

Chapter Five

Get Rich! Brand Your Niche! Simple Yet Powerful Tools to Jump Start Your Success from Home

By Philip Johncock

"Big companies understand the importance of brands. Today, in the Age of the Individual, you have to be your own brand."

-Tom Peters

Why Brand You?

When you brand your niche on the Internet, you position yourself in the marketplace. That is, you set yourself apart from the competition and help people find you and your unique talents quicker.

Here are three primary benefits to branding your niche on the Web:

1. **You save money!** Just follow the simple **brand-making tips** in this chapter. They include free resources already available to you online.
2. **You save time! Build trust** quickly with your audience. Establish credibility with an audience **fast**. Position yourself in the market place as an **expert**. Don't wait for others to brand you!
3. **You empower yourself.** The Internet brands you anyway. Find out

how you are being branded in the section called “Google Your Name.”

Then, **take control** of branding your niche. Declare your expertise.

The Brand Called You

In the article *The Brand Called You*, marketing guru Tom Peters stresses the importance of branding: “Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. To be in business today, our most important job is to be head marketer for the brand called You.”

Start thinking of yourself differently. Start today! Start when the next person asks you what you do. Instead of giving a bland job title – like “I’m a teacher” – try something that **sparks conversation** and is benefit-driven. Say something like, “I help 14 year olds manage their time, set priorities, and stay focused so they can graduate from middle school, first, then graduate from high school and college and make more money doing what they love.”

Do you see the difference? “I’m a teacher” kills the conversation in its tracks. The second sparks interest and keeps the conversation going. It focuses on **what you have to offer that is unique**. It does not focus merely on a role you perform. It emphasizes the benefits others receive from you offering your expertise. You are not just a teacher. You are not just a manager at Bank of America. You are not just a consultant at Microsoft. You are not even just a home based business owner. You belong to no company.

You are not confined by your job description. As Peters claims, you are a “free agent,” free to choose the team you play with, free to call yourself something unique. You are more than your job title. You offer something of value that no one else does.

Stop here. Take some time to brainstorm and write down what you offer that is unique and benefit-driven. Then, read it aloud several times. Don't continue until you've done this. Don't cheat yourself!

Write down what you offer that is unique and benefit-driven.

I help _____.

Example: I (Phil) help home based business owners find and brand their niches online so that they can attract more clients (BENEFIT), save time (BENEFIT), make more money (BENEFIT), and connect their passions with world needs (BENEFIT).

3 Steps to Branding Your Niche on the Internet

What makes you unique is your genius, your “niche.” In marketing terms, a niche is a specific corner of a market that you secure by specializing in one type of product or service. Your niche is how you position yourself and take a stand declaring your expertise, position, forte and unique talents. According to *Forbes Global Business and Finance*, “Thanks to the Internet, small niche companies can reach mass markets in a heartbeat.”

Here are 3 steps to brand your niche on the Internet:

1. Brand your **expertise** by creating your own page on three of the “most trusted” websites, as determined by the search engines.

Examples:

Wikipedia

LinkedIn

SelfGrowth.com (“Expert” Page)

2. Use a tagline, nickname or consistent title in the **signature line** of all your emails.

Example:

David Riklan

Founder of SelfGrowth.com

#1 Self-Improvement Site on the Internet

3. **Solve people’s problems** on the Internet, **create more links to you**, and **ask for endorsements**. Participate in **blogs and forums**; when you see questions that people post that you can answer, solve their problem with your expertise. Review other people’s books, services and products and **give them your endorsements** and reviews (including your title and URL when you do). Ask other people to **endorse** you and your products and services. **Identify a problem** that people are looking for answers, like “How to Get a Scholarship for College”; provide a **service** (like a TeleSeminar) or a product (like an E-Book) to solve the problem.

Examples:

Answer Question on Blogs & Forums

Give Endorsements | Ask for Endorsements

Offer Services & Products to Solve People’s Problems

Google Your Names

Like never before, you can ride the popularity of the Internet to brand your niche. Some compelling Internet usage statistics point to how this is possible. In 2008, an estimated 1.4 billion people worldwide are online. In North America, more than 72% of the population uses the Internet. A 2004 survey showed that the average Internet user spent close to 3 hours per day online (versus 1.7 hours watching TV); 25% of the time was spent surfing and shopping. In 2008, time spent online each day has increased. I have quadrupled the time I spend surfing and purchasing products and services online since 2004.

Surfing and shopping on the Internet are two easy ways you can attract clients to you, as well as take a proactive role in branding your niche. Today, 74% of all Internet searches are done using two search engines: Google (47%) and Yahoo (27%). Here we will focus on Google. Let's focus specifically on "you" and take a snap shot of how you are being branded right now.

To take your snapshot, Google your name. Go to <http://Google.com> and enter your *surname* (mine is *Johncock*), *full name* (mine is *Philip Duane Johncock*), *preferred name* (*Phil Johncock*), and any *other derivations* of your name (*Philip Johncock*). Take some time.

Notice which sites come to the top of the list. Stop here. Don't go further until you've googled your names. Don't cheat yourself!

Answer four key questions:

1. How many web pages **feature you as an expert**?
2. How many of the websites that appear in the top 10 did you have a **direct role in branding**?

3. What are the **key words** (or “niche” words) that appear most frequently?
4. What **endorsements** show up?

What did you discover?

Here is what I discovered when I Googled my names in preparation for writing this chapter. First, I was **featured as an expert in ALL the sites** that came up in my search. Second, when I Googled *Phil Johncock* and *Philip Johncock*, I noticed that I had a **direct role in branding** the first three sites. When I searched *Johncock*, my own site (<http://johncock.com>) was #3, but it was #1 on Yahoo. Third, the **most commonly used key words** on my sites were “award-winning” and “grant writing.” Fourth, an **endorsement** from Jean Houston was near the top; this demonstrates the importance of asking for endorsements.

3 Trusted Sites

In my example above, when I searched *Johncock*, the #1 and #2 sites that appeared were Wikipedia sites, but not mine. The site ranked #5 for *Philip Johncock* was SelfGrowth.com. Wikipedia and SelfGrowth.com are both considered “trusted sites” by the search engines. You may have noticed, like I did, that Wikipedia sites frequently come up in the top 5 sites listed when I do a key word search on Google.

You can begin to brand your name (and niche) quickly and “for free” right now. This can improve your name-ranking dramatically! Create “expert pages” on the following 3 trusted sites that come to the top of Google and Yahoo searches:

- <http://wikipedia.org>
- <http://www.selfgrowth.com/experts.html>

- <http://www.linkedin.com>

Do you need help creating your “expert pages”? If you do, you will find everything you need at:

<http://BrandingYourNiche.com>

3 Ways to Find Your Niche

1. **Create a “tagline” for yourself** – A tagline is a signature phrase or slogan that sums up the tone or premise behind a product or service and reinforces the audience’s memory. For example, famed radio broadcaster Paul Harvey introduced factual stories on a variety of subjects with a surprise or "twist" saved until the end. He concluded with his signature phrase: "And now you know...the rest of the story.”

As a little trivia, do you remember what movies these taglines are from?
(You will find answers at the end of this chapter.)

Tagline or Signature Phrase

Movie or TV Show

“Be afraid. Be very afraid.”

“A long time ago in a galaxy far, far away...”

“To boldly go where no man has gone before”

Write down a **tagline or signature phrase** you can insert at the end your emails and presentations.

“ _____ ”

Example: Kemal Amin "Casey" (a nickname) Kasem, Radio Broadcaster
"Keep your feet on the ground and keep reaching for the stars."

2. **Choose a “nickname” for yourself** – A nickname is an informal “pet name” that is easy to remember. It could be a shortened version of your name, like “Ed” for Edward Murrow or “C.J.” a columnist in the *Star Tribune's* Twin Cities section. It may refer to your **job or title** (i.e., Dr. Phil). It may refer to your **special mental capacities**, like “Einstein” or “Sherlock.” It might be a **term of endearment**, such as “Little Buddy,” the Skipper's pet name for Gilligan on the TV series *Gilligan's Island*. A nickname could **distinguish you from other family members**, such as my “Uncle Junior.” It could associate you with a **specific geographical place**, such as Punxsutawney Phil (the groundhog who sees or doesn't see his shadow on February 2) in Pennsylvania.

Write down a **nickname** for yourself.

Example: Joe Vitale's nickname is Mr. Fire. (<http://MrFire.com>)

2. **Choose a special “title” that sets you apart** - Elvis is the “King of Rock and Roll.” Jack Canfield, co-creator of the *Chicken Soup for the Soul* series (a great brand name by the way), is “America’s Coach.”

Write down a **special title** for yourself:

_____ (your name) is “_____.”

Example: Loral Langemeier is “The Millionaire Maker.”

3 Case Studies

A key to your branding success is finding and modeling successful people. There are people who have been successful at branding their niches. Three are listed below. Study what they do successfully. Study how they grow their email lists and how they word their emails. So that you don’t clutter up your main email box, I recommend that you set up a unique “dummy” email address. Then, subscribe to their newsletters, E-Books, products and services. Notice how they market themselves and get their products and services out through the Internet.

Check out these three great examples of people who are geniuses at branding their niches on the Internet:

1. Jack Canfield – <http://JackCanfield.com>
2. Joe Vitale – <http://MrFire.com>
3. Tom Venuto – <http://BurnTheFat.com>

Your Gift

I have a special gift for you ... a free *Brand Your Niche* audio and ezine. Pick up your gift at <http://BrandYourNiche.com>.

Trivia Answers

Tagline

Be afraid. Be very afraid.

A long time ago in a galaxy far, far away...

To boldly go where no man has gone before

Movie or TV Show

The Fly

Star Wars

Star Trek

About the Author:



Phil Johncock helps home based business owners and people interested in attracting more clients, saving time, making more money, and connecting their passions with world needs. Named the "World's Best Grant Writer" with a success rate greater than 92%, he has helped thousands of people brand their niches through helping charitable agencies raise funds and get grants. In 2.5 years, he helped them generate **over \$1.2 billion** in funding. He is founder of 4Grants.Net, a leader in online distance learning since 1997 that helps individuals and charities get scholarships, grants, awards and funding to fulfill their missions.

Website: <http://BrandYourNiche.com> – Free Audio & Ezine

Website: <http://4Grants.Net> – Free Winning Grants Audio

Website: <http://FunUnlimitedInc.com> – Free Genius Contagion Newsletter

Website: <http://GeniusCourse.Net> – Free 10 Essential Genius Questions