

Called to Both 36 Transcript

What would it look like if you could be seen as the go to expert at whatever it is that you do? That's exactly what I want to talk about here today. And for the next couple of episodes, I want to talk about building brand authority and credibility in your field, so that you can be seen as the go to expert. And I think having brand authority and recognition leads to so many awesome things, a couple things that come to mind immediately, for me, would be better clients, more clients ability to raise your prices. And also just that peace of mind of knowing you have the ability to sit back a little bit, and know that your brand is established enough for you to take a break, and stop stressing every day about where your next lead is going to come from.

Now I remember, at each stage of my business, how this has played a role. When I was first starting out as a photographer, I thought if I could just be considered one of the go to photographers in my area, that would be such a moment of success for me in my business. And now as my business has evolved, and added coaching and consulting, I'm an educator course creator and podcaster, I base a lot of my success off of the success that my clients achieve and some of my content to write.

But still, even so this comes down to being an in demand brand. So I want to talk about what this can look like. And I believe this is like my first thesis statement, I guess, of this podcast is that I think there is a lot you can do strategically to position your brand as a brand of authority and credibility, and one that has credibility, I guess I should say, in the marketplace, there are things you can actually be doing to increase your brand authority. And I want to show you how I want to talk about how that can look. Hello, and welcome to the call to both podcast. I'm your host Joy Michelle, and you're in the right place. If you're ready to grow your business, while also being the intentional and present mom, you want to be this show will leave you feeling inspired, equipped with tangible tips and encouraged to go after your own version of being called to bow. Let's dive in. Alright, so I told you at the beginning of the episode that I believe there are lots of things that you can strategically do to position your brand as being more credible, more trustworthy, and more in demand.

So let's unpack that a little bit here. And I first want to start by saying I am not talking about popularity right now, I don't think this magically happens, where now you're an in demand brand because you publish a new website or now you're an in demand brand because you surpass 10k. On Instagram. I think popularity is helpful to getting you in front of people, right? It helps if you are known. And it can help with some level of your credibility. But popularity is not what we're talking about here. Because you can absolutely be super popular and still not be super in demand for your work, right. Because we know followers do not equal income, they don't automatically equate to one another.

I think visibility is a big piece of this. There are two key factors that we need here of being an in demand brand. You need that visibility you need people to know what you're doing and why you're doing it and why they should care about you and your business. But, but but but they also need to know that you are a credible brand. And that is where your brand authority comes in. So your brand itself needs to be clear and strategic, but you also need people to see it. So we need both of those things. Now in Episode 34, I talked about a visibility plan for your business. So if you haven't sat down and crafted a visibility plan, definitely go back after you listen to today's episode. And listen to episode 34.

Today, I'm going to break down three ways that you can build brand authority online. So whether you sell a product or a service, or maybe the product is you because you are an influencer. Either way your brand authority is something you need to be thinking about. This is an episode that's going to kick off a series that will walk you through simple and tangible steps for you to build brand authority so that you can create an in demand brand. So I want you to hit subscribe, wherever it is that you're listening so that you don't miss out on the episodes that are coming up because this is going to be a great series. Now there's going to be some direct application for your creative small business. So definitely get out a pen. If you're driving, just remember to come back and look at the shownotes there's going to be even more action steps for you there.

Okay, so the first thing that I want to cover in building your in demand brand is to decide what you want your brand to be remembered and known for. Before you can really be seen as an authority and the boss of your industry. You have to ask yourself what you want to be remembered for and what you want people to share about you what exactly are they remembering so that they can refer someone to you? What exactly do you do? And why should they follow you. So this breakdown is really going to help you to get some distance from your brand. And get some perspective before moving forward with your content. You should have between one to three things that you're aiming to be remembered for. I think the quick answer is how you make money, right? Like so get straight to like what you're selling. So do you want to be remembered for that service?

Do you want to be remembered for that signature offering? Do you want to be remembered for a specific product? But I would take this a layer deeper and ask what do you want to be remembered for, where you are also uniquely qualified to be talking about that thing, specifically. And ultimately, here, this is your messaging. This is your brand angle. And unpacking this is so critical as we move into step two. So step number two is to build a brand authority through your brand visuals. I think when I say brand, a lot of people immediately think the logo, the visuals, the color. And I hope that I've conveyed here that your brand is more than just these things. But it does also include these things, your visuals do matter. They're just not everything. So I want to talk about how we build brand authority through what we show the colors that we use. And the photos that we use as well, then color is one of the biggest factors to consider when looking at your visual brand online. Because color actually makes up one of the biggest elements as to why someone will remember your brand, or why they won't.

So this is actually why you'll often hear that you should choose a primary font or typeface for your business, a color for your brand, even for your Instagram stories, to use one color and one font, because people will actually start to recognize the content and feel familiar with it, as you use it over time. So you want to be consistent here, you want to begin to repeatedly show up again and again with the same color, the same headshot, the same logo and the same message. I think that consistency also extends into some of the other non visual elements as well, just when you're just starting to get sick of saying what you do, or using that same color or using that same font, or that same headshot that's just about when it starts to stick for most people. So if you're getting a little tired of it, that's actually a really good sign that you have been consistent, and that you need to keep going. So the third element here is to build social proof to build brand authority. Basically, here, you can't be the only one singing your praises or saying I'm trustworthy, you should hire me, I'm really good at what I do. This is where social proof comes in and helps you to build brand authority.

Social proof is showing how other people have trusted you and had good experiences, and thus is kind of removing the risk of that person investing in you. So you're reducing the perceived risk of working with you, you're helping to show what you're uniquely gifted at. And when we evaluate whether we want to give a business, our money, our minds are running through so much data almost like an algorithm of trust, trying to figure out if we're really able to trust them. If we can suss out whether or not they're genuine and authentic. And when a stranger comes across your website, or your brand, you want them to see social proof. A few different kinds of social proof could be client testimonials, trusted by or featured by logos and icons, or even awards and published articles. You could also have maybe past speaking engagements that you have done, or endorsements by peers. So you'll see this on places like LinkedIn where you can leave an endorsement or even request an endorsement from like a past employer, or that kind of thing.

That way, when someone comes to your profile, it has, of course, your resume and your credentials, but they can see that you're not the only one saying these things. You could have someone that you worked with in the past also saying they had a great experience working with you. So over the next few episodes, we're going to really expand on these topics with examples, action steps for growing your own brand authority, and ways that you can start to be taken more seriously and get booked out confidently knowing that you are heading in the right direction with your online presence. So if you're excited about this, please tell a friend that they can also listen to this series along with you about building together towards brand authority. Maybe you can even hold each other accountable.

I think this would be a great challenge to take together. So in the next couple of episodes, we're going to unpack these and I'm going to give you some actual action steps for ways you can implement this into your brand. So I'm very excited. And I will see you in that next episode. Thank you so much for listening to the show. If you enjoyed this episode, please help me get the word out about the call to both podcast by taking a screenshot This episode right now and sharing it on your social media I would also appreciate it if you would subscribe and leave me a five star review thanks again and I'll see you in the next episode.