



**Painkiller**

**Vitamin**



# Painkiller to Vitamin



Painkiller



Vitamin

# Easy Personal Branding Kit

*Logo*

*Email address*

*Color palette*



Easy logo for your name:

*Firstname Lastname*

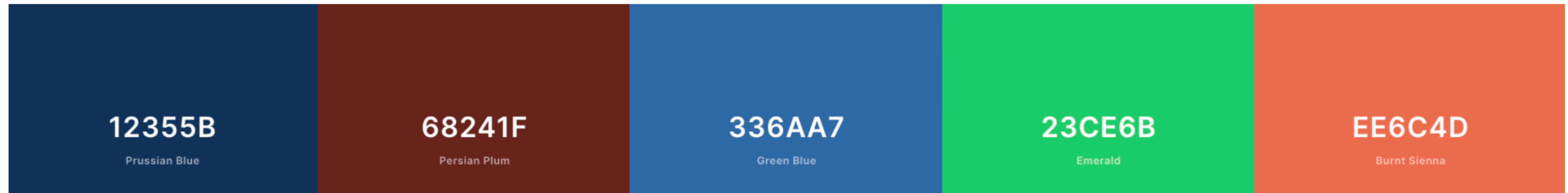
Easy email address:

*Firstname@fullname.com*



# Easy color palette

*colors.co*



<https://colors.co/12355b-68241f-336aa7-23ce6b-ee6c4d>

# Easy Personal Branding Kit

*Logo - **FirstnameLastname***

*Email address - you@yourname.com*

*Color palette - colors.co*



# Easy Personal Branding Kit

*Logo - **FirstnameLastname***

*Email address - you@yourname.com*

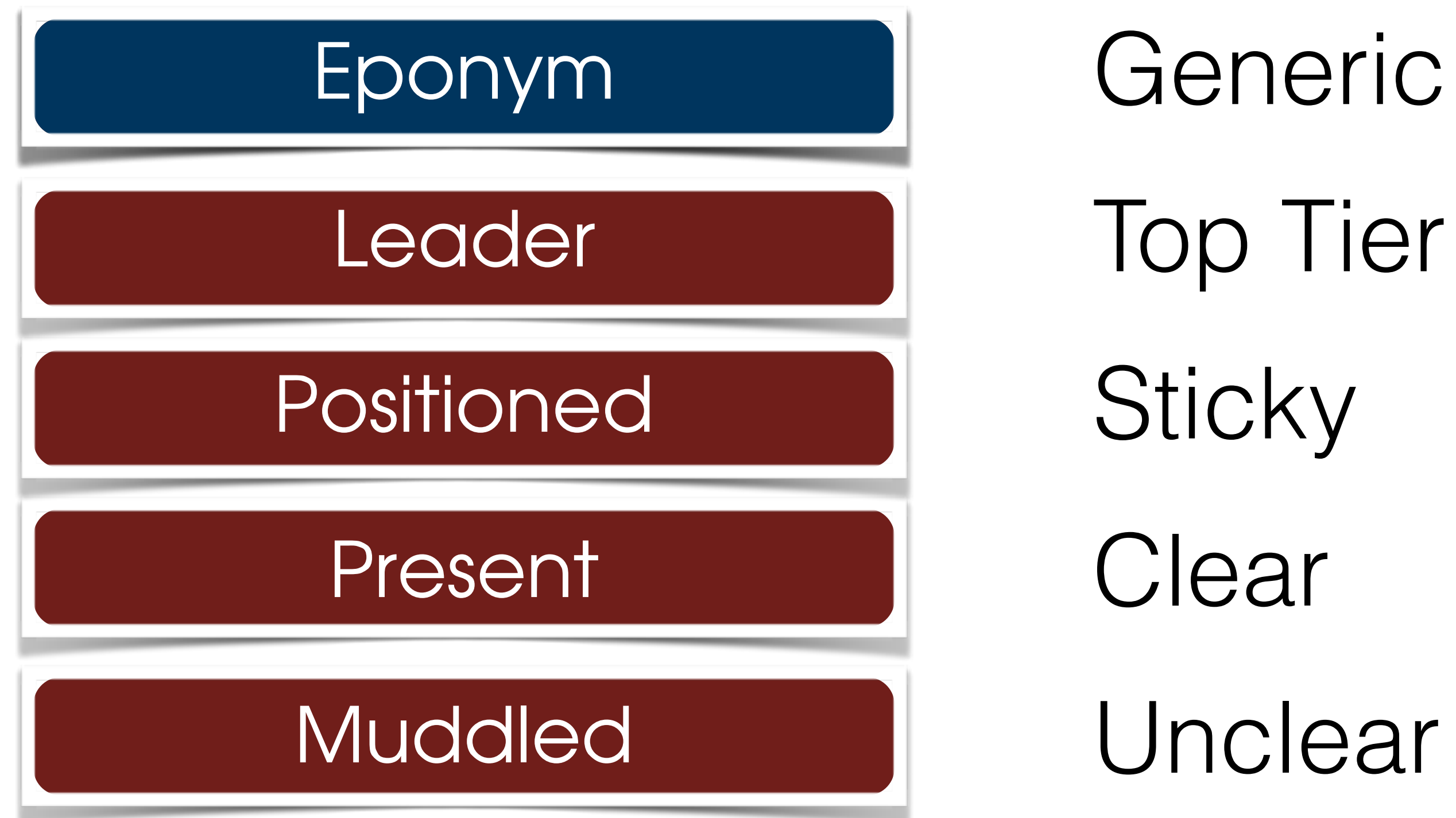
*Color palette - colors.co*

yourwebsite.com/brand

***"Design is the silent ambassador of your brand." - Paul Rand***



# Brand Impact Ladder



# Platform





# Platform

*Something to*

*SAY*

*Something to*

*SELL*



# 4 Levels of Platforms:

4.  
3.  
2.  
1.



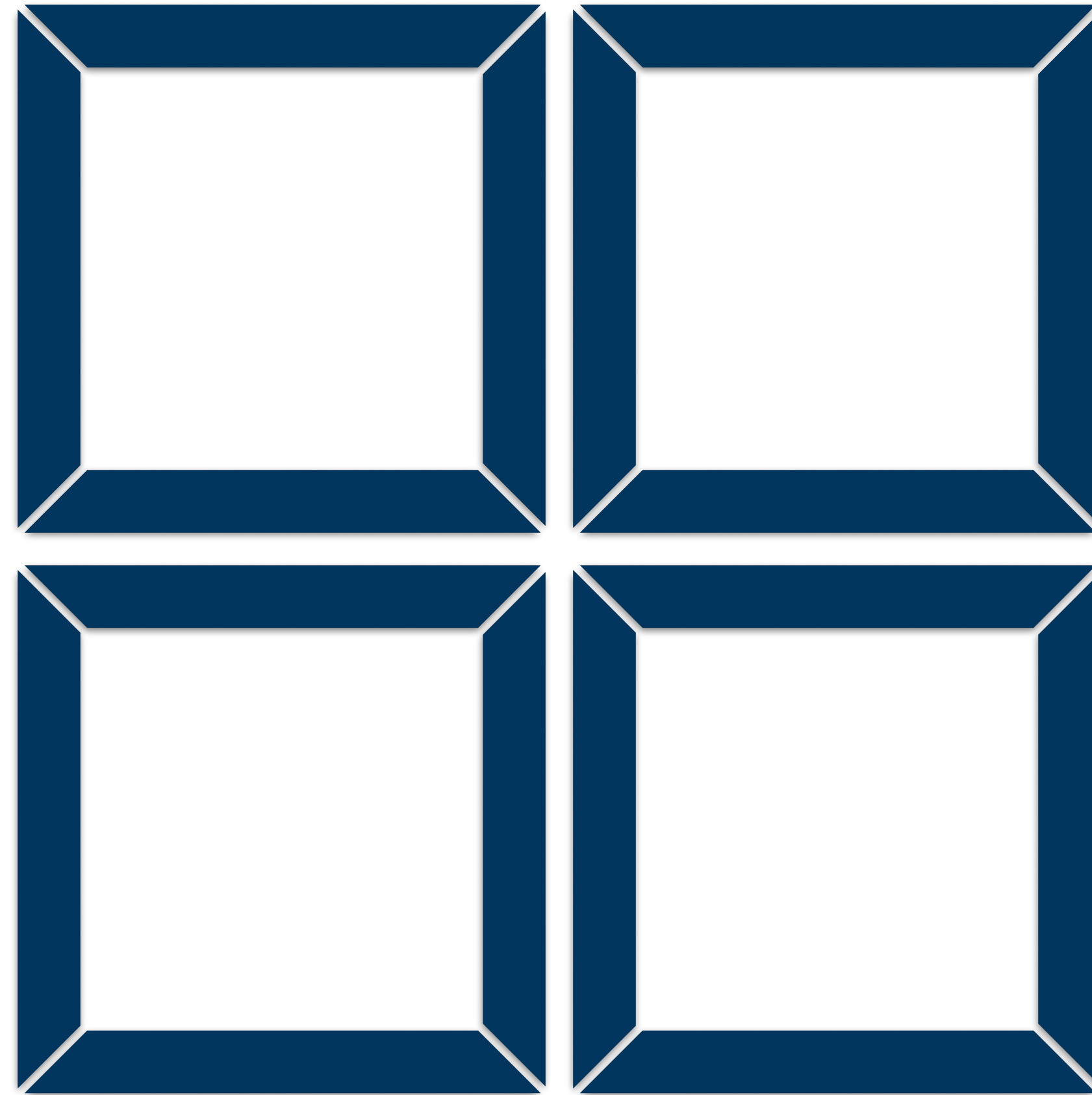


# 4 Levels of Platforms:

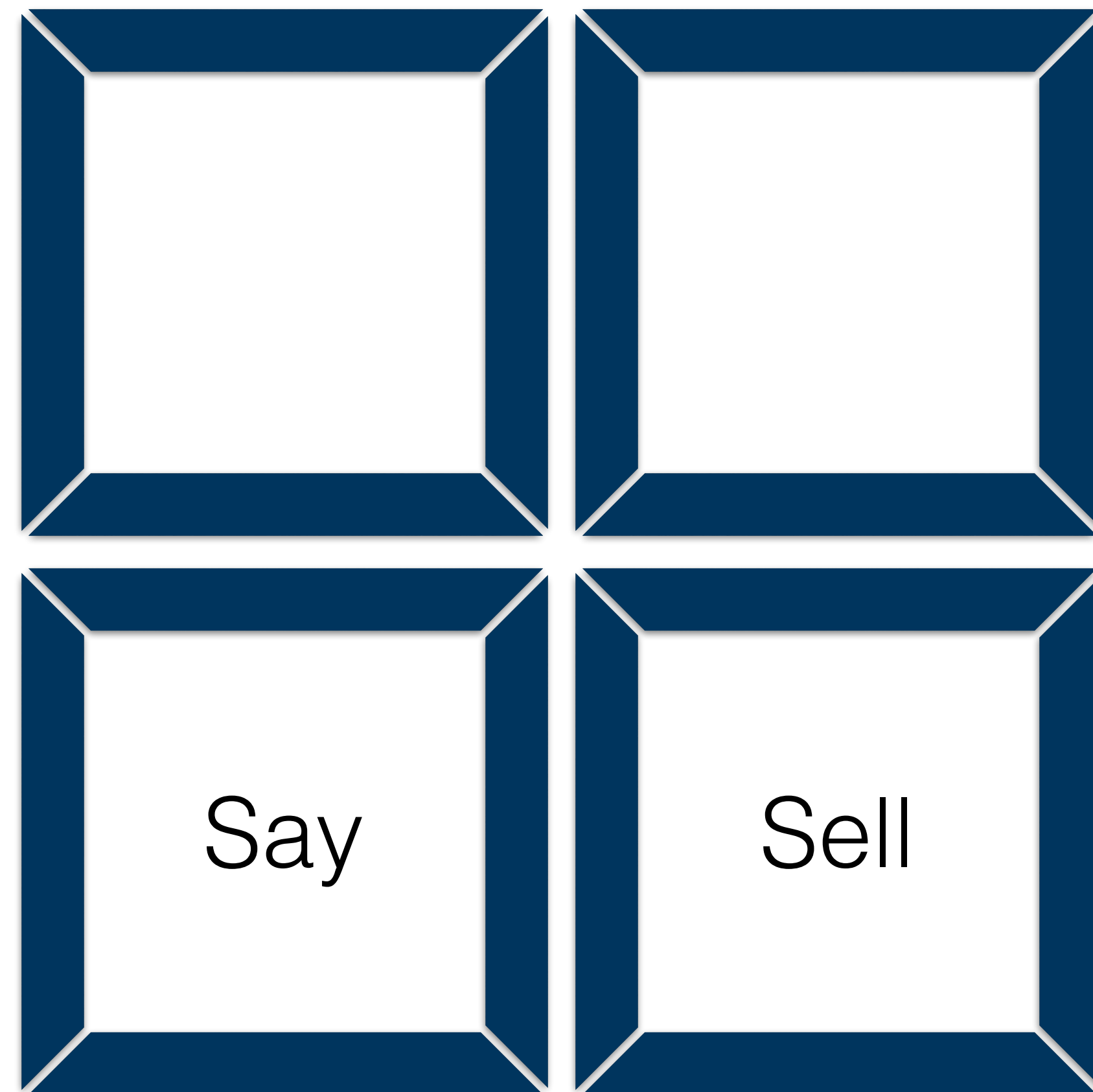
4. Stadium
3. Stage
2. Showroom
1. Soapbox



# 4 Cornerstones



# 4 Cornerstones



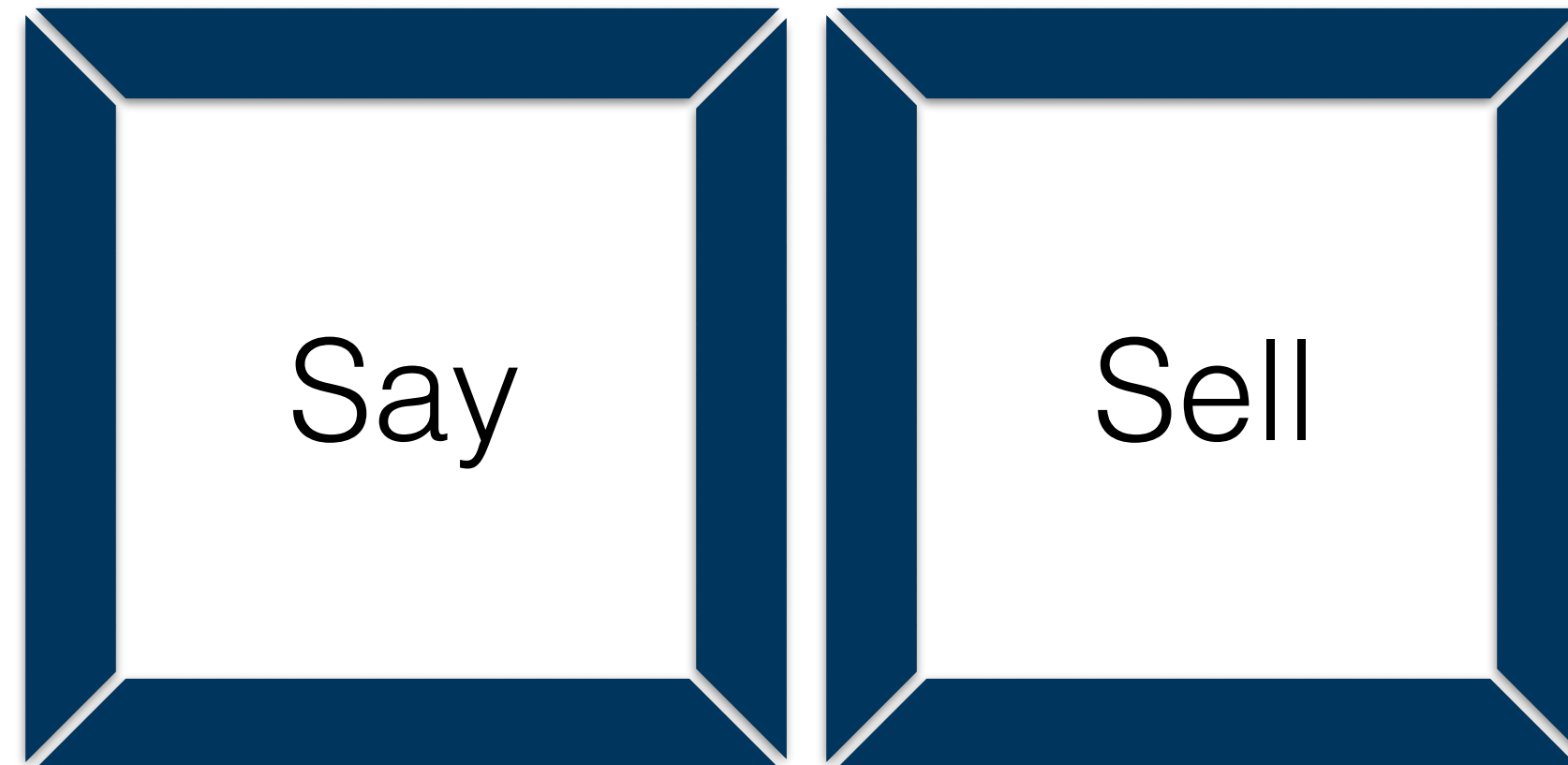


# 4 Cornerstones

Internal



External



# 4 Cornerstones

Internal

Strategy

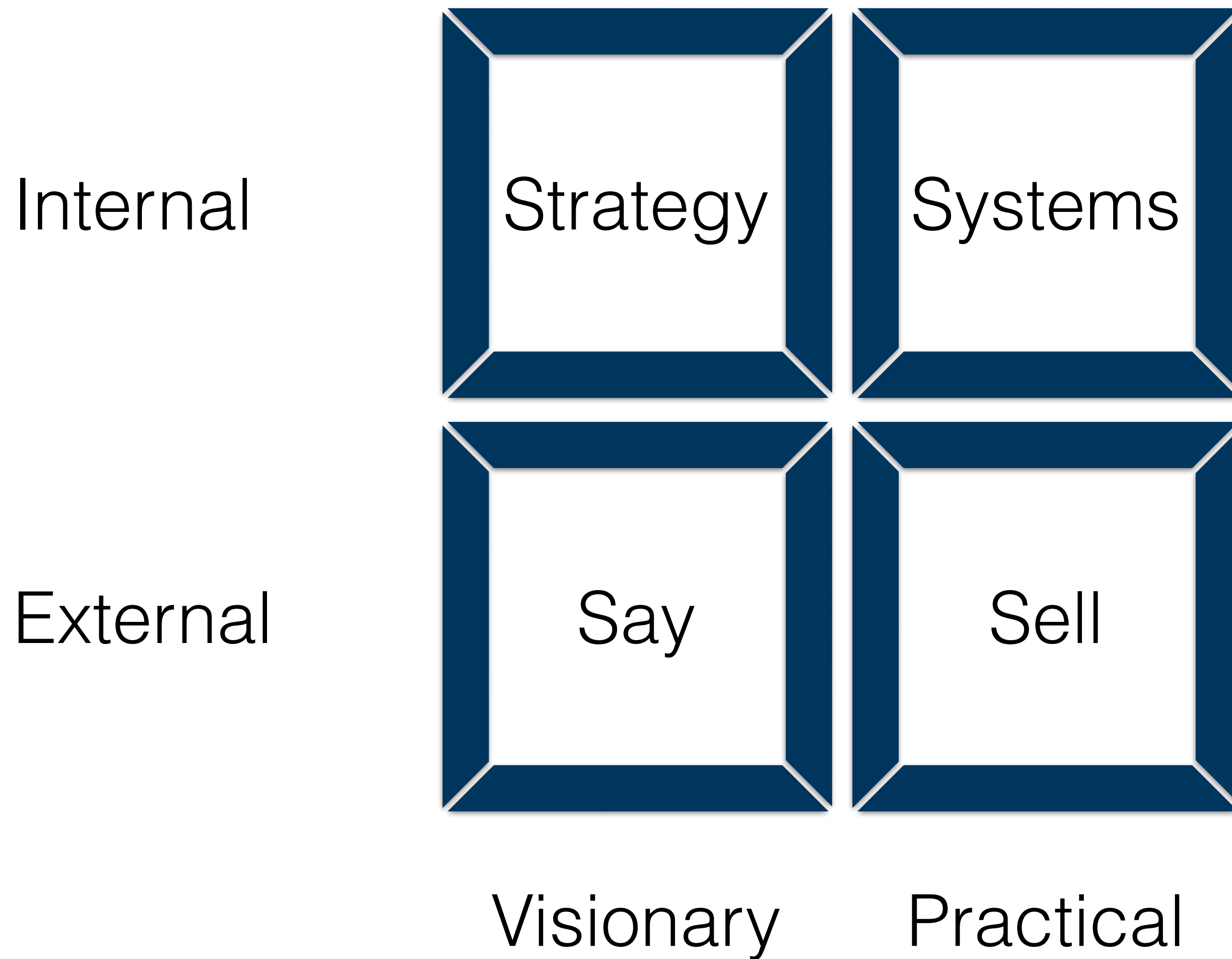
Systems

External

Say

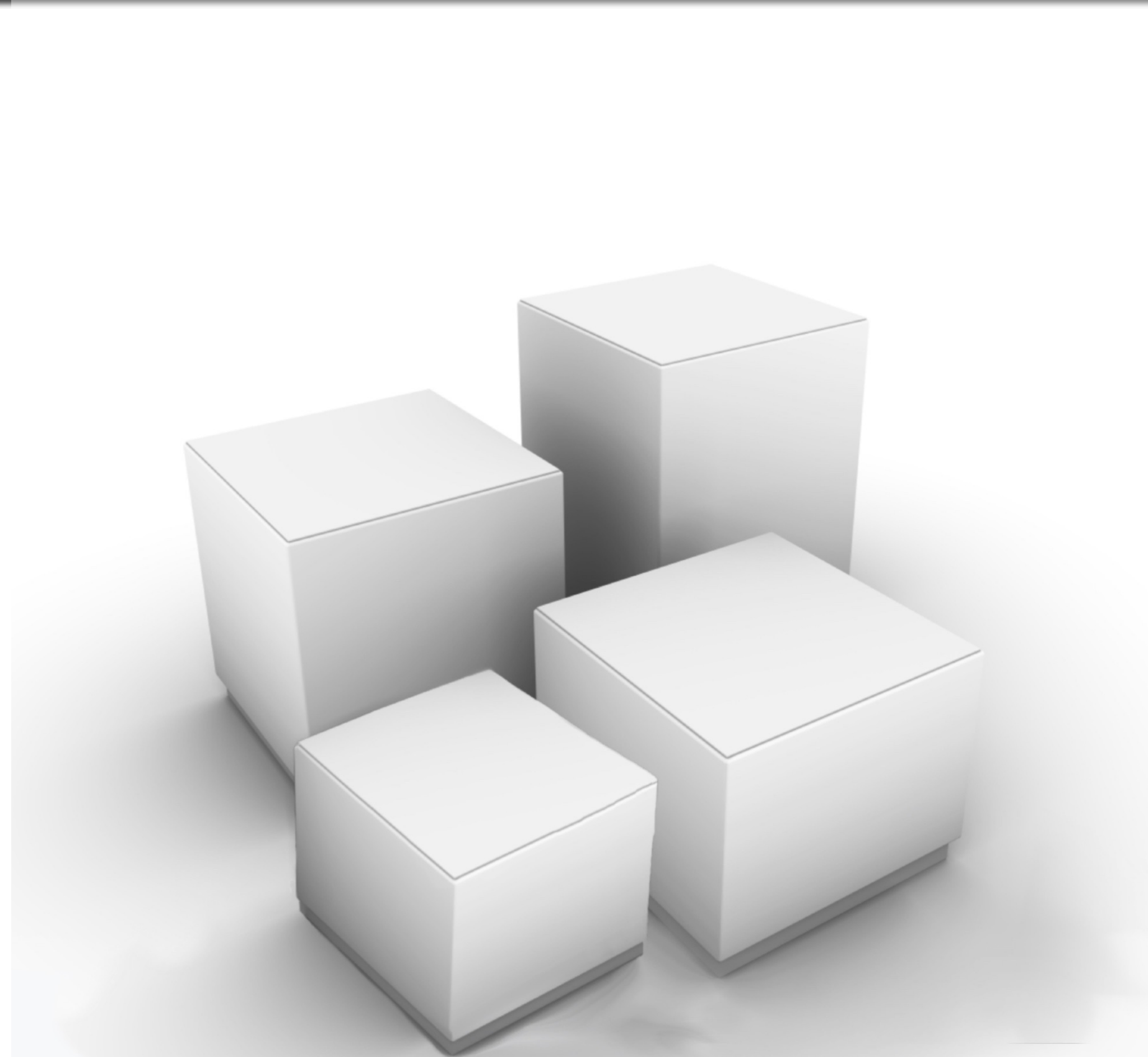
Sell

# 4 Cornerstones

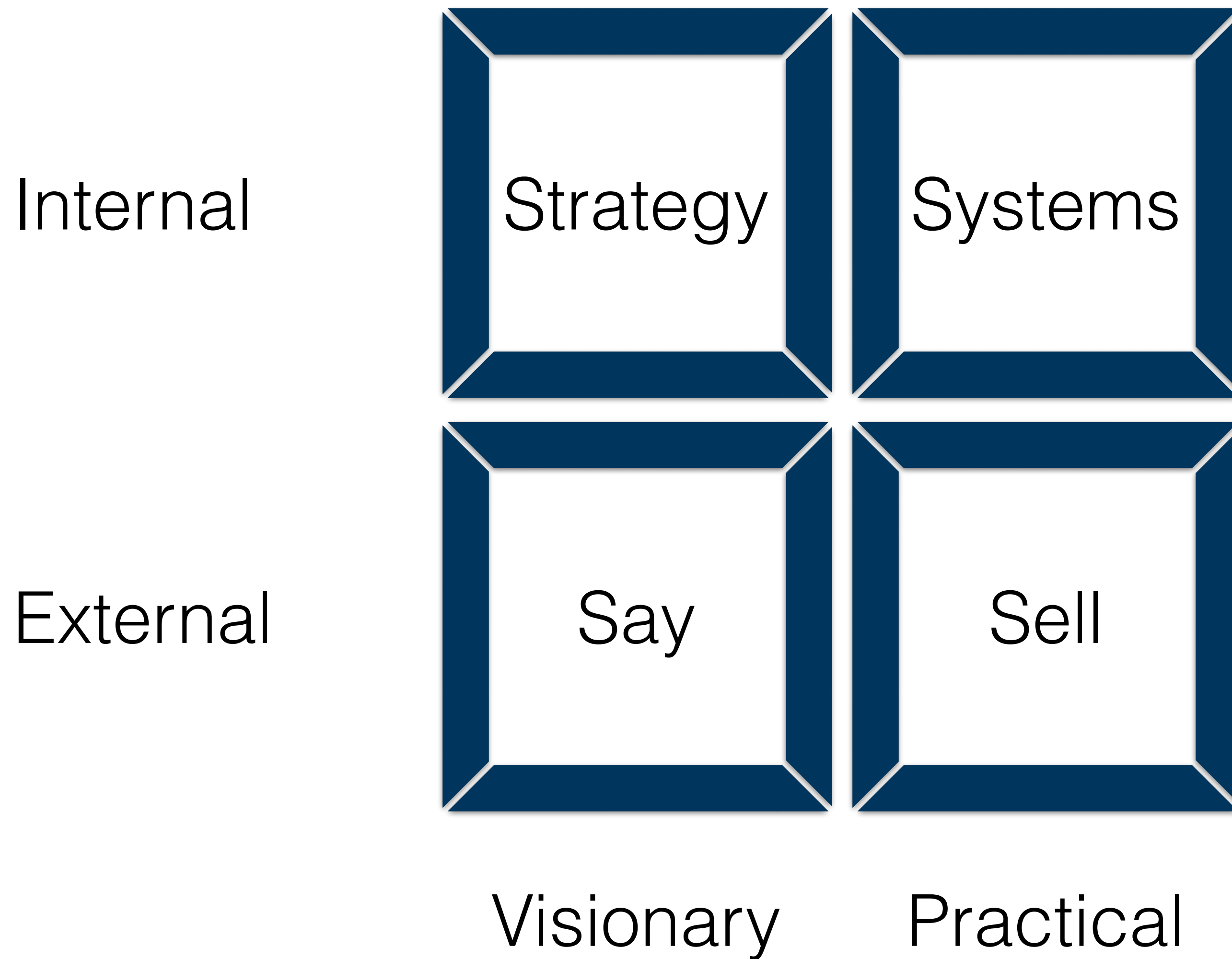




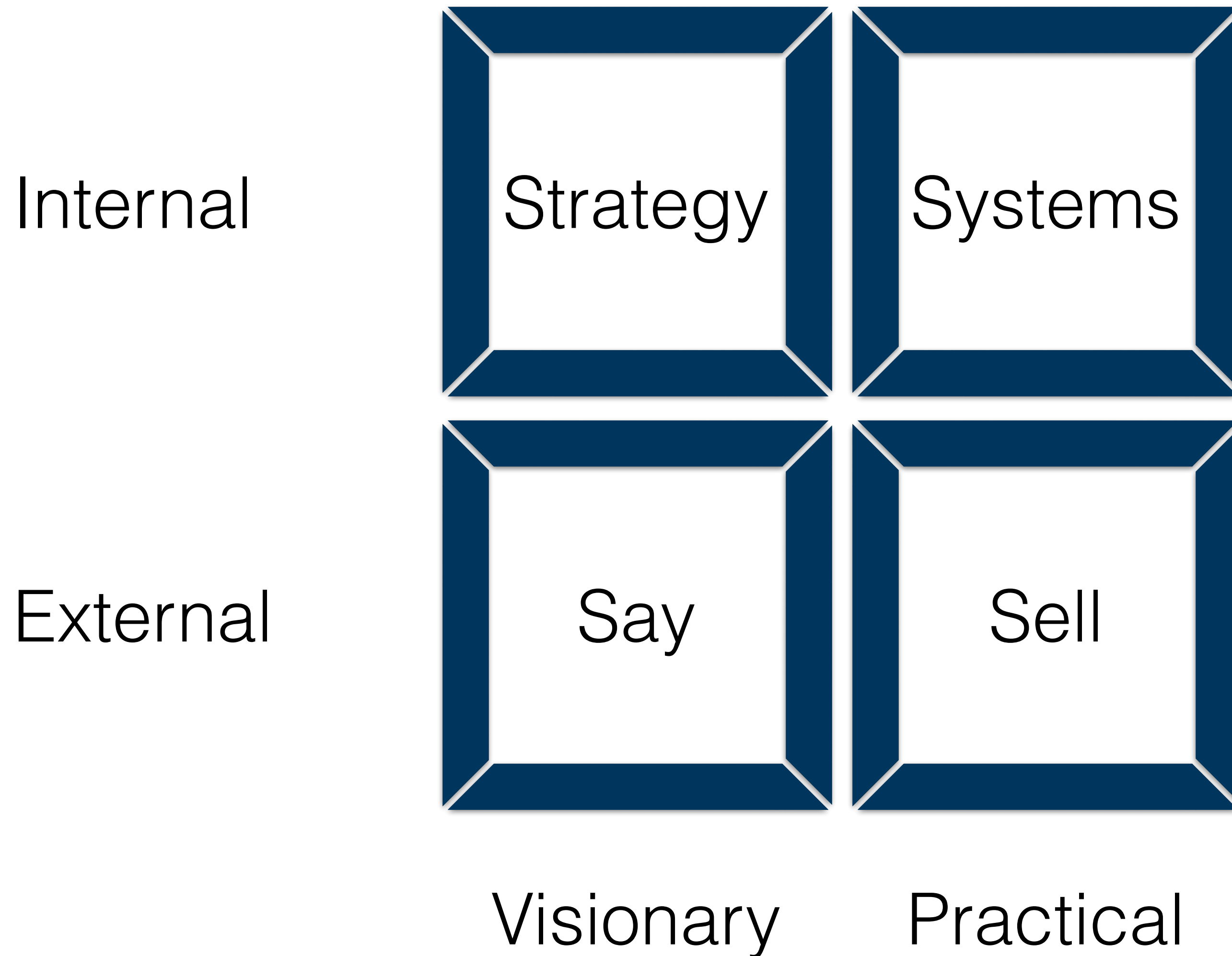
# 4 Cornerstones



# 4 Cornerstones

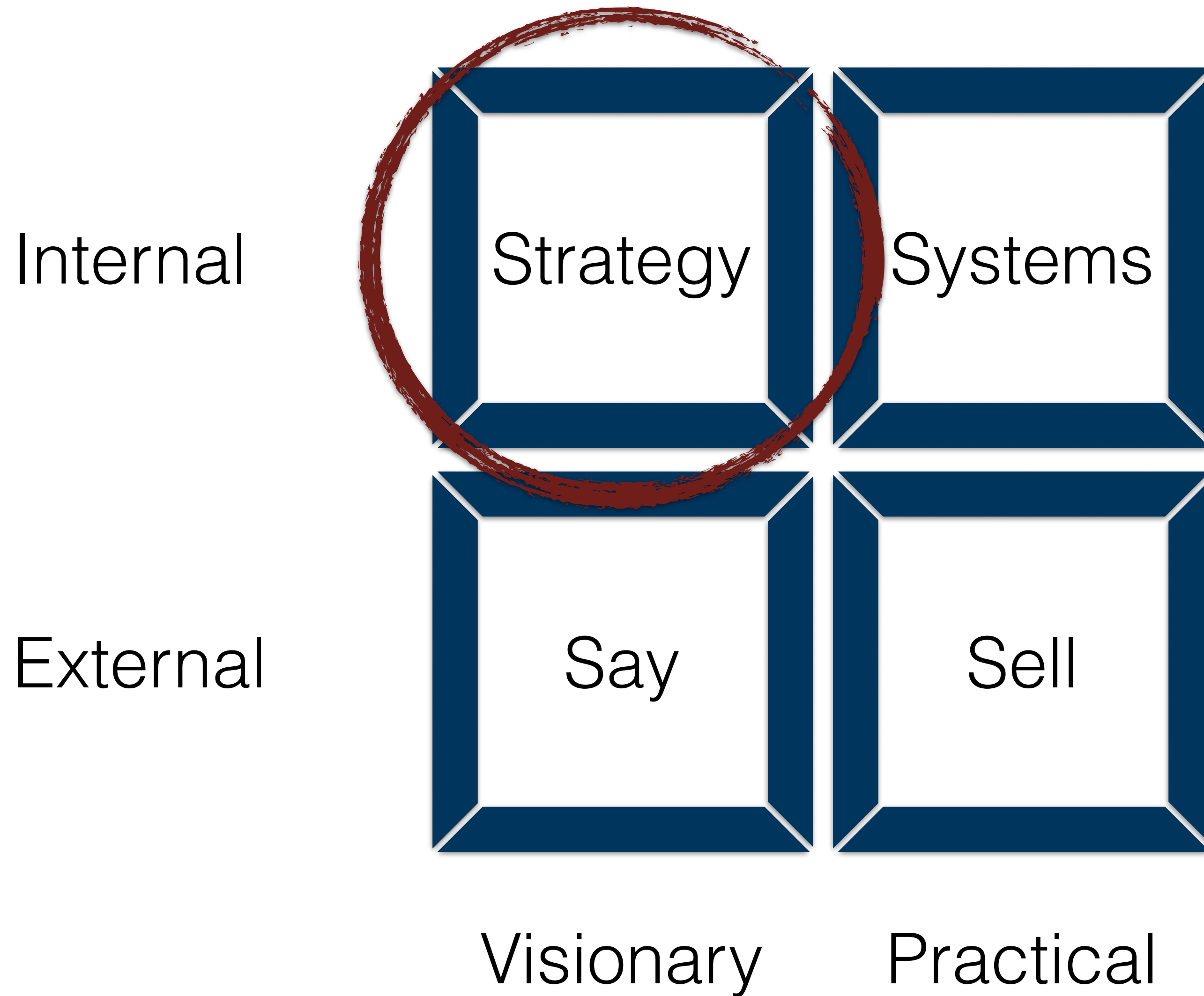


# 4 Case Studies





# 4 Case Studies





*Inspire • Grow • Change*

LISA GARR *presents*

*the*  *aware show*





Inspire • Grow • Change

LISA GARR *presents*

*the aware show*

Exclusive Limited **REPLAYS** Available Now!

# NeuroSummit III

WITH LISA GARR

10 specialists help you wire for an optimum life!

*the aware show*



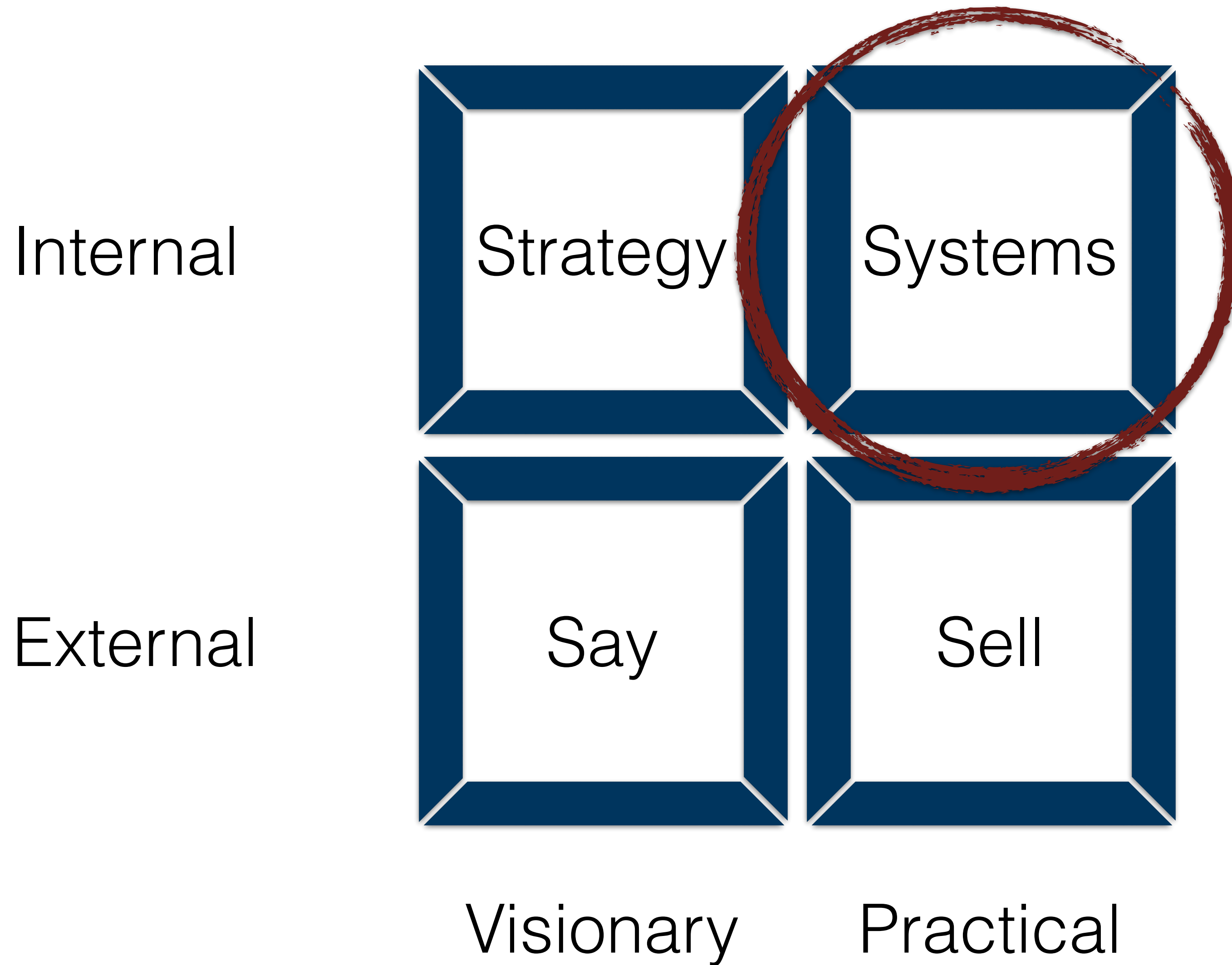
“Caelan has a great way of taking your vision and making it a reality. He works really well with visionaries – I speak it, and he makes it happen! His website design for The Aware Show really captured my personality, and his project management skills kept my entire team on track. The beautiful summits he put together helped us to grow our list and expand our audience. Caelan is always positive and keeps a positive outlook on life!”



Lisa Garr

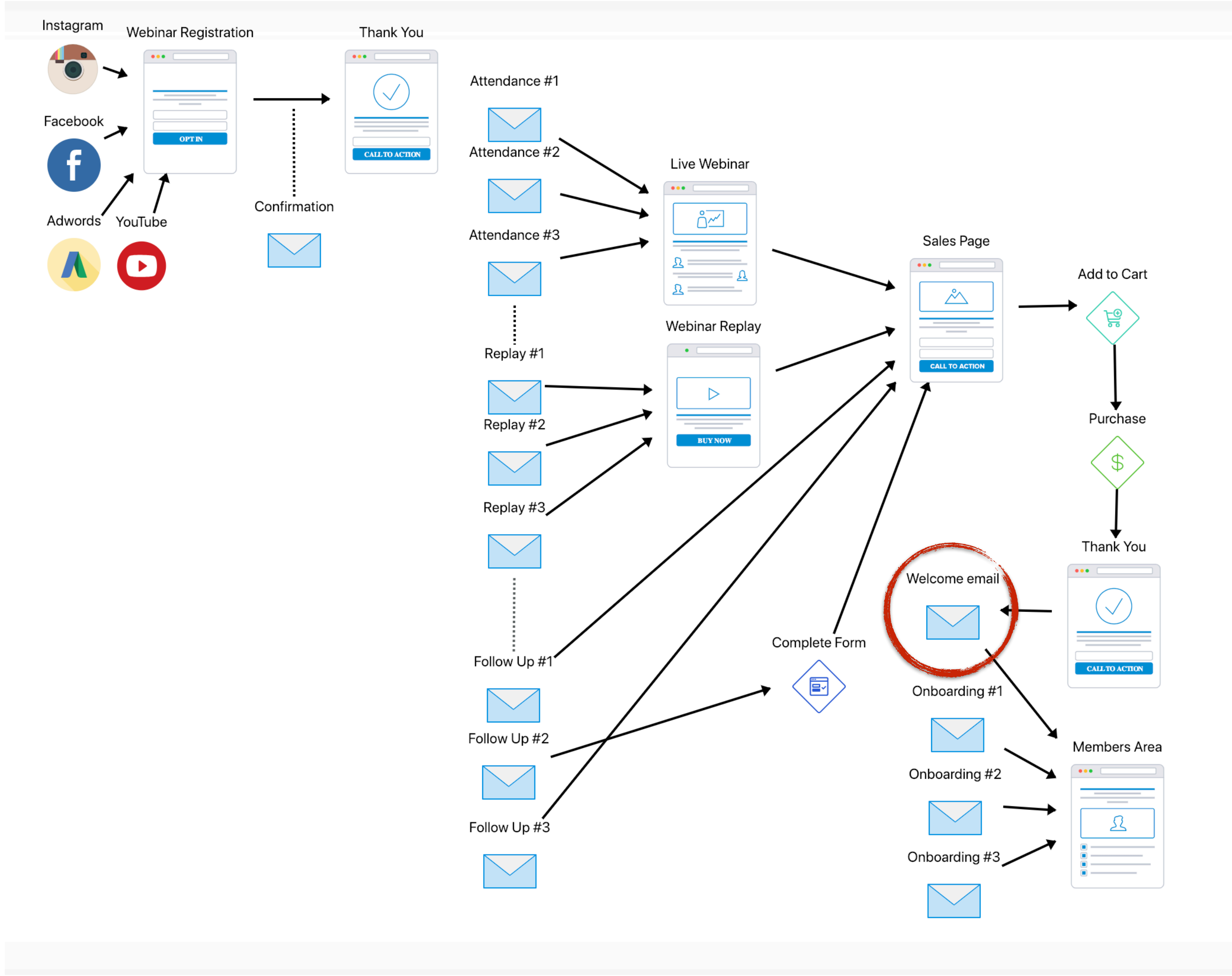
Nationally Syndicated Host of The Aware Show

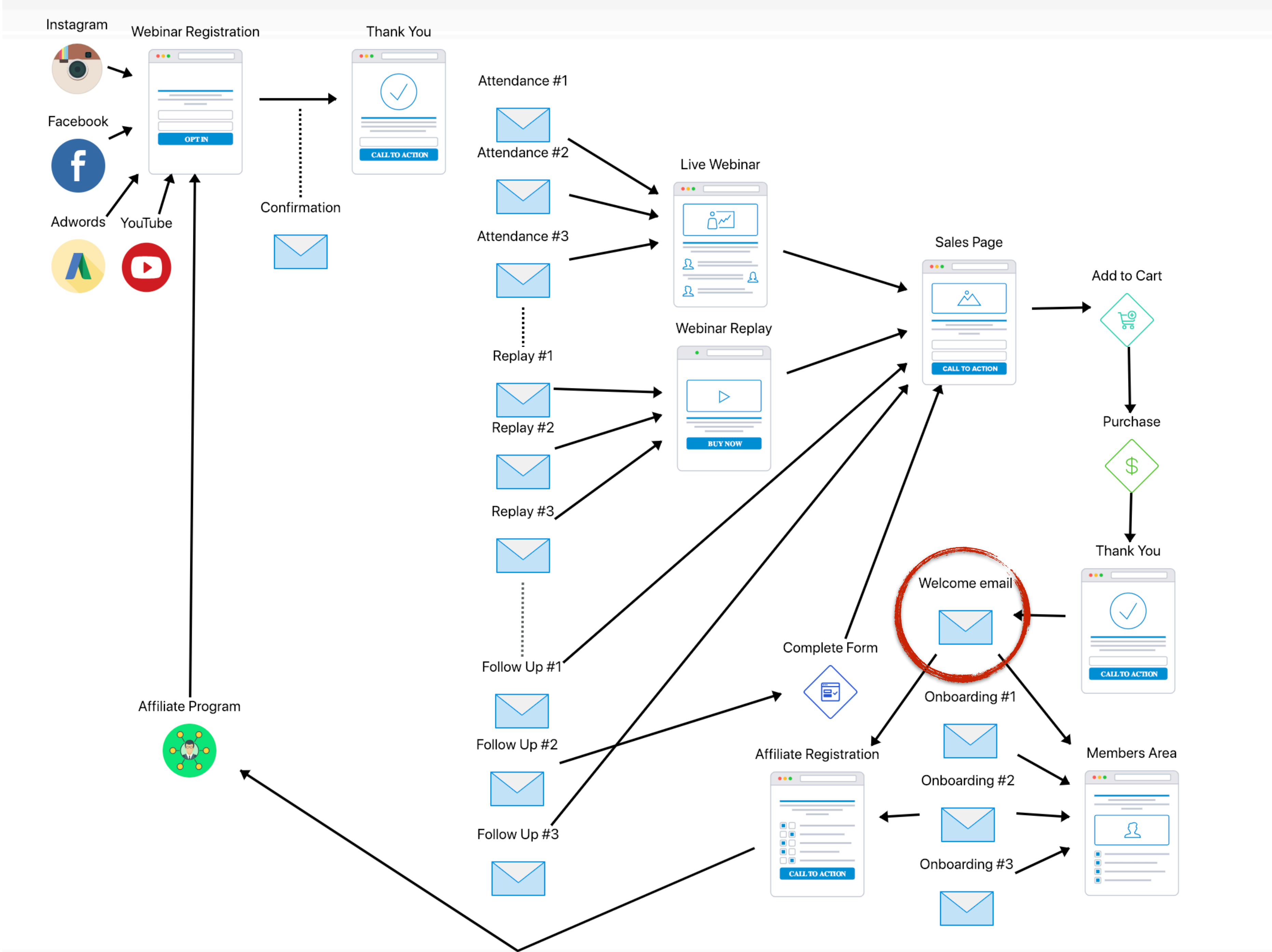
# 4 Case Studies











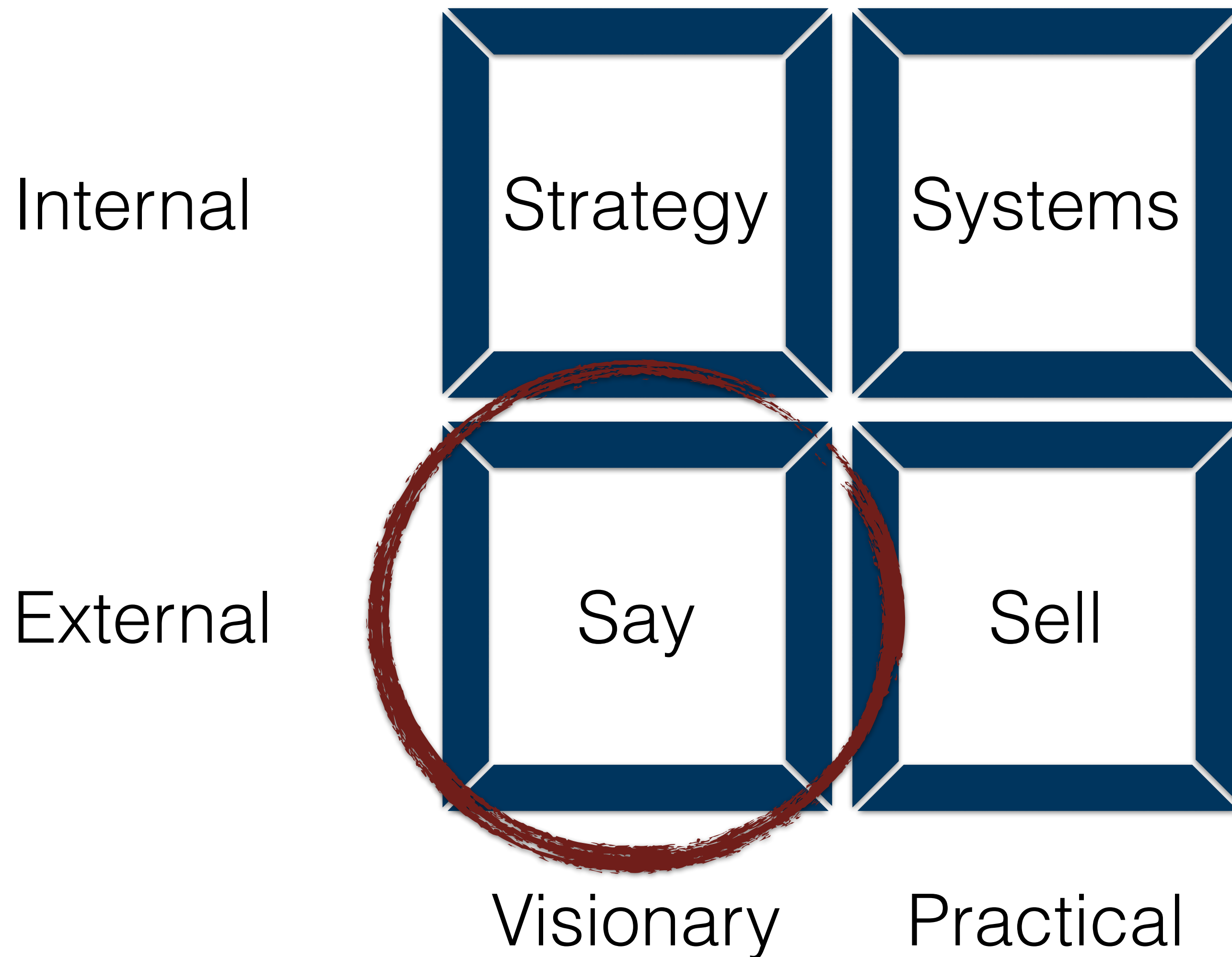
“Not only was Caelan highly proficient in his professional skills, but he was also amazing to work with. His positive attitude helped make the project run smoothly and on time. I was impressed by the way he projected integrity in everything he did.”



–James Twyman  
New York Times Bestselling Author



# 4 Case Studies



# Why Do Millions Say Meditation Helps?

Guided Meditation May Help With Chronic Pain And Other Health Conditions



[Facebook](#) [Twitter](#) [Google+](#)



Meditation has been shown to:

reduce pain (1)

boost immunity (3)

decrease inflammation (2)

reduce stress (4)

...returning the body to its natural healing state.



***"Your body knows how to heal itself.***

*You only need to relax into a healing state that can transform stress into healing energy."*

Lee Holden, LAc, D.C.M.

Qi Gong Teacher

## About Lee Holden

Lee first discovered the healing power of Qi Gong after experiencing injuries that nearly sidelined his Varsity Soccer career at the University of California, Berkeley.

Thanks to his studies in Chinese medicine, travels abroad, study with a variety of masters, and after decades of focused learning, practicing, and

## Welcome to Guided Healing Meditations

This is a series of three courses, based on the Three Treasures of Taoist philosophy - **Jing, Qi, and Shen**.

Each course corresponds to one of these primary aspects of our being:

- **Jing - Matter:** our body and the world around us, made of the Five Elements
- **Qi - Energy:** our mind, emotions, and Qi, which can be mastered through Energy Healing practices
- **Shen - Spirit:** our consciousness and sense of beingness, which can be experienced at deeper and deeper levels through the Body of Light meditations

These may be done in any order, and you may wish to return to them often, as all three aspects keep being an important part of us throughout

**First time here?** See below for important information on how to get the most out of this program.

Whenever you're ready, you may click any of the logos to go to that course:



*Jing (Matter)* the body, and the world around us



*Qi (Energy)* the mind, emotions, and internal energy



*Shen (Spirit)* the consciousness, sense of beingness, and connection to the divine

## How To Get The Most From This Training

### Finding Your Way Around

You can navigate between the different lessons in the menu on the right (or near the bottom of the page, if you're on a small screen).

Brought to you by



### Course Syllabus

#### JING: Five Elements

Introduction

Elemental Metal Meditation

Elemental Water Meditation

Elemental Wood Meditation

Elemental Fire Meditation

Elemental Earth Meditation

#### QI: Energy Healing

Welcome

Organ Cleansing

Meditation on the Breath

Dissolving Meditation

Ice to Water Meditation

Bone Breathing

Mind Moves the Qi Meditation

Three Treasures

#### SHEN: Body of Light

Welcome to the Body of Light Meditations

Tapping Into Your Infinite Potential

The Breath of Life

You Are Light

The Three Treasures

The Microscopic Orbit

Forming the Pearl of Consciousness

Meditation




# Join The Free 5-Day Qi Gong Mini-Course

*Lower Your Stress, Increase Your Flexibility, & Feel Better  
In Just 7 Minutes A Day*



Get Started RIGHT AWAY - Opt-In Here

[CLICK HERE TO START NOW!](#)

 We respect your privacy and have a ZERO TOLERANCE for spam.

\*\*This Mini-Course is an excerpt of the full 30 Day Qi Gong Challenge \*\*

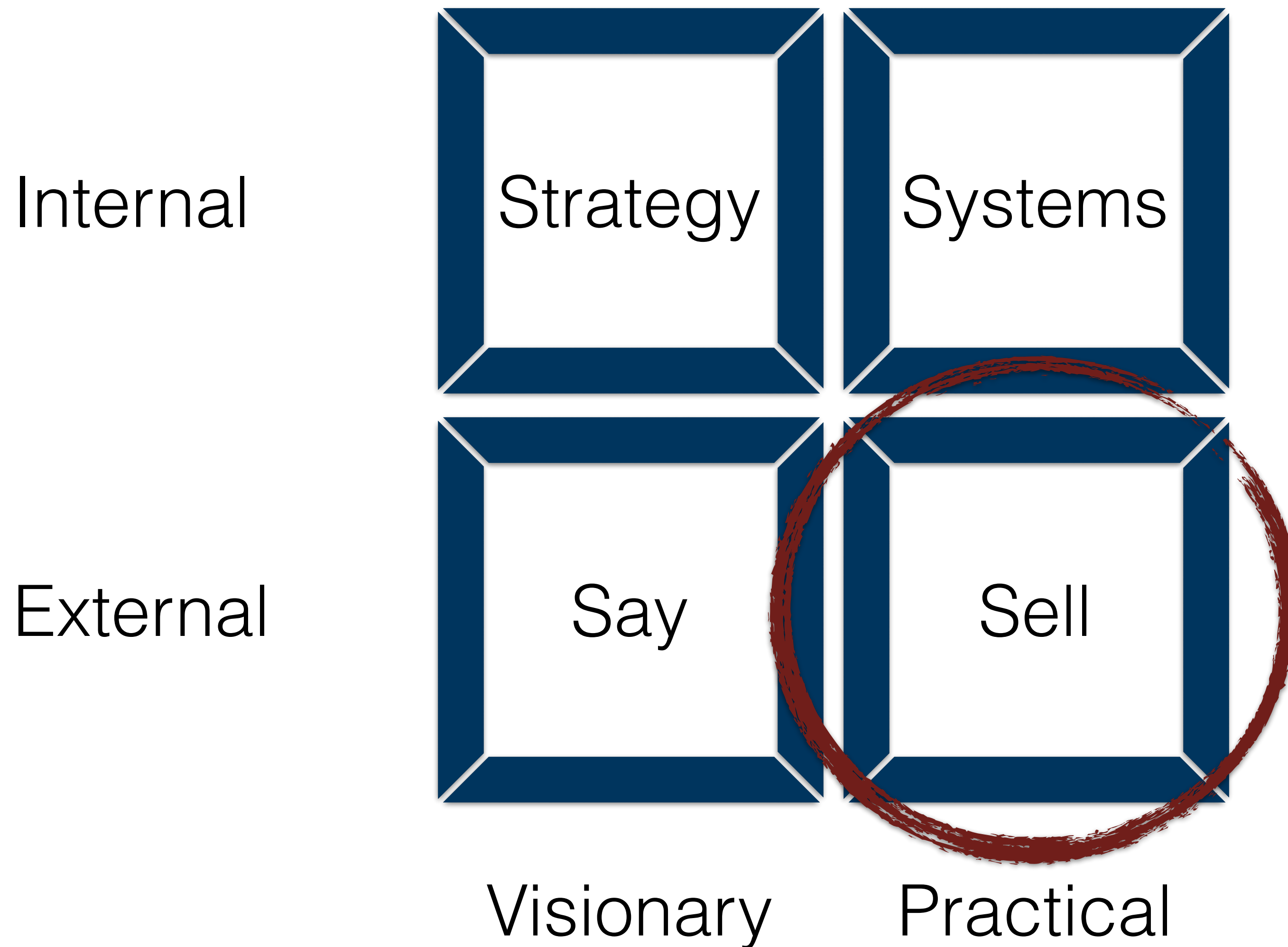


“Caelan was a joy to work with. He has strong organisation skills, and I was able to relax into knowing that Caelan had the ability to produce a good result. It was better than I expected, and he was very positive throughout.”



-Ben Cox  
CEO, Holden QiGong

# 4 Case Studies





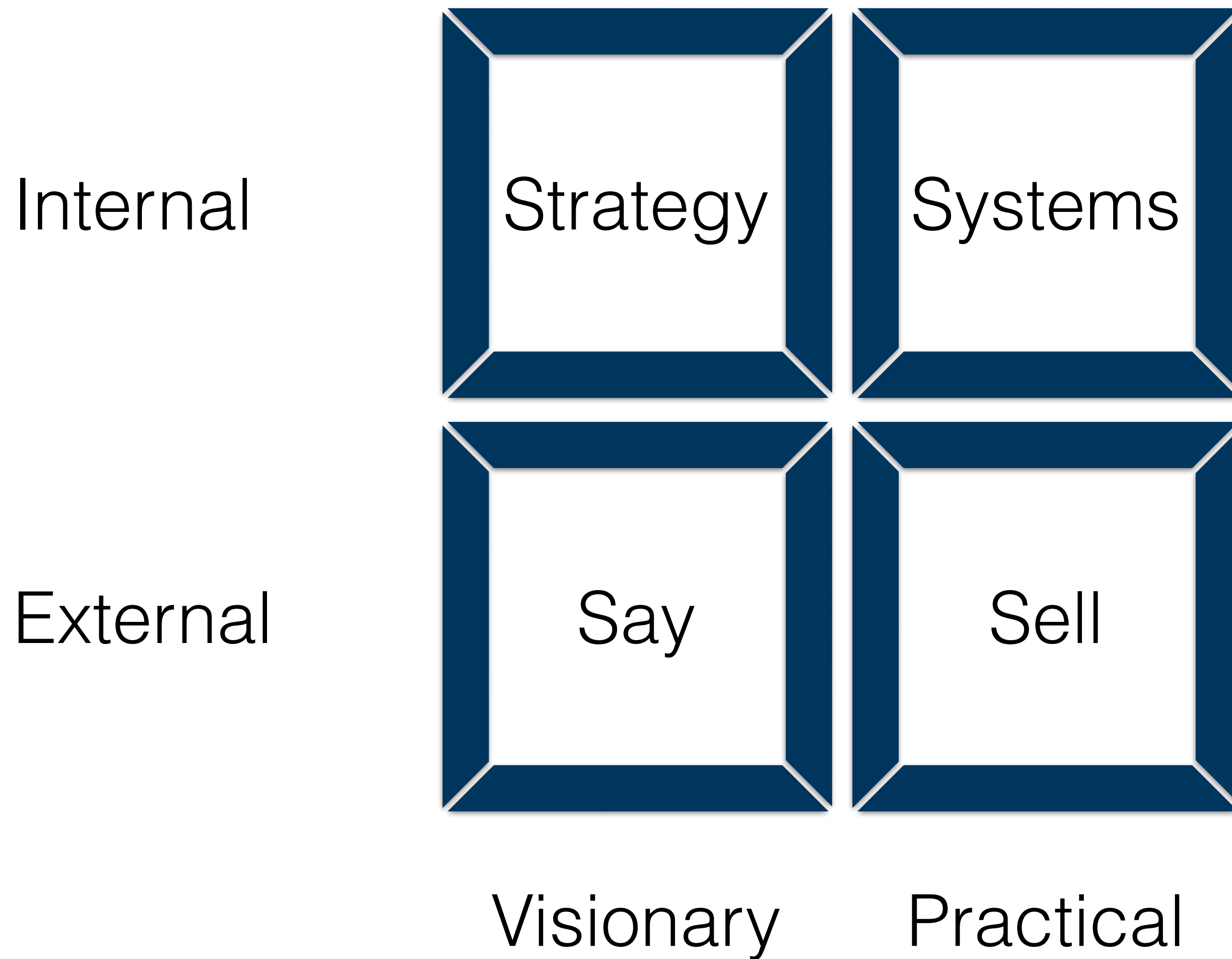


“I highly recommend Caelan Huntress. Caelan & I have been working together for about a year, and the results have been great. I was a hard sell. I looked at a lot of different options, and I felt like Caelan was the best one. He knows every aspect of this business. Working with Caelan has been absolutely fantastic. He is incurably positive, always uptempo, always having a great day, and I cannot recommend him highly enough.”



– Mike Rayburn  
National Speakers Association Hall of Fame

# 4 Cornerstones





# 4 Levels of Platforms:

Platform Level	Reach	Revenue	Cornerstone	Focus
<b>Stadium</b>	15,000	\$15m	Strategy	Relationships
<b>Stage</b>	1,500	\$1.5m	Systems	Automation
<b>Showroom</b>	150	\$150k	What you Sell	Offers
<b>Soapbox</b>	15	\$15k	What you Say	Message



# MASTERCLASS AGENDA

1. Advantages and Disadvantages of Each
2. What Your Audience Wants From You
3. Personal vs Business Branding Case Studies
4. 7 Criteria for a Good Brand Name
5. Easy Personal Branding Kit

# BONUS





# EXTRA BONUS

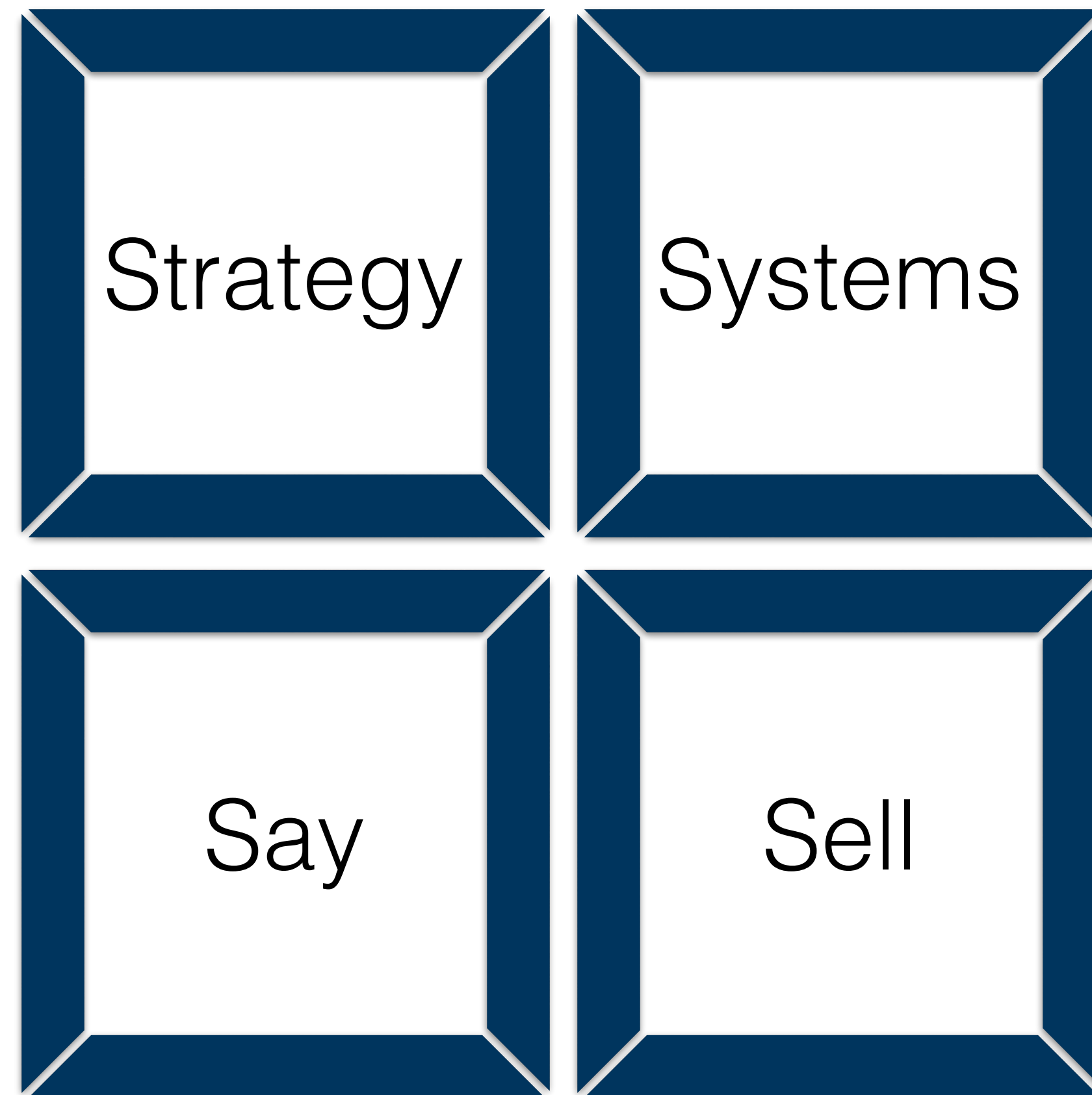
## **45-Minute Platform Assessment**

# EXTRA BONUS

**45-Minute Platform Assessment**

**[CaelanHuntress.com/call](https://CaelanHuntress.com/call)**

# 3-Month Program





# 3-Month Program

## Say

Promo Copy  
Content Strategy  
Copy-paste Copywriting

## Strategy

Goalsetting  
Customer Avatar  
Launch Calendar

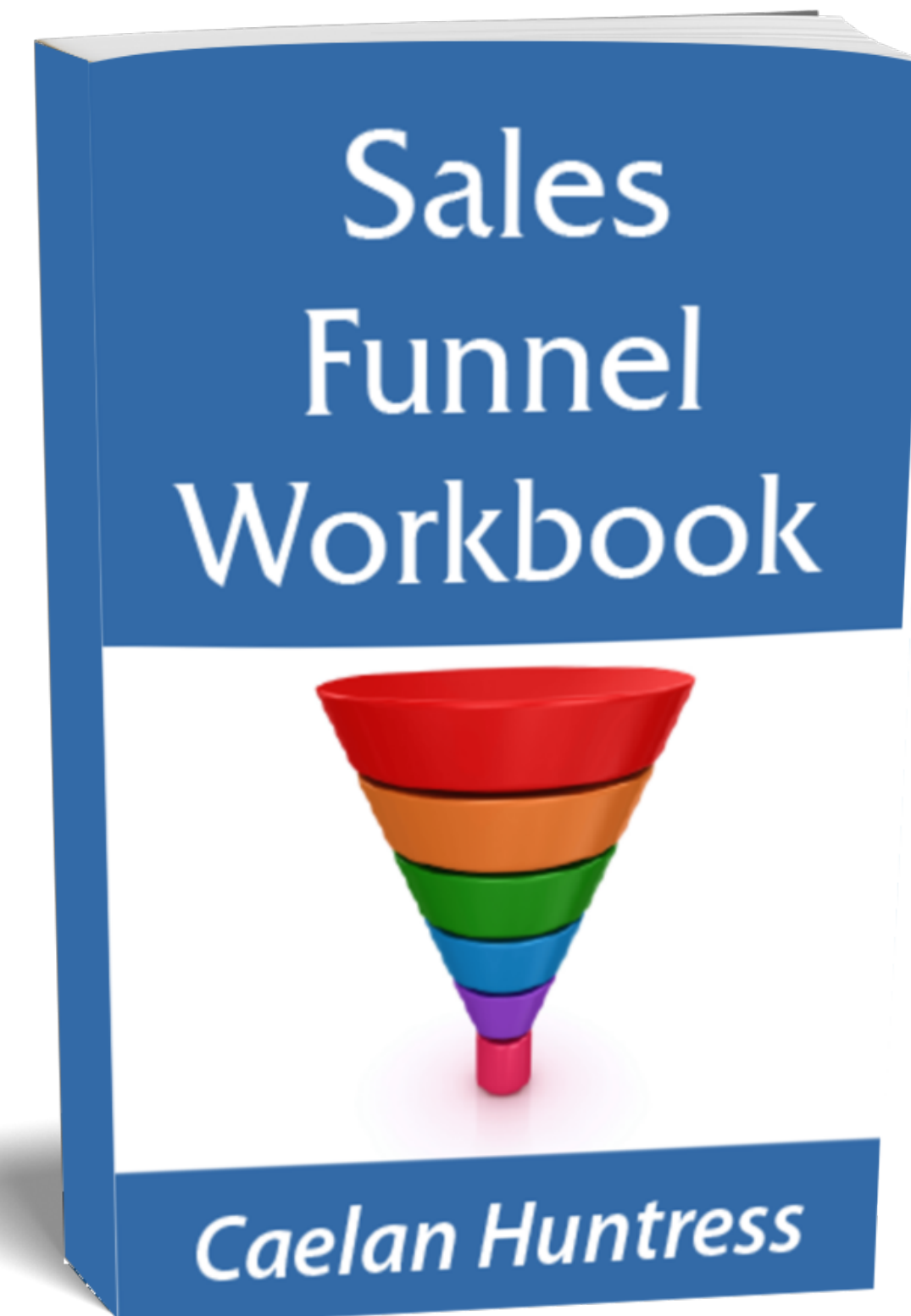
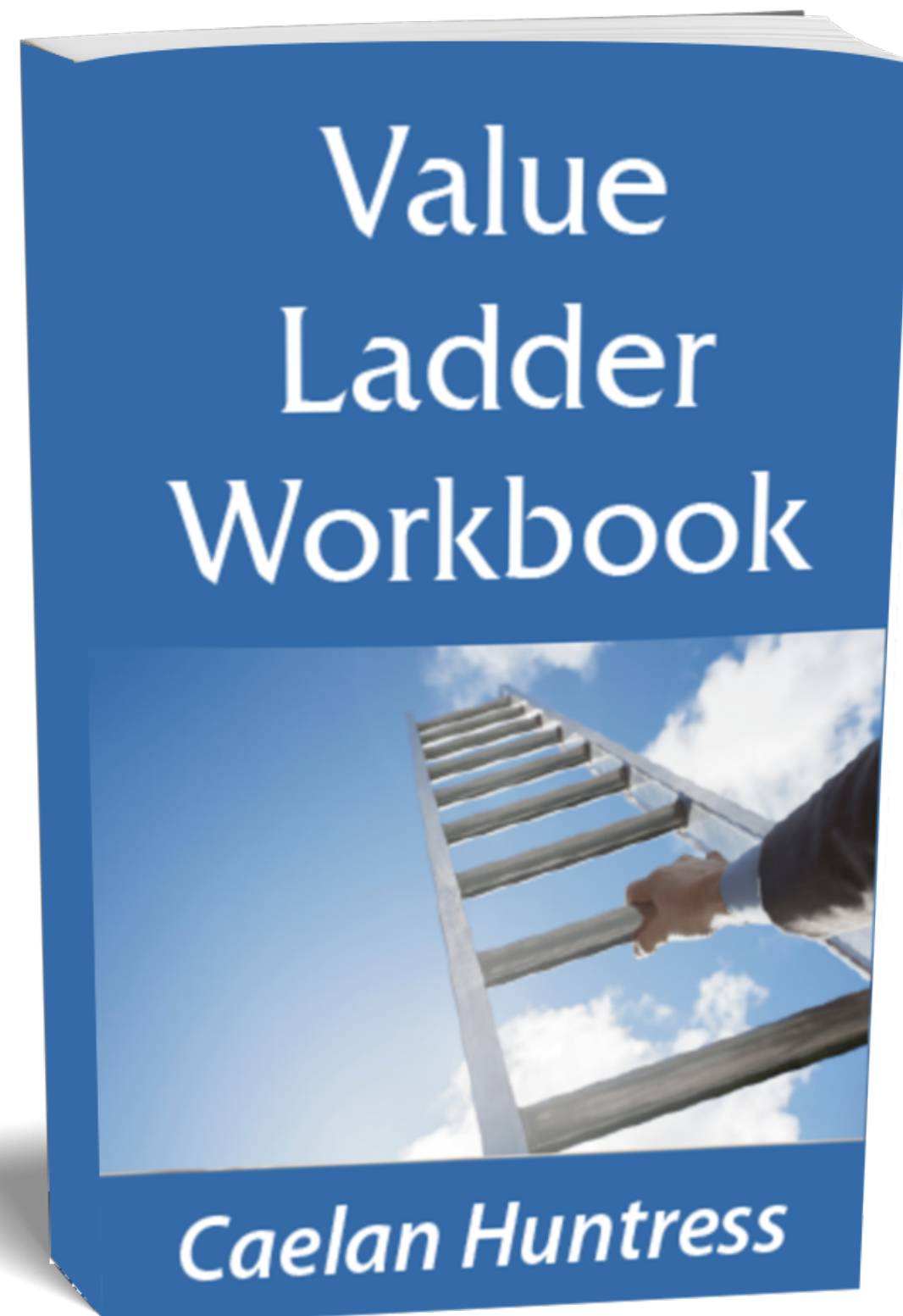
## Sell

Value Ladder  
Sales Funnel  
Calls-to-Action

## Systems

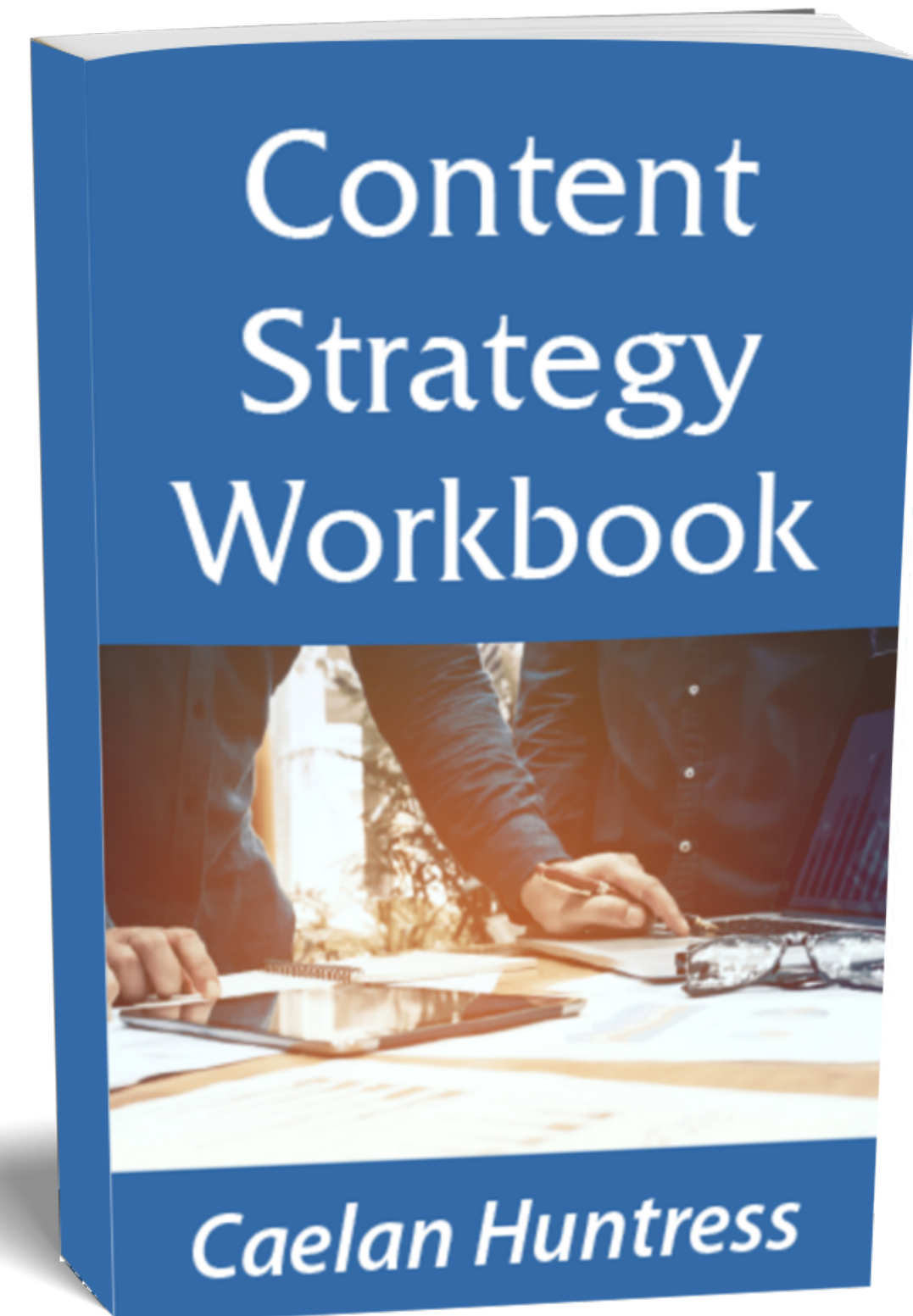
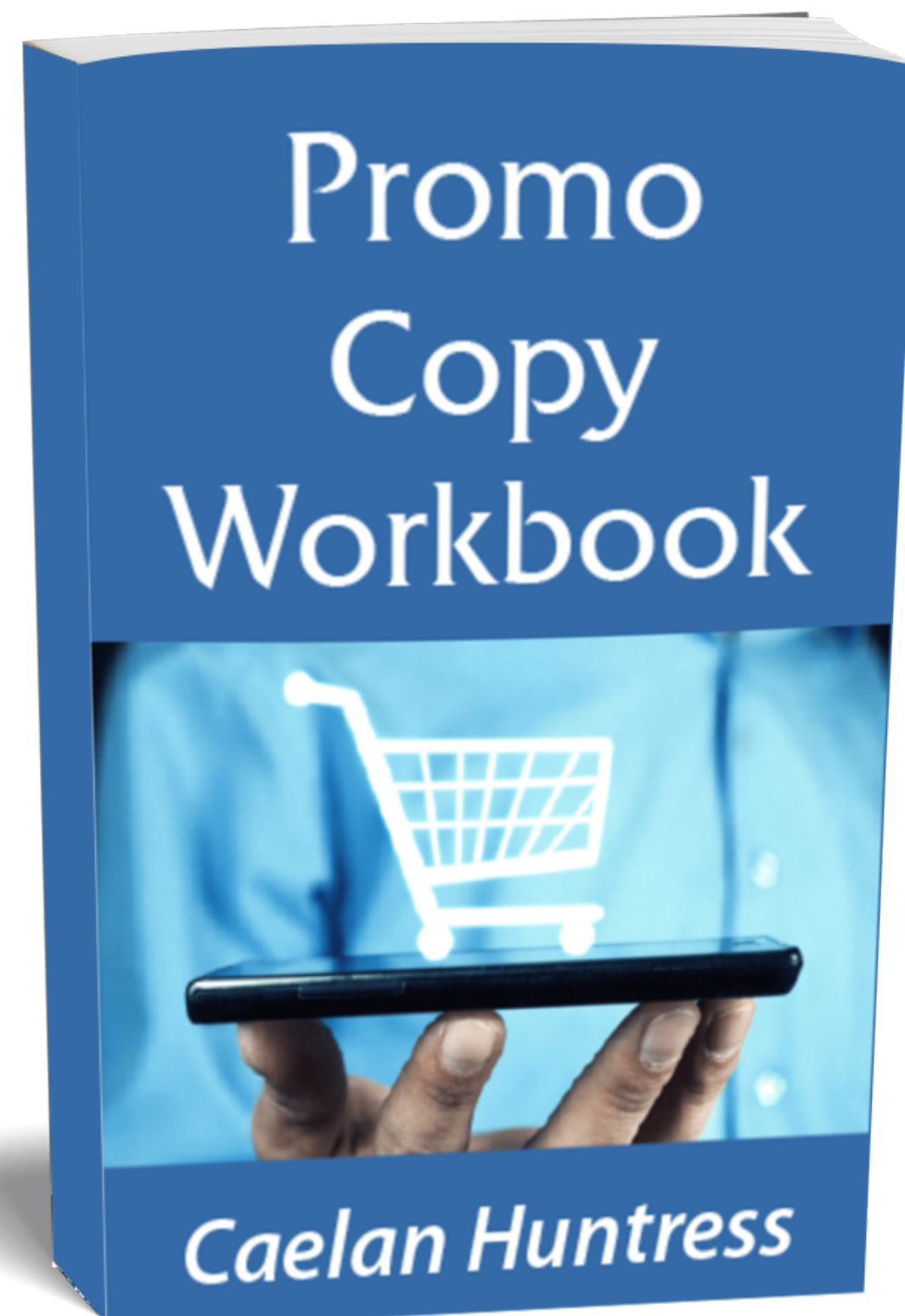
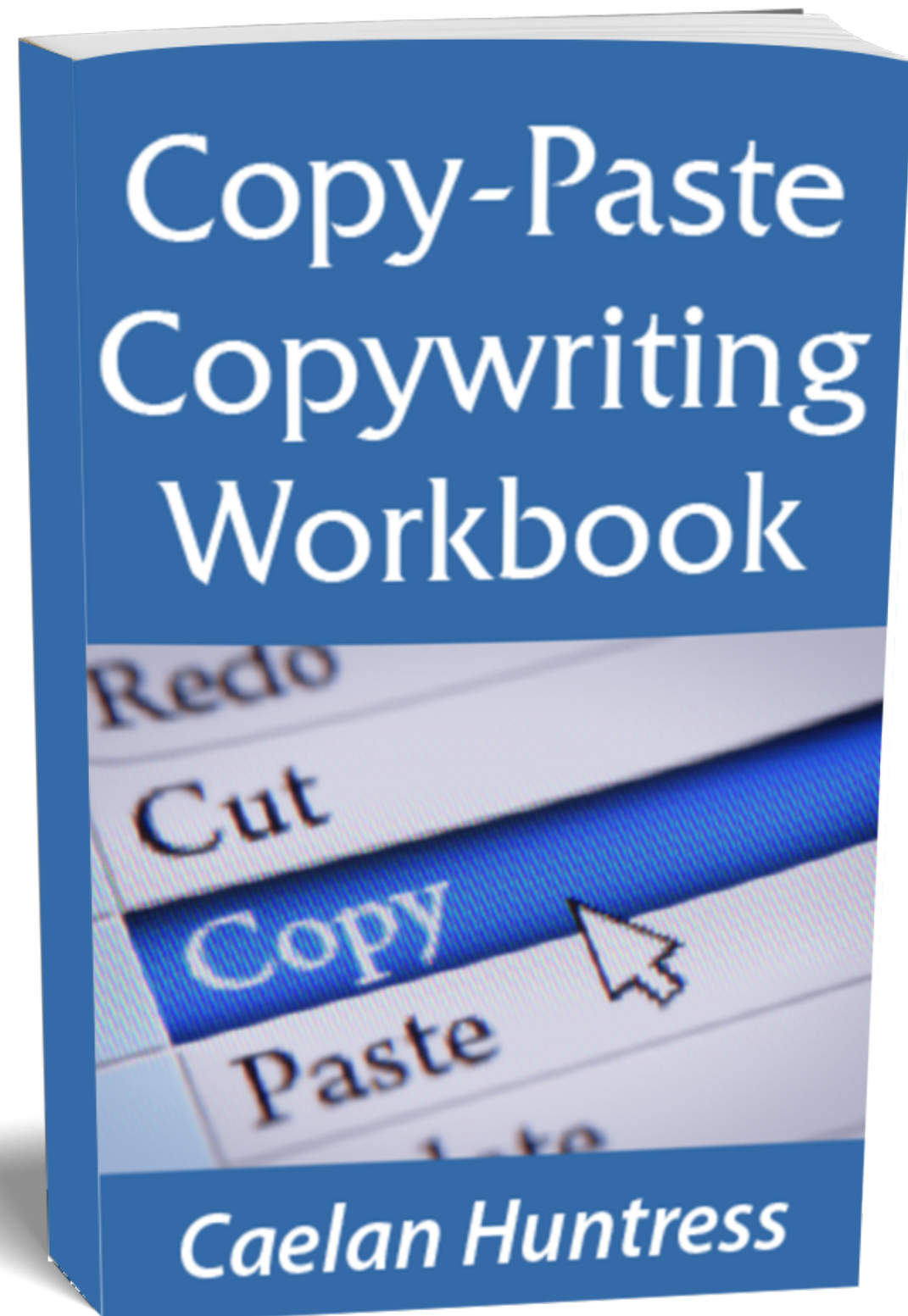
Email Onboarding  
Purchase Testing  
Marketing Metrics

# What you SELL



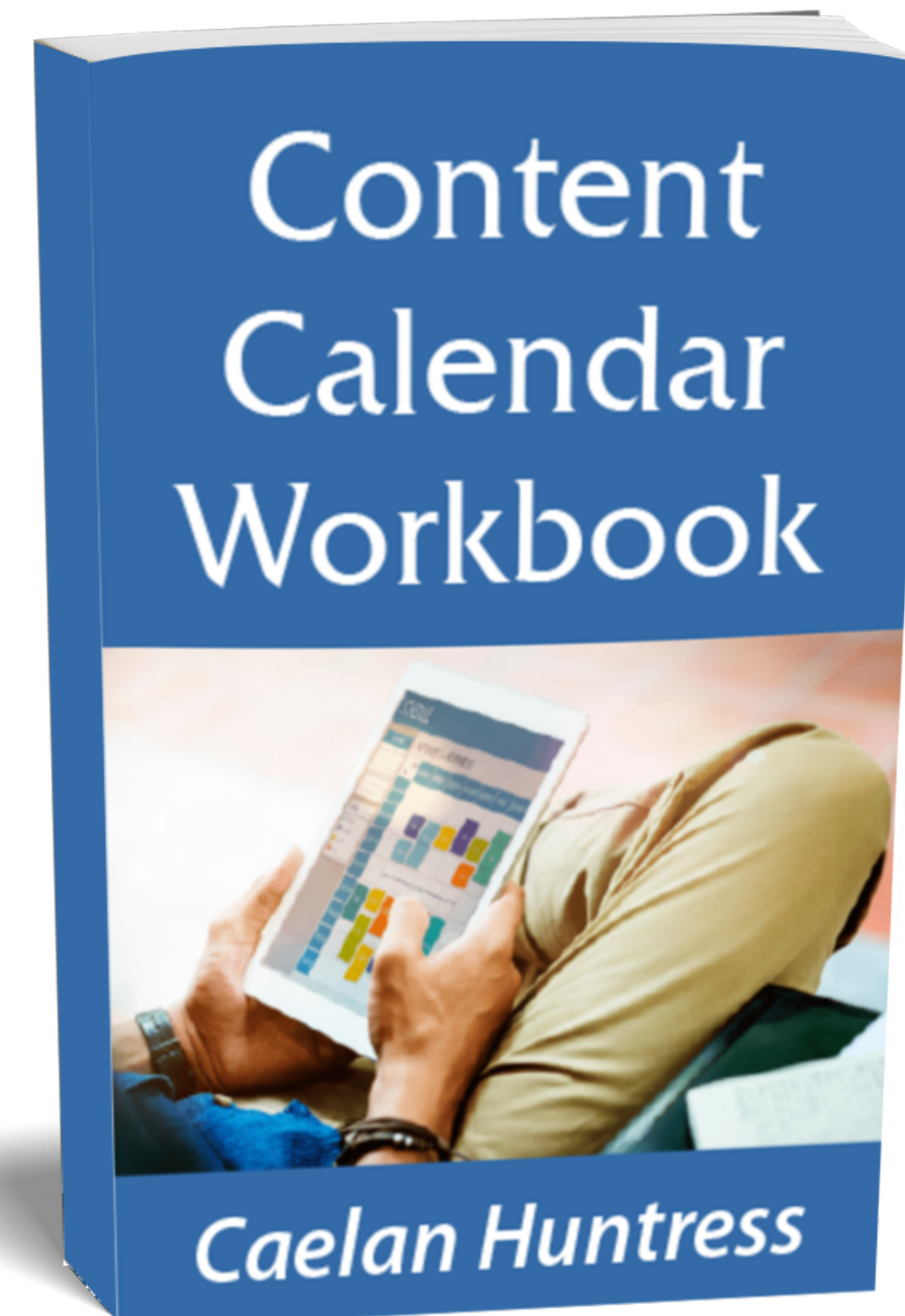
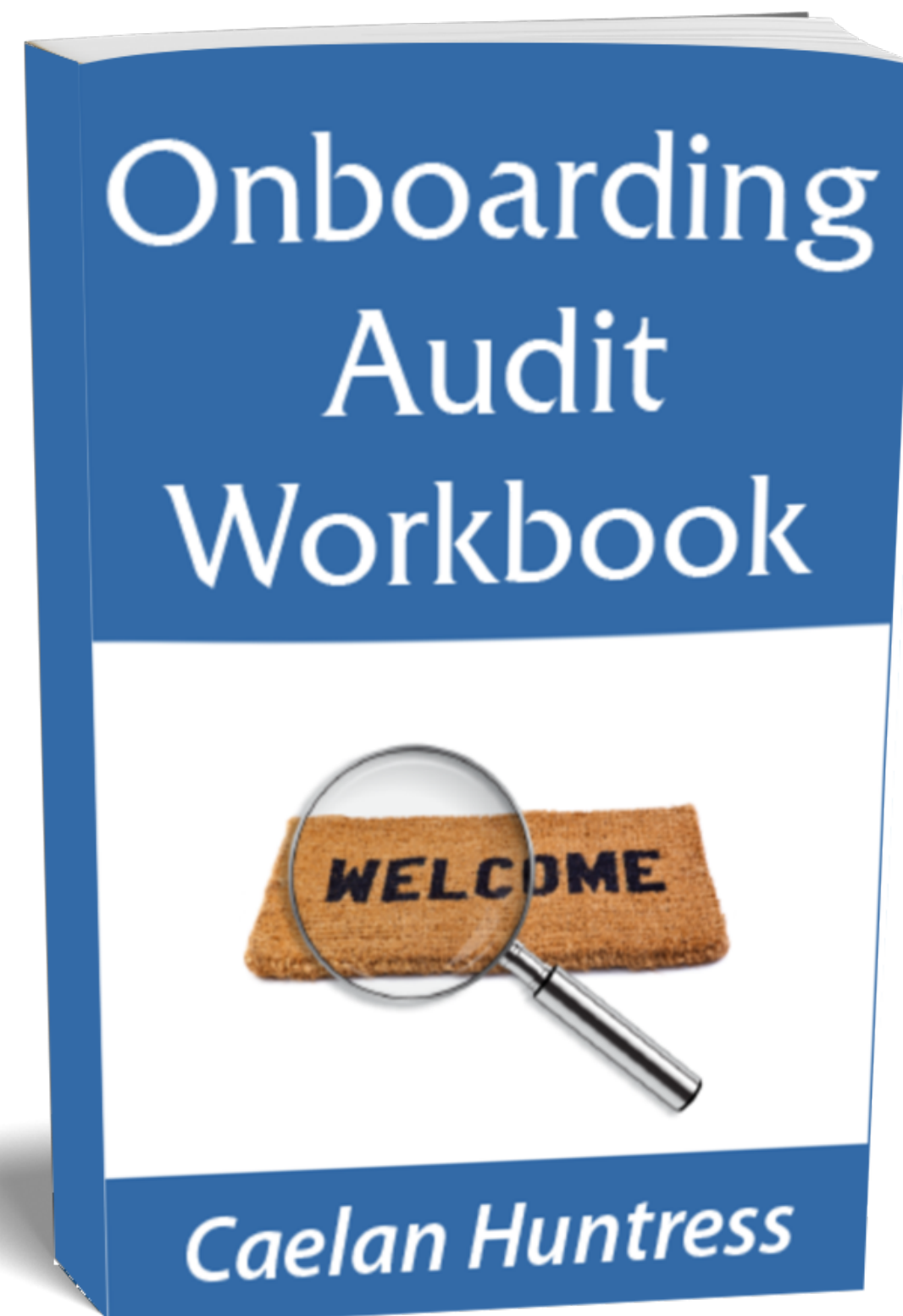


# What you SAY



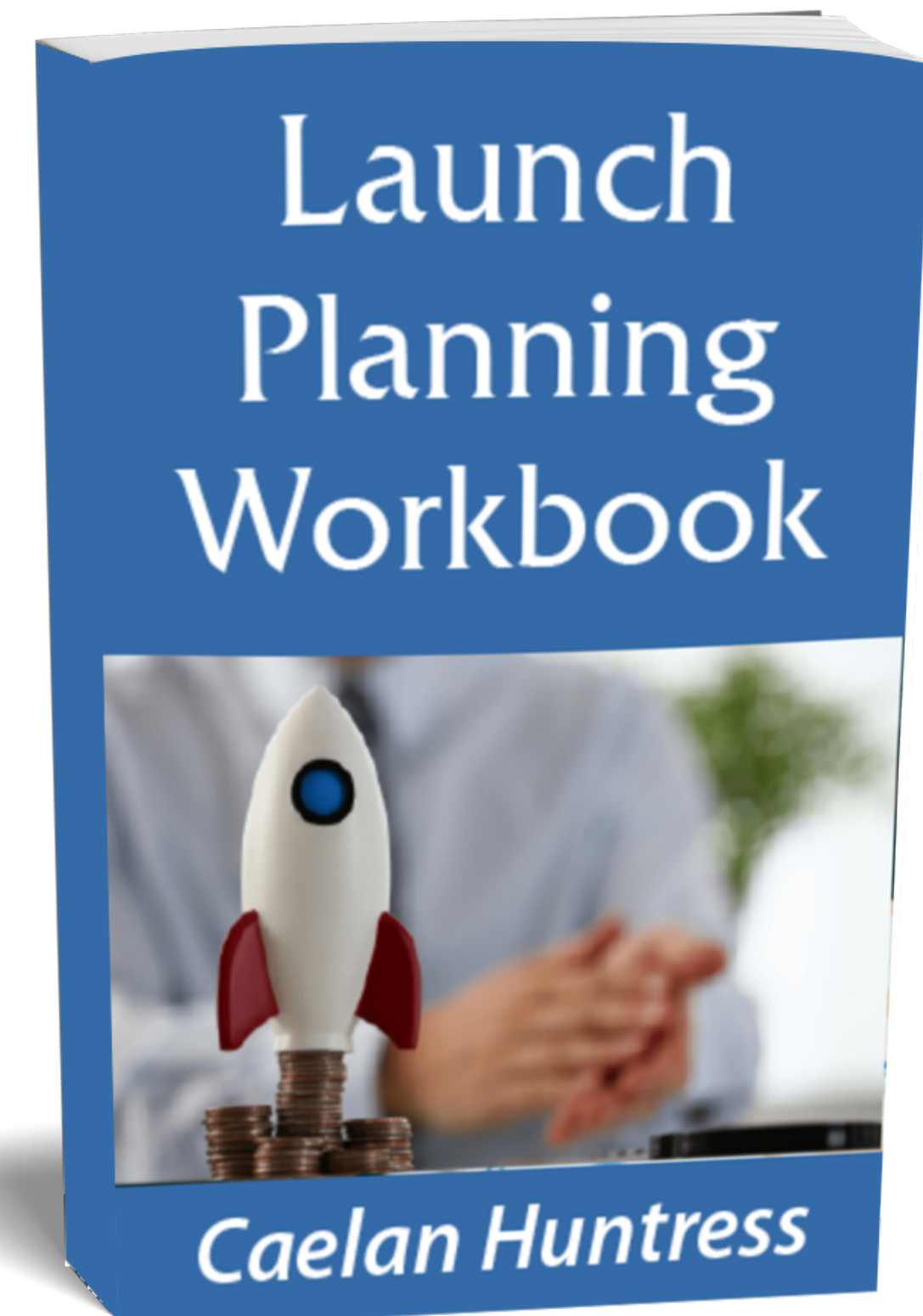
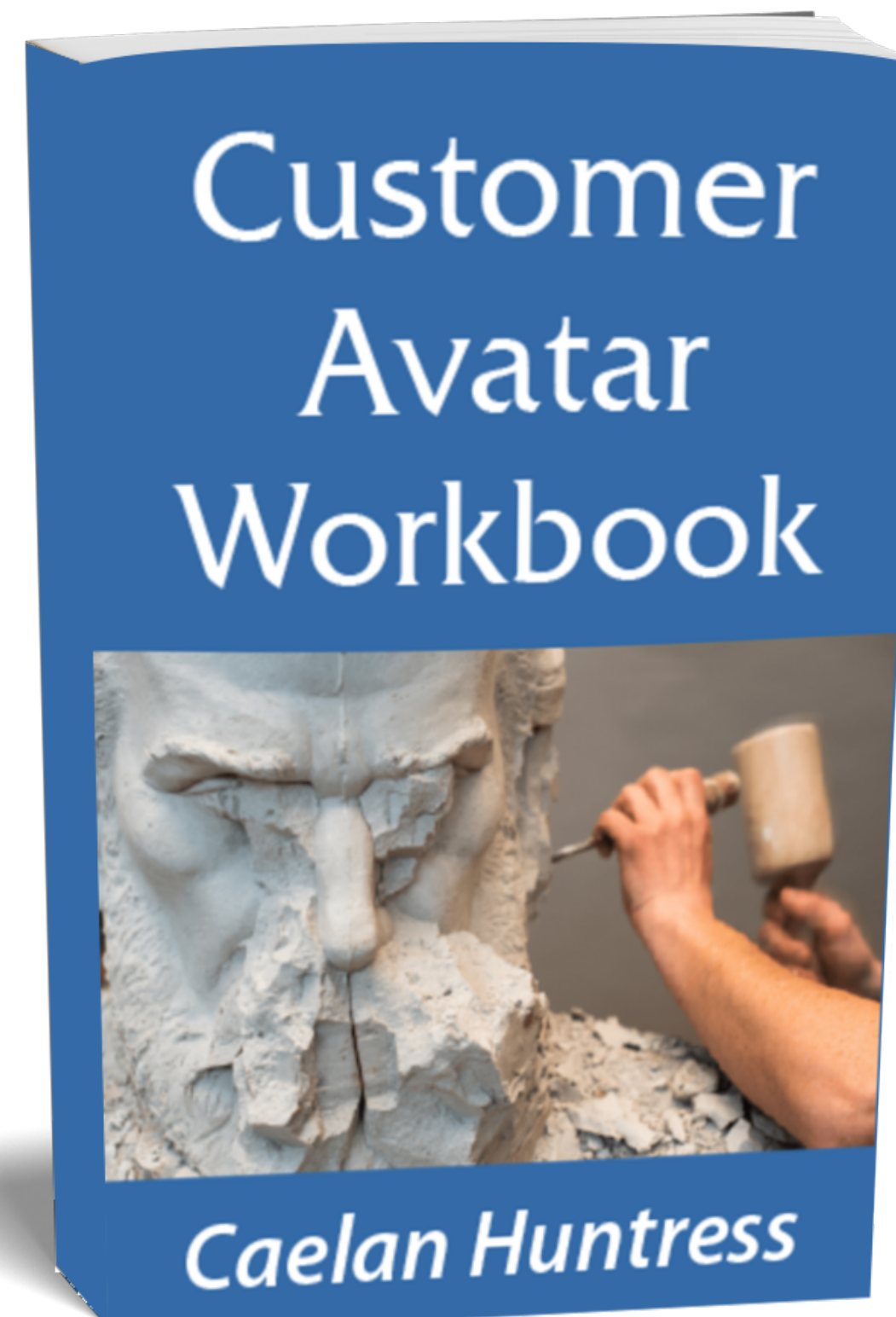
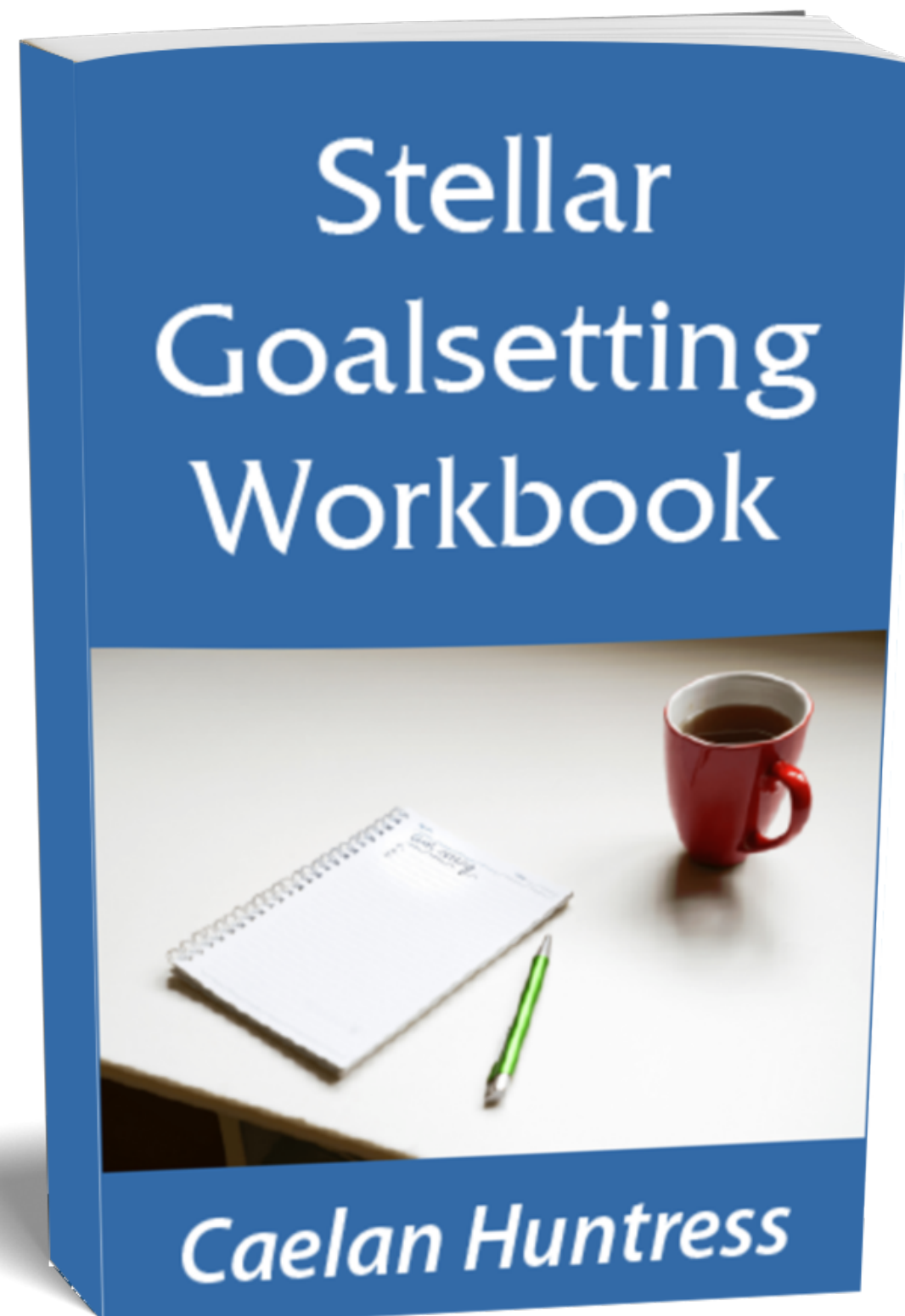


# Your SYSTEMS





# Your STRATEGY



***“Caelan helped me break down some simple ways I could get my content out in the world, and he shared his visions of the directions my business could head after really connecting with me about my skills and dreams.***

***I am averse to cheesy marketing strategies, and with Caelan, everything we do feels authentic to who I am and what I have to offer. It’s a joy to work with him.”***



Rachel Farber  
Doctor of Oriental Medicine







***“I’ve been a business and entrepreneur coach for over 20 years, and I consider myself fortunate to have found Caelan Huntress as my coach.***

***He asked great questions, was superbly skilled at diving deep to find leverage moments, and helps generate transformative insights and solutions to my digital marketing needs.***

***I highly recommend Caelan for thought leaders, coaches, professionals and businesses looking to crack the code on smart, savvy digital marketing.”***



Jonathan Logan  
High Performance Business Coach

# 1-1 Platform Assessment

Minimize time spent on your marketing  
Maximize the revenue you earn from your offers

**CaelanHuntress.com/call**



“This program has massively changed my business. I find that it’s all too easy to put aside the crappy work, but it’s easy to get it done with other people. Each week Caelan had a workbook, or a spreadsheet, or a template that helped me do the challenging foundational work that nobody else can do but me, and now, I have a stream of new clients coming to me because of what I’ve accomplished in this program.”



- Erin Donley

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P L A T F O R M S

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