

A portrait of Basil Green, a man in a suit and tie, is centered in the background of the advertisement. The text is overlaid on this image.

***Free 7-Day  
Personal  
Branding  
Course***

*A crash course on how to  
build a brand that gets your  
target market to know, like  
and trust you*

*A guaranteed way to improve  
your productivity*

***Subscribe Today***

[www.therealbasil.co.za](http://www.therealbasil.co.za)

*Basil Green  
is giving  
away secrets  
used by top  
influencers  
to build  
memorable  
brands*

***In 7 days you  
will have your  
own personal  
branding  
strategy***

# **\*\*Day 1 of the 7-Day Personal Branding Course: You And The Richest Man Have Received An Equal Portion Of This Resource\*\***

You are reading this email because you have signed up to the 7-Day Personal Branding Course. If something sent this email to you, I suggest that you subscribe so you can get emails directly from me.

Once you've signed up you will be added to my email list. After you complete this course there are other emails coming to you.

My email subscribers get sent my Idea Generators weekly newsletter. In it, you will receive exclusive content, great deals, my special appearances and events. For now, you can continue with the subject of this email.

Time is your most valuable resource. Once you lose it you can never get it back. For example, teenagers only have one chance to complete this phase of their lives. Thereafter, they have to focus on the next phase of growth. The same applies to you.

Think about your life. Can you get back the years that have passed? Absolutely not. In fact, you can't recover the minute that you've used before you opened this email. It's gone forever. However, if you lose your money you can make it back. Possibly ten times more in a shorter space of time. You can achieve exponential results and still have time to do other things.

For the next seven days, you'll be learning about Personal Branding. Firstly, I will focus on time management. Before I get into that, I want to give you my definition of Personal Branding. It's very simple to understand. Whenever someone asks you, after learning my definition, you'll be able to provide an answer that is clear and concise.

Let's go through an exercise. It's designed to help gain the same understanding of Personal Branding that I have. I only have two questions for you.

1. What comes to mind when you think about the following brands?

- Coca-Cola
- Nike
- Facebook

2. What happens when you see the following logos?



I'm positive that you are familiar with the brands and logos from my exercise? If not, which I doubt, you can do a Google search. You will see what comes up about these companies.

Many people know, like and trust them. My 7-Day Personal Branding Course is designed to do the same for you. What is Personal Branding? My definition is below

*It is your ability to strategically create a good reputation for yourself.*

When you have a good reputation it's easy for people to know, like and trust you. See how simple it is to define Personal Branding.

We all have a reputation. However, not everyone is strategically building a personal brand. There is an old proverb that says,

*"A good name is to be chosen rather than great riches."*

It was spoken by Israel's third King. He was considered to be the nation's wealthiest and wisest king. Many people destroy their good names because they allow greed to influence their behaviour. It's possible to become famous from a bad reputation. But, that does not mean you will be liked or trusted by your target market.

Personal branding allows you to focus your time and energy on things that add value to your life. You will make better choices about the kind of person you want to be. Your other resources will be used to help you develop the brand you desire.

Today I want you to create a timetable for the 7-Day Personal Branding Course. You must set aside time to,

- Read the next six emails I will send to you. Make sure you also whitelist my email address. It will prevent my emails from landing in your spam folder.
- Complete each exercise I include in my daily emails. This will assist you to put together a plan at the end of the course.
- Reflect on your learning for the day.
- Implement your plan after you've completed the course. If you do not apply what you have learned you will lose it.
- Monitoring and reviewing.

You and the richest man have been given exactly 24 hours each. In fact, he probably has a busier schedule than you. However, he is able to get more done with his time. You own every second of the 24 hours you use. What are you going to do with it?

Best Regards,

Basil Green  
Entrepreneur & Author

# **\*\*Day 2 of the 7-Day Personal Branding Course: Your Personal Brand Story\*\***

It's been said that the greatest salesmen are the best storytellers. Marketing experts say you should focus on creating compelling stories when marketing to your target market.

I have been developing this skill since 2014. In the past six years, I published a total of three books. All three of these books were released in 2019. For five years I spent time learning, making lots of mistakes and improving where I needed to improve.

Today I am going to teach you what I know. We are going to go through an exercise. It only has three questions. I've adapted these questions from an online Life Coaching Course by Life Coach Training Institute. I decided to use these questions because I went through these exercises a few years before I could do their training.

1. Develop a personal biography. It can be long or short. When you write, try to include the following:

- What is your passion in life? What makes you happiest/most fulfilled?
- What life do you see yourself living in 10 - 15 years? Describe it like you are watching a movie of yourself.
- What is your purpose in life?
- What do you want for yourself and others close to you?
- What are the most significant events in your life? Include your experiences as well.
- What disappointments have you experienced in your life? It can be both minor or major.
- Make a list of your achievements? You can go back as far as you like. (List at least 20!)
- Why do you do what you do? What do you give that is unique or exciting to you?
- What do you want to leave for others - your legacy?
- Make a list of your strengths? (Personal and professional)

- What are your greatest accomplishments?
- What unique gifts/talents do you have?
- Think of other things you can include.

2. Imagine that you are meeting yourself for the first time. What comes to mind? As you do this activity focus on the following (it will help you see what kind of message you are giving to your target audience when they first make contact with you):

- What particular things do you notice about yourself?
- How is your appearance?
- What do you sound like?
- How do you come across to others?
- How are you interacting with others?
- Are you relaxed/anxious, happy/sad, open/defensive, enthusiastic/bored, lively/quiet ...?
- Does your behaviour change in different circumstances/environments?
- What makes you feel uncomfortable?
- What else do you notice?
- What is your overall impression of yourself?

3. Lastly, put together a presentation about yourself. Use your knowledge from question 1 and 2 to complete this task. Practice your personal presentation in front of three people. Preferably, individuals, you can trust to give you constructive feedback. If you cannot find anyone to help you, record yourself. Thereafter, evaluate yourself and make the necessary changes.

Find out the following:

- What should I remove?
- What should I keep?

- How is the length? Long or short?
- Is it a fair representation of myself?
- Is there anything I should add?
- Do I have any quirks?
- Have I said things that would establish/lower trust and credibility?
- Would you be more open to me after hearing my presentation?

Tomorrow you will receive an email for Day 3. Make sure you check your inbox. Store your presentation in a file. It will be useful when you are developing your plan towards the end of this course.

It gives me great pleasure to teach you what I know.

Best Regards,

Basil Green

Entrepreneur & Author

## **\*\*Day 3 of the 7-Day Personal Branding Course: Are You Talking To Me?\*\***

How do you deal with rejection? Have you ever been told, "You are not the person we are looking for?" Sometimes this statement is not the truth. Whenever I hear words of this kind I automatically want to prove the person wrong. A few people usually respond by saying, "Are you talking to me?" Majority of others out there will walk away feeling discouraged, disappointed and unworthy.

Your attitude should be like the few who usually respond by saying, "Are you talking to me?" Don't misunderstand me, I am not trying to encourage you to verbalise these words when your target market rejects what you are offering. I'm helping you remain confident when your marketing efforts don't produce the results you want. Am I teaching you to be a failure by telling you that you might not produce the right results? No, I am preparing you for the real world.

Success is not an even event. It comes after you've taken a journey. It does not happen immediately. This is a fact whether you are,

- Applying for a job.
- Trying to attract a client to your business.
- Building your social media following.
- Sending marketing material to your customers.
- Developing your team at work.
- Doing something to improve your career.

It takes more than one touchpoint to convince your target market. You will get to talk to individuals who are at different stages of the buying cycle. Some of these people need you to show them patience.

Your personal brand will have to attract, convert and keep your target market. There is a process you will need to follow to get the right results. Knowing your value will keep you in the race longer. If you want to win you will be compelled to remain in your lane. Rejection has the potential to direct you in a different direction.

Today's exercise will help you stay on the right path. Your mindset will be transformed. Once you have completed it you will have the necessary tools to work your plan.

## Exercise

1. Write down all the possible objections you think you will receive from your target market.
2. Create a list of solutions you will use to deal with these objections. Keep in mind the Attract, Convert and Keep stages.
3. Write out a Content Marketing Plan for each stage.
  - **Attract.** How do you plan to attract your target audience to your personal brand? What content will you use?
  - **Convert.** How do you plan to convert your target market into followers?
  - **Keep.** How do you plan to keep your followers? What content will you use?

Keep an eye out for my email tomorrow. You've just completed Day 3 of the 7-Day Personal Branding Course. You have four days left. Soon, you will become an influencer as well. I'm looking forward to seeing you excel. It's my passion to help people like you.

Best Regards,

Basil Green

Entrepreneur & Author

## **\*\*Day 4 of the 7-Day Personal Branding Course: What Am I Going To Use?\*\***

You need help to build your personal brand. It's can come from people, places and objects. They assist in making your journey easier. Take note, I did not say it will be easy. Your helpers are there to minimise the load you are carrying. Make sure you choose right.

You could end up struggling if you make the wrong choice. I am speaking from experience. You don't have to make the same mistake. Use the following exercise to make a list of how you will use the above-mentioned resources.

1. **People.** Who can help you? Your list can include your family, friends, acquaintances and other people you know or may not know.
2. **Places.** What places do you think will be useful to build your personal brand. Include place that are online and offline.
3. **Objects.** What objects can you use for your personal branding? For example, do you need a computer, internet connection, smartphone, online tools, etc. Determine what will be useful to you.

The internet if full of answers if you need to conduct research. There are many articles to help you gather information.

You have three more days left. Your 7-Day Personal Branding Course is almost complete. Well done for coming this far. You can take a few more steps forward. At the end of this course you will walk away with a strategy to build your personal brand. Keep up the good work.

Best Regards,

Basil Green

Entrepreneur & Author

## **\*\*Day 5 of the 7-Day Personal Branding Course: They've Been There Before?\*\***

Today I am going to tone it down for you. You've been working hard for the past five days. Day 5 is about those who have gone before you. Hopefully, you will be inspired by their stories.

I want you to do research of two people that have great personal brands. Visit their websites to see if you can find examples to use for yourself.

Choose one person from the two websites you visited. Starting today, you will follow this person for twelve months. One of the people I have been following is Gary Veynerchuk.

He uses vulgar languages, however, his material is amazing. I'm pointing this out to you so you have a heads up if you decide to follow him. I have chosen not to judge him. You make your own choice about him. He has a ton of free information that you can use immediately.

Wow. You have two more days left. Your free course is almost over. I want to make a confession. The course was given to you in bite sizes because I wanted to make sure you get the best out of it. My intention was to provide you with material that create value for you.

On Day 6 we will be putting everything together. Allocate adequate time to complete this exercise.

Best Regards,

Basil Green

Entrepreneur & Author

## **\*\*Day 6 of the 7-Day Personal Branding Course: We Are Puzzling?\***

This is the second to last day of your course. You are almost done. One step away from the finish line.

Don't quite on me now! I'm playing. You are not a quitter. It's Day 6 and you are still reading my emails. This means you have completed five days of material from me. Today you will put together an action plan.

Your plan of action will help you to strategically implement what you've learned in this course. Your exercise for today is simple. You must develop a 12-month action plan for your personal branding.

There are many resources on the internet that can help you with this exercise. Do a Google search if you don't know how to put together an action plan. I could have designed a template for you. It's easy thing to do. However, I decided to not do it because I want you to become resourceful. You can get one for free on the internet.

Tomorrow is your final day. You will be completed with your 7-Day Personal Branding Course. A few months from now you will start to see results. The title for today is "*We are puzzling.*" In Mariannridge we use the word *puzzling* to describe struggling times.

Today this expression has taken on a new meaning. I am now using this phrase to describe a thoughtful process to achieve success. All the pieces of the puzzle are being out together by you. Everything you need has been supplied. Both the universe and you have been designed to succeed. Repeat these words,

*"Everything that I need has already been supplied."*

You should make these words your daily declaration. Some of the things you need are inside of you. Other resources can be found outside. You have use your wisdom to make these things work for you. As you are implementing your plan you will need encouragement. I am also available to help supply this need.

Best Regards,

Basil Green

Entrepreneur & Author



## **\*\*Day 7 of the 7-Day Personal Branding Course: Don't Leave Me Alone.\*\***

Congratulations! You've made it to the end.

Today is the first day to implement your plan. It's going to be 12 months of strategic work. I've given you valuable tools. Use them to make your plan a reality.

I cannot give you everything for free. I am running a business to make a profit. However, my desire to make lots of money has not stopped me from giving away information for free. I've also benefited from free material. Now it's my turn to help someone else. The people that have helped me (*for free and when I paid*) have made many people rich. My desire is to do the same for you.

There is an opportunity for you to learn more from me. If you choose to say, "No thank you," I will still send you free information. I won't hold a grudge against you for not wanting to pay me for my services. The information is good. However, the paid stuff will take you to another level.

Do you want to improve? I talk a lot about being productive. Maybe it's because I a considerable amount of my life not make any progress professionally. I know a lot of ways to stay unproductive. The 7-Day Personal Branding Course has a guarantee to improve your productivity. I have other ideas for you to implement. They cost money.

If you agree to pay me I will send you a monthly newsletter. This is one of the ways I get to make money from what I have learned. My monthly newsletter will have information that can help you make more money. Your improved productivity should result in you having better bank balance.

I usually use unconventional wisdom. Don't get a shock if I tell you to do something that you have done before. My methods will cause you to stand out from the crowd. Today's challenges require you to think out the box. I can also help jump out the box. You might find yourself in a situation where you'll be forced to jump out the box. This will allow you to move freely. Circumstances will not be able to cage you in.

A word of caution. I don't come cheap. What I've learned did not come easy. The people who have taught me are good at what they do. Put these factors together and you've got information that's worth millions of rands. I would say millions of dollars. But I won't because I am South African. We us the Rand. Either way, you'll make money, no matter what currency you use. If you want to change it to follows you can do that.

By now, you must be wondering, "What's the cost?" To join my email list, which is called *Wise Leader*, you will make a monthly investment of R 1 499.99.

Every month I will send you a newsletter. It's a deeper dive to the free *Idea Generators* newsletter you are currently subscribed to. The content you are going to receive is exclusive to my *Wise Leader* newsletter subscribers. You'll join if you want to become a leader in your field. It's really a wise choice to make. My email address is [basilgreen@therealbasil.co.za](mailto:basilgreen@therealbasil.co.za)

Best Regards,

Basil Green

Entrepreneur & Author

