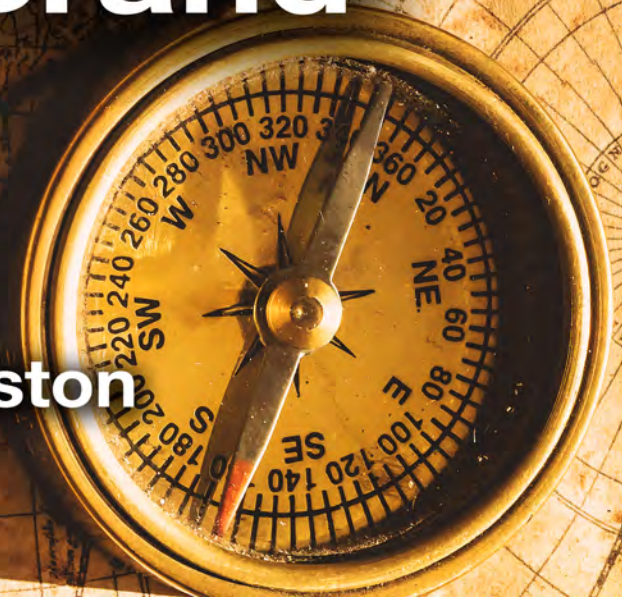


PICKYOURSELF
Blaze Your Own Trail

PERSONAL *Branding* Guide

7 Rules To Building A World Class Personal Brand

Rodney Goldston



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Message from the author

Hello!

Thanks so much for downloading the Personal Branding Guide.

While this ebook can't give you every little detail you'll need to be successful, my hope is that it will be a good start. The most important thing is for you to get started on your journey. Once you do, you'll discover that there are things that you have to do (actual task), and things that you have to become (changes you need to make in your behavior).

I started building my personal brand online more than two decades ago. I've experienced ups and downs, twists and turns. What I want to do here is to simply point you in the right direction. As Michael Jackson and his brothers once sang... ***"Let Me Show You The Way To Go"***.



My branding focus has allowed me to make a decent living doing what I love for quite a while now. I've focused my energies on using branding to put me in front of B2B clients for whom I've provided a wide variety of marketing services. My clients include well known brands like Subaru America, as well as small local companies from my community.

What Would You Do Differently If You Could Start All Over Again?

Lots of people ask this question. Here's my answer;

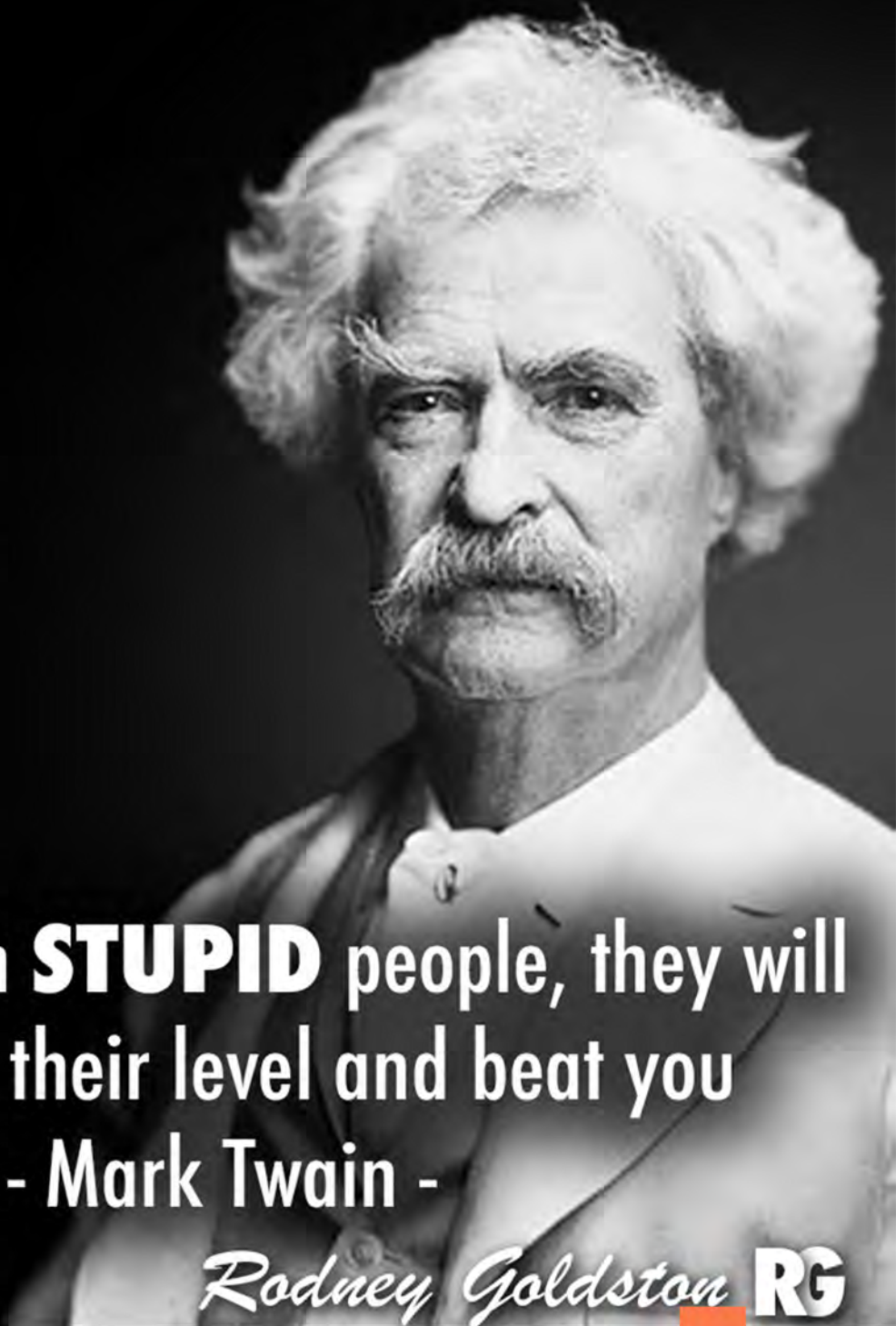
I wish I'd narrowed the focus of my brand to emphasize my gifting for teaching and coaching rather than being a service provider. Hence, why I've produced this very ebook. Now, there's nothing wrong with providing services, but my core passion is teaching, training, and coaching.

If this ebook helps even a single person, I'll be elated. Remember, you don't need anyone's permission to do work that matters. There's a million and one problems just waiting to be solved, and you can **Pick Yourself** to provide the answers. Here's how to get started.

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"Never argue with **STUPID** people, they will drag you down to their level and beat you with experience". - Mark Twain -

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Rule #1: Stupid People

If you're having difficulty with a prospect, client, or just about anyone you're trying to convince to try your brand, and they won't budge, you may think they're stupid. But it's far more likely that they are just **uninformed**.

As you grow your personal brand it's important to understand that people make decisions based on two types of information. The first is the information they have at hand, and second is their world view.

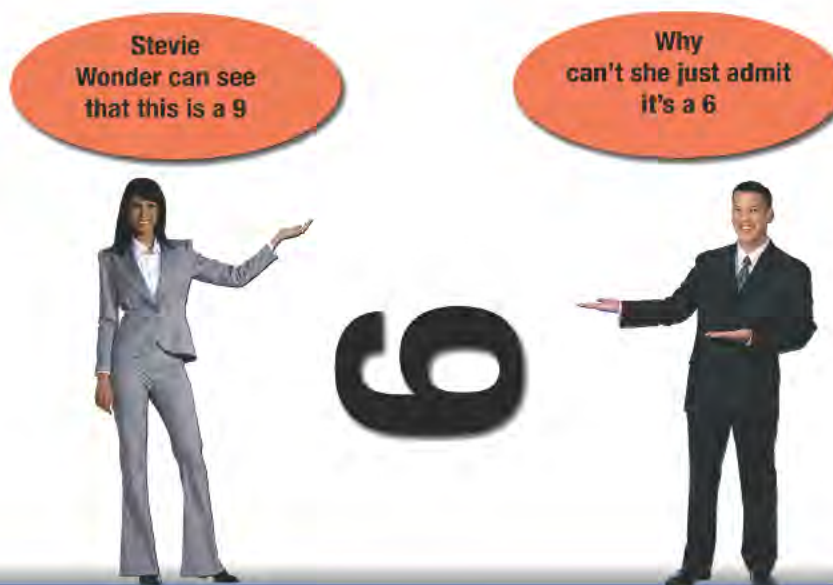
If you and I have the exact same information or data, and we share the same worldview we're far more likely to make the same decision because all of the data is **uniform**...unless one of us is actually stupid.

The key thing to understand here is that your website, brochure, business card, your pitch is about presenting information, and information is only one component of decision making.

Worldview, the other part of decision making, is nearly impossible to change. When's the last time you had a major shift in your worldview?

The revolutionary idea of marketing your brand in a connected economy is that you can package your data and present it to people who already share your worldview. Long tail keywords, data analytics, and social media make it easy to find people who gather in silos. No need to argue with stupid people...go straight to the people who already think like you do.

Example: If you're marketing the number 6, you're going to eventually come across people who's worldview tell them it's a 9. You can argue with them to convince them it's a 6, or move on to finding people who already see it as you do.



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Rule #2: UNDERSTAND THAT YOU ARE A BRAND

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Rule #2: Understand That You Are A Brand...*In The Age of Google*

I read a story on Seth Godin's blog about a person who ran an ad in Craigslist for a housekeeper. She got three interesting resumes almost immediately. She googled each person's name.

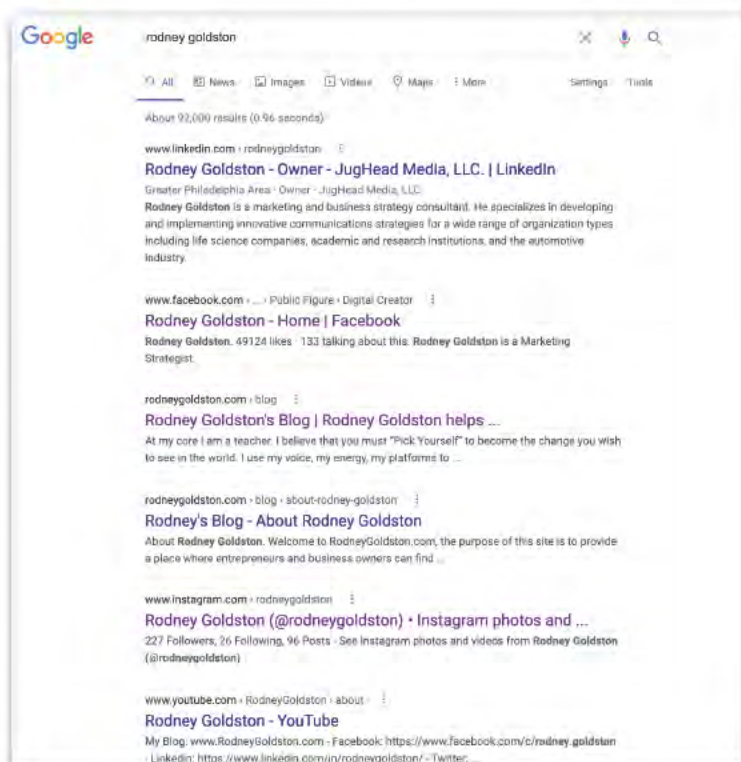
The first candidate had a social media page with pictures of the applicant drinking beer from a funnel. Listed under hobbies the first entry was, "binge drinking".

The second search turned up a well written blog. The problem was that the applicant had written about recently applying for menial jobs that they didn't really want and was planning to quit as soon as something better came along.

When the third person was googled a police report showed up detailing the fact that the person had recently been arrested for shoplifting.

What's the moral of this story? ***YOU ARE A BRAND IN THE AGE OF GOOGLE...AND GOOGLE NEVER EVER FORGETS!***

You don't have to be a binge drinker, or shoplifter for a Google search to backfire on you. Remember your brand is not what you say it is, it's what Google says it is. So your best bet is to control search results about you by loading the Internet with amazingly good stuff, and to always act like you're on camera...because you actually are.



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**Rule #3:
Cultivate 1,000 True Fans**

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Rule #3: Cultivate 1,000 True Fans

"A creator, such as an artist, musician, photographer, craftsperson, performer, animator, designer, video maker, or author - in other words, anyone producing works of art - needs to acquire only 1,000 True Fans to make a living." - Kevin Kelly

When it comes to numbers people tend to think bigger numbers are always better. One million social media followers is better than two thousand. An email list of ten thousand is better than a list of only a thousand.

A few years ago a best selling author contacted me with a problem. He had more than 3,000,000 Twitter followers, 50,000 visits to his personal website daily, and paid corporate sponsorships. I know you're thinking, so what's the problem.

The challenge was that 99% of his income came from his corporate sponsorships which were about to end and he could get only a few of the 3,000,000 Twitter followers, and 50,000 website visitors to buy anything from him directly. In fact he sold less than \$200 worth of his personally branded products the year before.

So what was the core problem. He needed fewer "followers" and more "true fans".

So what's a "True Fan".

A "True Fan" is a fan that will buy anything you produce. These are people who will drive to another state to see you sing; they will buy multiple copies of your books (like I do with Seth Godin); they will buy your stuff and give it to their friends as gifts; they will spread your ideas by sharing them on social media; they will pay you to teach them all the stuff you teach on Youtube for free; they will come to your personal training sessions and pay a premium. If you have roughly a thousand true fans like this who will each spend \$100 dollars a year on your stuff you've got a \$100,000 a year business, and that's a decent living anywhere in the world.

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Where will you find true fans?



You're not going to find them, they are going to find you via the content you publish online.


Won't true fans be hard to create?


Yup, but consider this. There are more than 2 billion people on Facebook alone. Are you interesting enough to find 1,000 true fans out of that 2 billion? If not maybe it's time to rethink some things.

About

 [Enter location](#)

 Rodney Goldston is a digital entrepreneur focused on personal branding, and helping other entrepreneurs build their online brands right. 

 48,907 people like this

 49,043 people follow this

 <http://www.RodneyGoldston.com/> 

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**Rule 4:
Create a
Website**



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Rule 4: Create a Website

Ok you know to avoid stupid people, you understand that you are a brand (in the age of Google), and you now know that you don't need millions of followers but just a thousand or so "true fans". Your next step is to create a website and start producing content.

Website Before Social

I see a great number of people making a huge personal branding mistake. That is they setup on social media before putting together a website. There are a lot of reasons not to do this but the primary one is that you don't own your social media profile, the social media company does. Don't believe me...ask Donald Trump.

During the 2020 United States Presidential Campaign Twitter became frustrated with then President Donald Trumps tweets and shut his account down. All of his past messages literally disappeared over night. Had he put that content on a blog he owned first and then syndicated it out to social media his content would have survived his Twitter deaf. The moral of the story you ask? [If it can happen to the President of the United States, it can happen to you.](#)



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Your Central Intelligence Agency

Your personal brand website is the core of your branding strategy. Think of it as your CIA or Central Intelligence Agency as it's the central location for all your branding information, your offers, content, products, social media links, testimonials, and anything else you can think of.

It's also an extension of you so make sure it relays the impression you want others to have of you. Consider investing in a well designed logo, and craft a well written About Me page.

From your website you will syndicate out to your social media profiles. It's not that you can't produce some content just for social, but your primary strategy should be to get people to your website and keep them there. In fact that's the goal of every social media platform. Get people to their platform and keep them there.

Create Content

Once you've got your website setup it needs content to attract people to the site. An easy and fast way to get content on your site is to start blogging. Your blog will allow you an opportunity to provide helpful content to your target audience and allow them to get to know you better.

There's other types of content you can put on your website as well like videos or podcasts. Whatever type of content you decide to start with, keep in mind that you can repurpose that content for another platform. For example you can turn a popular blog post into a Youtube video. Podcast show notes, and video transcripts can and should become a blog post.

The screenshot shows the Rodney Goldston website. At the top left is the 'RG' logo. At the top right is a navigation menu with links: 'Start Here', 'About', 'Media Kit', 'Holla!', and 'Speaking', followed by a search icon. Below the navigation is a grid of three blog posts, each featuring a photo of Rodney Goldston and a title. The first post is 'Possibility Blind' dated Feb 26, 2021. The second is 'Lean On' dated Feb 15, 2021. The third is 'When To Quit' dated Feb 12, 2021. Each post includes a short excerpt of the text.

Post Title	Date	Excerpt
Possibility Blind	Feb 26, 2021	Everything you will experience today was once impossible. Tomorrow will birth things that are impossible today. When you refuse to be possibility blind you become a pencil in the hand of God. The day before Karl Benz invented the automobile, cars were impossible, ...
Lean On	Feb 15, 2021	Everyone has doubters, critics, and naysayers shouting "I knew it wouldn't work" each time they stumble or make a mistake. Successful people ignore doubters, critics, and naysayers and lean on those who believe in them and their goals.
When To Quit	Feb 12, 2021	A friend vented a little yesterday on her FB page about what feels like an "UNIMAGINABLE" feat of balancing her work as a teacher with her family life during the pandemic. Reading through the comments many encouraged her to hang in there because the students need...

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I believe that everything happens for a reason.

People change so that you can learn to let go,

**things go wrong so that you appreciate them when they're right,
you believe lies so you eventually learn to trust no one but yourself,
and sometimes good things fall apart so better things can fall together.**

- Mariyln Monroe -

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Rule 5: Everything Happens For A Reason

If you're looking to start your own thing, it may be because something happened to cause you to suddenly leap into entrepreneurship. Good things fall apart so that better things can come together is just another way to say without problems, there's no need for solutions.

When Covid-19 struck suddenly, millions of people who didn't understand scarcity came face-to-face with it. Everyday things like food suddenly were in short supply. Many lost their paychecks making even money suddenly scarce. And when vaccines became available, minority communities struggled to get access. Good things fell apart.

With Covid-19 came brand new problems in need of brand new solutions, and an opportunity *to make something better.*

In Philadelphia Dr. Ala Stanford picked herself to provide a solution to the problem of limited vaccine sites in minority communities. She built a network of doctors, nurses, community volunteers, and financial partners to setup **FREE** vaccine sites in minority neighborhoods.

Suddenly the problem had a solution. Every problem is an opportunity for you to provide a solution and build your brand. As Seth Godin wrote in his recently released book *The Practice...*



"A problem without a solution is just a situation."

What or who are you seeking to change?

What or who are you seeking to make better?

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Rule 6: Start

"Now is the time..." - Martin Luther King, Jr.

It's not the right time. Wait until you have more money saved. Why go it alone? These are all traps designed to prevent you from starting. **"Start small, start now"** is a better code of conduct than, **"start big, start later."**

And there's rarely a perfect time to start. When Karl Benz invented the automobile there were no paved roads.

You see some people succeed because they're destined for success, but most people succeed because they are determined to be a success. The average person is not born on the right side of the tracks, or with a silver spoon in their mouth, or with all the attributes you're supposed to have to be successful. But all successful people decide to start, and they make a decision to keep going in the face of trials and tribulations.

Oprah, the global icon we know today, was born in poverty, a woman, and black. She had three strikes against her the day she was born. Today she is one of the most recognized personal brands in the world with a net worth of more than 3 billion dollars. The reason for her success...**one day she started.**

"Stop waiting for the perfect time to start. Leap and grow wings on the way." - Rodney Goldston

Where To Start

Becoming the most well known, most popular, or best _____ (you fill in the blank) in the world is really difficult. But becoming the most well known, most popular, or best _____ (you fill in the blank) in your neighborhood, town, state, or with a very specific group of people is probably quite doable. **Start there.**

For example, setting out to become the world's best shoulder surgeon is really difficult. But setting out to become the best left shoulder surgeon in Philadelphia is much easier. Because it's becoming a very specific thing (a left shoulder surgeon), to a very specific group of people (people who need left shoulder surgery, in a very specific place (Philadelphia)).

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Too many of us are **not living** our dreams because we are **living our fears.** - *Les Brown* -

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Rule 7: Stop Living Your Fears

For nearly 40 years the memory of Jaws has kept swimmers away from the ocean...that's shark phobia. There's also Arachnophobia, Ophidiophobia, Cynophobia, and a host of other fears that we experience.

Then there's the actual fear of experiencing. The fear of doing something new simply because we haven't done it before. Doing something for the first time can be frightening so we avoid the fear by not having the experience.

A baby too afraid to take her first steps will not only never walk, she will never realize she was born to run.

The only way to expand your mind, grow your personal brand, and live your dream is to overcome your fear of experiencing.

The Resistance

This fear of experiencing is what Steven Pressfield calls the **Resistance** (this is not a typo he uses a capital 'R' when describing it). It's that voice in the back of your head telling you to stop, go the other way, go slow, or to compromise. The **Resistance** is why you struggle coming up with content for your book, or your blog. The **Resistance** is why you wonder if you're good enough for other people instead of wondering if they're good enough for you.

"Practice one thing a thousand times, not a thousand things one time." - Bruce Lee

When Bruce Lee said practice one thing a thousand times he was saying avoid the **Resistance** to bounce from one thing to another thereby avoiding becoming a jack of all trades and a master of none.

Slay Your Fear of Experiencing by Turning Pro

One thing that separates the pro athlete is their willingness, and ability to play while hurt. A sprang ankle sidelines the amateur, but not the pro. A pro shows up every morning no matter what, treats success and failure just the same, and endures adversity.

You don't have to be a pro to act like one. ***When you adopt the pro's work ethic you'll show up everyday with your contribution without fail come hell or high water.***

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If you've paid close attention perhaps you've noticed that when strung out together the first letter of each rule spells SUCCESS. As I mentioned at the very beginning this ebook is not meant to be an exhaustive guide to personal branding success but simply a starting point.

Stupid people...don't argue with them

Understand you're a brand in the age of Google

Cultivate 1,000 true fans

Create a website

Everything happens for a reason

Start now

Stop living your fears

There are a many things you're going to have to do on your journey to build your personal brand. I'm here to help.

Finally, if you've found this ebook helpful please share it with your friends, family, and social media network.

You can connect with me at:

- RodneyGoldston.com
- FB @RodneyMGoldston
- IG @RodneyGoldston

Thank you.

