

THE 10 most common ways

to

INCREASE
DECREASE
&
GET MORE

YOUR INCOME,

YOUR EXPENSES,

FREE TIME

with personal branding



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As a result of building your personal brand there are certain things bound to happen.

Once you've built a kickass personal brand for yourself, more and more potential clients will want to work with you. And more and more people will be willing to pay more for your products or services. With time and effort, you will be more valuable.

Because you have a NAME.
Because you ARE a name.

With more popularity and demand comes higher income, of course, but in lots of cases also comes less and less free time. If you try to be available for everyone, you will end up a very successful but very tired entrepreneur.

Who wants that?

Let me show you 10 ways to increase your business income and decrease your expenses without literally cloning yourself.

If you are building your personal brand continuously, consistently and consciously, you will see the results on your bank account too. Maybe they won't be obvious first, since you don't have a different page for "personal brand incomes" in your bookkeeping. Maybe you won't even know where this money is coming from.

BUT: the following list will help you track some of the money that your personal brand brings (or keeps at) home.

Let me show
you 10 ways



RAISE YOUR PRICES

1. The more people know you, the more people want to buy from you. It means more time, more energy... you will get more money too, fulfilling the orders and serving everyone will take too much time. You will be exhausted, your efficiency will be worse...

If you want to earn more don't work more — raise your prices!

You will lose a few customers for sure, but it is normal — you can earn the same (or more) money with less work, you will have time to have a break, or maybe even hire a help.

Basically this does magic for people who sell their own talent or knowledge.

BUT: If you sell tangible goods that you've also bought somewhere and anyone else could sell the very same products, this advice is not for you.

ADVERTISEMENTS

2. WORD OF MOUTH: You will spend less on classic ads after your clients (or people who have heard about you) start recommending you to others.

This happens daily in some thematic groups on Facebook: somebody asks a question like “*Guys, can anyone help me with this [specific problem]?*”... and most of the members write the same name or maybe two names as an answer to the problem.

3. RETURN ON INVESTMENT: Or maybe you spend the same amount on the ads, but more potential clients will click on them, because they recognize your name. ***So the ads will be more effective = you spend less money per client = your customer acquisition cost decreases.***

Maybe you won't recognize this immediately: this is a slow process if you don't invest thousands or millions. But the more you work on your personal brand, the more people will know your name. Maybe the only thing you will see first, is that your ads are slightly more effective with each month.

4. ADVERTORIAL: When you are asked to give an interview or write an article where your name and contact details are visible, you saved the ad-money on that space.

SPEAKING GIGS, VENDOR BOOTH

When you are invited to give a speech or presentation at a business event...

- 5.** You can ask (or can be booked) for a fix fee.
- You should choose this if**
- you don't have a specific service or product you can or want to sell on the spot
 - your main income is coming from giving speeches :)
 - the audience is not your target audience

- 6.** You can also do it for the opportunity to sell (sell from the stage, hand out ordering forms, or have a stand where you sell your products) instead of the fix fee and it only depends on you how much you earn with this presentation.

Speeches support your personal brand AND you earn money. Win-win. If you are not sure if the audience is your target group or it is impossible to sell at the given event, think again if it is worth it for you in any ways.

One more point to think about: what is the quality of the event, who organizes it, who are other speakers? Don't lend your name to just anything!

PARTNER PROGRAMS, CROSS-PROMOTIONS, AFFILIATE PROGRAMS

- 7.** Is there a company or person aiming for the same target audience but with a different product? Awesome! You can advertise it to your list for a commission. If your followers trust you, then they will trust the recommended product or service too – more than they would trust an advertisement.

BUT: don't go overboard. Don't advertise everything – it will weaken your expert position and your followers will think of you as a vacuum salesman.

- 8.** And you can do the opposite: you can ask other people to sell “you” to their lists for a commission.

BOXING YOUR KNOWLEDGE



Be visible,
believable
and
remarkable!

9. If you can't (or don't want to) keep **10 personal consultations** or trainings per day, create a ready-made "boxed version" of your knowledge which solves the most frequent problems of your customers, or a training where you can train more people at once.

What can be considered "boxed knowledge" product or service?

- **book**
- **workbook**
- **downloadable e-book/workbook**
- **DVD**
- **video training**
- **online course**
- **audio training**
- **webinar**
- **live trainings**
- **live group coaching**
- **group coaching call**
- **live presentation or speech**
- **or the combination of these ;)**

10. Franchise is a very special form of "boxing". It's only for really mature businesses and personal brands. **Let's talk about this one a few years later.**

+1 FAQ

Do you have frequently asked questions?
You know, what people ask you daily/weekly via
Facebook, blog, contact form or in person.

You don't have to give answers to everyone individually. Just show them the place where they find all the answers their questions. You can save a lot of time by not answering the same questions over and over again.

How do I offer FAQ?

- a.** You can create a separate page on your homepage and put the FAQ' and the answers there.
- b.** You can put a downloadable PDF to your homepage in a widget.
- c.** You can send out the answers in a newsletter.
- d.** You can create a video answer for each question and make it a series.
(Very powerful brand building tool!)

Now, that you know how to use your already built up name later – for making more money and more free time – we should start working.

Are you in?

Ready to kick ass?

Start with the self-assessment:

bit.ly/assess-your-personal-brand

KICKASS PERSONAL BRANDING

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