

PERSONALITY

PERSONAL BRANDING MAGAZINE

THE CONTENT ISSUE
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SUMMIT SPEAKERS

WEIGH IN

THEIR NUMBER ONE
PIECE OF ADVICE IN
MANAGING YOUR
ONLINE BUSINESS

LESSONS LEARNT

3 MISTAKES I MADE
AND WHAT THEY
TAUGHT ME ABOUT
HAVING A
SUCCESSFUL
ONLINE BUSINESS
BY JAMILA
BANNISTER

RENEE

SERRANT LAYNE

THRIVING VIRTUAL LAUNCH
STRATEGIST, SHARES HER 5
SUCCESS SECRETS FOR
CARIBBEAN BASED VIRTUAL
BUSINESSES

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Editor's Welcome

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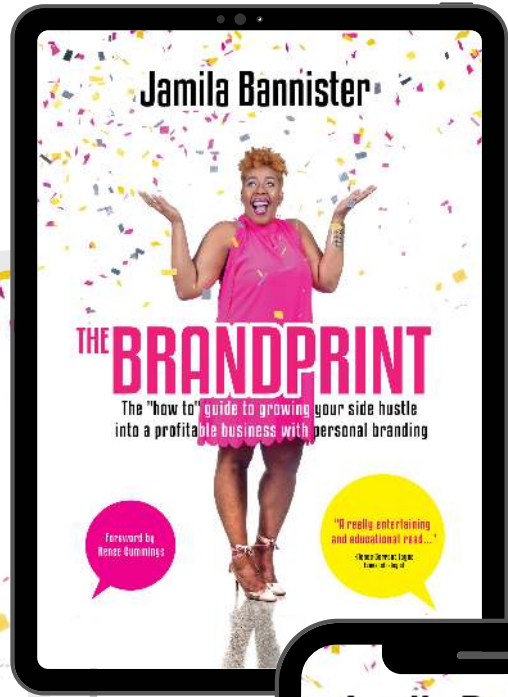
I'm so excited to finally be on the cusp of the Brandprint Summit! I feel like I'm at a concert and the performers are finally about to hit the stage! This is our 4th and final summit issue of PERSONALITY Magazine ahead on the summit's commencement. I'm forever grateful for all of the contributors and of course to you, the consumers. If you've enjoyed its content, don't worry too much, as it's not going away permanently. Just on a brief hiatus while I decide what's next.

In this issue, we talk about the operational components of a digital business including launching, automation, legal protection and a few mistakes to avoid. This issue was strategically left for the last, in line with the final day of the summit. The reason being, these operational parts of your business are critical once you've drilled down the parts covered on the first three days of the summit.

We trust you've enjoyed the past three issues and will find as much value in this one too. See you at the summit!


Cheers,

Jamila Bannister



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SPEAKERS WEIGH IN:

TOP ADVICE FOR SUCCESSFULLY MANAGING A DIGITAL BUSINESS

Gabrielle Motilal



Knowing how to manage your business effectively makes your life easier. But managing an online business can be a bit tricky at times especially when it feels like it's you against the world and you have to figure out everything on your own. We asked a couple of our summit speakers who have their own thriving online businesses to weigh in and give their best piece of advice for managing an online business.

Mary Sue Dahill is an automation expert. She refers to herself as a digital tools matchmaker, ensuring that systems work together for a smooth and easy workflow. Mary's best piece of advice for managing a fully digital business, is to simplify your digital ecosystem. For her, this means having an all-in-one solution for your business. You will save time, money, and frustration using an all-in-one solution because you are learning one tool, working with one company, and automation is built into the system."

Saelese Haynes-Romany is an Attorney-at-Law with a focus in intellectual property law. Naturally, her advice is rooted in legal protection for your brand and business. Her advice was " Even though protecting your digital assets may not necessarily make you any money directly, those assets are the things in your business that can be monetised for residual income. Failure to appropriately protect those assets can cost you a lot of money, or in some extreme cases, it may cost you your entire business. I always advocate for starting from a position of strength in business and that includes building a virtual fence around your brand to protect it from the get-go.



MARY SUE DAHILL

"KNOWING HOW TO MANAGE YOUR BUSINESS EFFECTIVELY MAKES YOUR LIFE EASIER."

For entrepreneurs, your Intellectual Property including your content, your branding and brand elements; names, logo, colours, etc., and your digital real estate like your website, are valuable assets. Protecting them requires a strategic and multi-faceted approach.

She continued by saying “For a business with a physical presence, it is quite easy to think of and source protections for all of the different elements of the business - for example, the owner may need security guards and security systems such as CCTV, insurance for the building and the goods/ services, maintenance workers to upkeep the building etc. For a digital business, what needs to be protected, and how, is not immediately obvious.”

“IT IS KEY IN CREATING A STRONG BRAND, TO USE DISTINCTIVE ELEMENTS”

Saelese’s top 3 tips for securing and protecting your digital brand value are as follows:

1. It is key, in creating a strong brand, to use distinctive elements. Research has proven that distinctive words, symbols etc (for example 'Apple' for computers) stand out more than literal or descriptive elements. In a crowded marketplace, even a virtual one, consumer recognition and goodwill go a long way. In addition, novelty and distinctiveness are requirements for protection for some types of Intellectual Property.

2. Formulate a Digital Asset Management Plan which will include guidelines for (i) how you use your digital assets, (ii) how you will allow others to use your digital assets and (iii) how you use and interact with the digital assets of others. Implement policies and train all persons involved in your business on applicable procedures.

3. Make taking action to enforce your rights a norm, rather than the exception. This does not mean



SAELESE HAYNES ROMANY

“IN A CROWDED MARKETPLACE, EVEN A VIRTUAL ONE, CONSUMER RECOGNITION AND GOODWILL GO A LONG WAY”

that you need to sue everybody that you think may be abusing or infringing on your rights, but you can take simpler steps (writing to perpetrators, reporting infringing content etc.) to ensure that you get into the habit of being proactive with your digital property.

TL;DR: Cover your ass...ets - protect your digital assets with the same zeal and fidelity that you would protect tangible and 'real' assets.

Both Mary Sue and Saelese will be speaking on day 4 of the Brandprint Summit, register to hear more about how you can improve your brand and digital business.



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PLATINUM
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THE BRANDPRINT
Summit

GROWING YOUR VIRTUAL BUSINESS FROM THE CARIBBEAN

FIVE THINGS CARIBBEAN INFLUENCERS NEED TO KNOW BEFORE LAUNCHING THEIR BUSINESS ONLINE

Renee Serrant Layne

Since the pandemic kicked off in our neck of the woods back in March, there's been a massive upsurge in businesses going virtual. Why? Well, because it's the one thing that seems to be pandemic proof. It doesn't require you to be physically present for it to work.

However, launching a profitable online business is so much more than setting up a Facebook page or a pretty Instagram profile. In that regard, there are five critical things that you need to know before you hang up your virtual shingle.

A WEBSITE ISN'T AS IMPORTANT AS YOU THINK

I know that web designer and developers made an absolute killing during the peak of the pandemic, but I want to issue a word of caution. Unless you already have a well-established offline brand, or are a product based business, don't waste money on a website. Real talk. What you really need to focus on is getting clear on your ideal client, your offer and your messaging. When you're clear on those three things and have developed a level of consistency in your communication, then you can focus on building a website. If you haven't done any of that and are

still adamant that you want a website, then you might as well set your money on fire and flush it down the toilet.

KEEP IT SIMPLE

Forget what the gurus have told you, you do not need any fancy marketing software and a bunch of premium tools to have a successful online business. You only need a few basic tools to get started. The most important ones are a conferencing software like Zoom or Skype, some way to accept payments (Paypal is a great choice) and a scheduling tool such as Acuity Scheduling or Calendly so you can schedule your calls with prospects and clients.

COVER YOUR BEHIND

Make sure you have a contract. This is extremely important! It is for both you and your client's benefit. If the relationship goes south, there is an escape clause. Or, if a client is asking for services outside the scope of the agreement, you can point them to the relevant section of the contract with the agreed services and direct them to act

accordingly (meaning, stick with what we agreed to or pay more money for the additional stuff).

BEEF UP YOUR MINDSET

Your mindset can make or break you in the online business space. We're still pretty new to it here in the Caribbean and there are many people who don't 'get' what we do and might not be very supportive of our dreams or goals. That's ok. To be honest, I don't think my own mother can explain what it is I do to her friends *shrug*. But not to worry, there are whole communities of online entrepreneurs just like you who can provide the necessary guidance support, mentorship and motivation. They get the unique challenges that we face in the online space and they're here to cheer you on.

RELATIONSHIPS ARE EVERYTHING

Just like in the offline space, it pays off to build and nurture relationships. And this is not just with clients, but with fellow entrepreneurs inside and outside of your industry. You



never know when a connection might have an amazing referral that could become your next client or lead to a feature mention in a local newspaper so make sure to spend time getting to know others in the online space. The best part is that you can meet literally anyone anywhere in the world. And there you have it, my quick and dirty guide to the five things you should focus on if you want to launch a successful and profitable online business.

Renée Serrant-Layne is an online business strategist, marketing systems expert, and avid track and field fan. Armed with her five step framework, Renée works with online entrepreneurs, to guide them through successfully planning and managing the launch of their online programs, products and services without feeling stressed or overwhelmed. Renee is able to break down the online marketing process into easy to follow steps, by combining three main elements: foundational knowledge, strategies and systems. Renée has proven, through her work with clients that having a profitable online business doesn't mean that you have to lose that personal touch or spend hours of your life doing mundane activities that frustrate you and steal your joy.



Renee Serrant Layne

**A GOAL
WITHOUT
A PLAN
IS JUST
A WISH**



3 MISTAKES I MADE AND WHAT IT TAUGHT ME ABOUT BEING SUCCESSFUL WITH MY BRAND AND DIGITAL BUSINESS

Jamila Bannister - Summit host

The world of digital entrepreneurship can be big and confusing for a newbie. It's especially confusing for a newbie who has no guidance and is learning by trial and error. I was definitely this person. I used to think to myself, how can you say you're this smart and can't figure this thing out? However after much effort on my own and eventually getting the guidance I needed, I realised, it's somewhat of a re-education one needs to thrive in the digital space; therefore, feeling confused is normal. With this in mind, I'm going to share just a few things I got wrong that either cost me money, time or both and how you can avoid these mistakes as you grow.

DONT' BUY INTO THE TECH HYPE TOO QUICKLY

I know it must seem counter intuitive to not invest in tech and software when building your brand online. After all we might read Dot Com Secrets and swear up and down by funnels. However, it's critical to understand that apps, software and other pieces of technology are only supposed to amplify processes that already exist. In other words, software and automation will not help you sell anything or increase your visibility and brand authority, if you haven't already developed a process for doing so on your own.

For example, we all have the ability to go live on Instagram or Facebook to engage with our followers, however, despite the technology being available, the average person online doesn't use it well or use it at all. You don't have a schedule for content or any type of strategy to attract your audience. Now imagine paying for a pricey piece of software or paying a monthly fee for an app and the same thing happens. Instead, you should invest in education and



coaching. Because the online business space is vast and can become overwhelming, the best thing to do is to get help and support in understanding the digital culture and developing a process to grow your brand. You'd also need time to learn the technology before fully committing as all new software comes with a learning curve.

BUILD YOUR AUDIENCE BEFORE LAUNCHING YOUR PRODUCT

A rookie mistake more than any other is trying to launch a new product or service before developing an audience. The very essence of your brand lies in you consistently showing up and being distinctive and visible. I remember I tried selling a course before I put in the consistent work to build an audience. Want to guess how many people bought said course? 1...a single person bought it. Needless to say I was super disappointed, but I learnt a vital lesson. Build the relationship and provide the value, by the time you're done, people will be waiting with baited breath to buy what you're selling.

ALWAYS OWN YOUR WEBSITE

A lesson I learnt the very hard way was that I needed to own my website. Once you've gotten to the stage where you're ready to invest in a website for your brand, it's important that understand all of the moving parts. So I will give you an analogy to help you understand. Websites have two basic parts the hosting and the actual website builder. Think of it like the relationship between a piece of land and a house with the host being the land and the site builder, the house. Your web developer is like a contractor you hire to build the house for you. Just like with an actual house, the contractor doesn't buy your land and pay for the house and then sell it to you. Even when he does sell it to you, he hands over total control. He's not hanging around controlling who can come in and level of access you have to the house. When you don't own your hosting and web builder and you allow a web developer to do it on your



behalf, you hand over control of your of your site. Therefore, if they change web hosts and your site is shut down for days, you're affected. If you can't reach them when you urgently need to make a change, you're held back and if you want to change web developers, you're at their mercy. Your website is like real estate on the internet. Own it and hire the necessary help your need to develop it.

Digital is a big world, so take it one step at a time. If you find yourself confused or overwhelmed, remember to go back to the basics. Are you being visible? Are you connecting with your audience? Are you being consistent? Are you providing value? If the answer is yes, then you can take a look at your systems, because systems only work as well as you do. If you need help and support in getting the visibility you want for your brand, register for the Brandprint summit. If you want to take it a step further with personalised help, support and coaching, reach out to me at hello@jbannisterbranding.com.



Wondering which summit presentations will help you most? Take our quiz and find out now

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QUIZ

THE **BRANDPRINT**
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August 25th -28th, 2020

Meet the Speakers



Melody Johnson



Meg Brunson



Mary Sue Dahill



Melinda Belle



Saelese Haynes Romany



Renee Serrant Layne



Eden Fried



Camille Attel

**Systems &
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