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Tue, 7/27 4:50PM 26:40

## SUMMARY KEYWORDS

people, number, leader, brand, means, entrepreneur, career, entrepreneurship, business, determine, target market, problem, downsized, leadership, graduate, advertising, laurie, success, planning, stand



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Hello, everyone, this is branding one on one navigating leadership and entrepreneurship. My name is Laurie a man's and I am a trailblazing business strategist and president of quality media consultant group, you can find us at quality media consultants calm, I am so happy to be a part of the grad career fest. And I hope that you have a phenomenal time learning a lot of information to help you take your career to the next level. Today we're going to talk about whether or not you are going to enter the workforce as an employee, or if you're going to navigate entrepreneurship, aka being a leader. And so let's get started. I want to ask you something just so you can identify with where you are right now. Are you a pending graduate, recent graduate? Or maybe you're an entrepreneur hopeful? Or could you be a creative? And by that I mean, do you like making videos writing blogging, podcasting or creating content for social media? And perhaps you consider yourself a social media influencer? If any of these titles applies to you, congratulations, you're in the right place. And I know that something I say today, or at least I hope something I say today will help you. Now, let's talk about a few statistics about college students. today. Approximately 63% of high school students are graduates enrolled in college last year, around 53% of recent college graduates are unemployed or underemployed. And the employment rate for those with a bachelor's degree or higher is 4.8%. And there are some majors that are not doing so well right now. For example, mass media majors have an unemployment rate of 7.3%. general education majors have an unemployment rate of just 1.7%. And 73.2% of criminal justice majors are under employed. And if we're talking about total numbers, a total of 34% of college graduates are underemployed. And here's another 140 3% of college graduates are underemployed in their first job. Well, if you look at the stats, it's not really very encouraging for anyone who's in college right now. So that could be very disturbing for you. And I understand that.

But here's the thing. Although the competition in the workforce is very fierce right now, you have options, you can either get hired, or hire yourself by starting a business. So let me tell you my story. I entered the workforce just like many of you at age 21, after my undergraduate college career, and I worked in corporate America for 22 years. I got downsized from my job. In 2009, which meant I was unemployed. I had to make a quick decision.



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And here's what I know for sure. That experience of being downsized showed me that there is no job security anywhere. And so once I made the quick decision to become an entrepreneur, and become a leader, I knew I had to be all in. So my story looks a little bit like this. After I left a 19 year career in the radio industry in 2009, where I sold advertising and marketing and was an account manager and sales executive as well as a marketing executive. I met a lot of famous people I had a glorious career. I made a lot of money. I was a six figure earner. And I met famous people like Patti LaBelle and LL Cool J. And it was a great career. But it all came to a screeching halt when I got downsized, and from then I realized that I did not want to put my future in the hands of any corporation ever again. So I went from being a corporate radio pro to becoming an award winning entrepreneur the very next year, and I began working as a business coach, consultant, and I specialize in helping people to learn how to master their sales, get better advertising and marketing so that they could grow their businesses. So what's the number one lesson for successful career? I think it's whether you are an employee or an entrepreneur, you have to find a way to stand out. And standing out is not hard to do. You're just going to need to know what is unique about you. So here's what we're going to learn today, how to brand yourself in five easy steps, the branding mistakes you need to avoid the key characteristics of leadership, the key characteristics of entrepreneurship, and how to prepare to be an entrepreneur, as well as the seven P's of successful leaders and entrepreneurs.



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So, question number one, let's talk about branding. 101, how do you brand yourself? Well, I will submit to you that first you must define your brand, that means Who are you? Second, you have to identify your target market, meaning you have to niche down. And step three is solve a specific problem or meet a need. Step four is develop a core message to communicate with your target market, tell people who you can help and how you can help them. And Step five, is market to your target audience, you got to figure out where you can find those people who you're called to serve online and offline. So let's get further into

these steps. When it comes to defining your brand. First, you have to ask yourself, How do I identify what's your age, gender, race and your background? Where are you from? Where do you go to school? You know, what groups do you associate with that sort of thing? And then next, you want to determine what do you want to be known for, because that's what a brand is, is staking your claim. And it's the consciousness of who you are and what you want to be known for. Then you have to decide upon your mission, your purpose in your vision, like, what is your whole purpose in life, in your career, in your business? Or whatever it is? What's the purpose for you doing that thing. And so when you define those first three things, the identity, what you want to be known for, and what's your purpose, and mission and vision is all combined, then you have to ask yourself these very poignant questions. Number one, the purpose number two, your interest in hobbies. Number three, your passions. Number four, your skill set. And number five, how do you excel? And where do you excel? And number six, what would you do for free if you weren't getting paid? And number seven, what can you see yourself doing 10 years or 20 years from now? When you answer these questions, you will have a very good idea as to what your brand is all about. Now, step two, and brandy one on one is identifying your target market. And we're going to talk about beyond the demographic basics of age, sex and income, because you have to dig a little bit deeper when you are branding anything. So I want you to get very clear about who is it that you really are trying to reach? What are some common things about them that you should know. And then you have to determine the common denominator for target one and target two or target a and target B. These are the people who are going to be in your target market and buy whatever it is that you're selling.



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And then number three is what are their specific problems or biggest challenges that you can fix or resolve. Because see, your goal is to identify a solution for whatever problem they may have. And once you identify and define that solution, it's going to be very clear to your target market, how you can help them. Step three is to solve a problem and meet a need. People pay money to have their problems solved, whether it's a corporation, or whether it's your business. Either way it goes you're going to have to learn how to solve problems and meet needs. So what's the formula for this? It's simple, determine the problems, the issues, the concerns that your target market has, and whatever their biggest challenges are. If you have solution and a way that you can help them resolve them. That's money in the bank for you. And then once you determine what those challenges are, you have to identify and define your solution better than your competition. The problem, and the solution together is what is going to bring you business success. Now, step number four is to develop a core message. Determine how you can help the people who you have created your business for, and in what ways can you relate to them? And think about this? Do they need their issues, or problems fixed or addressed

now, or later. And relatively, I'm asking about priority. See, because your core message has to meet a need or solve a problem. And if it is a urgent need, or an urgent problem, that's all the better. I want to give you an example. You can see here, we're going to talk about a health coach, hypothetically, the health coaches name is Betty. So if she introduces herself, as Hi, my name is Betty, and I'm a health coach, you don't really have a good idea as to what Betty does now, do you? Because when she says, I'm Betty, and I'm a health coach, well, that's attracting a whole lot of people who she could possibly help. Because that means her audience is very, very broad. Well, she's gonna attract good leads, bad leads, and maybe people that she can't even help at all. But if Betty says something like this, Hi, I'm Betty, and I'm a health coach specializing in raw foods, holistic health, and weight loss, then you have a better idea as to who Betty can help. What does that mean, she has become more specific about who she is, and who she helps. And she also even indicates a problem she could help someone solve. So what does that mean that he has done in the second scenario, it means that she has niched down to a specific group of people who she can help. And that's exactly what you need to do. Step four is to market to your target audience. That means get the word out. So when you begin marketing your brand, you have to consider the four P's of marketing, product, price promotion and place, you've got to determine where your target audience shows up. And how can you reach them both online and offline. And the other thing is, you have to cater your message for the specific platform that you're advertising on. Whether it be television, radio, internet, it doesn't matter, you have to format your message based on the length of time that you have. For example, in radio and TV, there's 10 second commercials, 15 second commercials, 30 seconds, and 60 seconds. So when you're advertising on those mediums, you have to garner an audience in a short amount of time. On the internet, you can have banner ads, or audio commercials. And the most important thing you have to remember when you're advertising online, is that you have to have a strong call to action. This is basically a trigger that you're going to use to make people do something, whether they see your advertisement, or they hear your advertisement, you want them to be incentivized to take action. Now, let's talk about some mistakes that you need to



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avoid when you're branding yourself. Now keep in mind, whether you become an employee or an entrepreneur, you're going to need to have a brand because personal development in your career, even if you're working for a corporation means that you have to have a personal brand. And if you start a business, you also need a personal brand. So here's some branding mistakes that you want to make sure you are avoid. Number one picking a bad or confusing name. Next is making your brand too broad. And then next is no copyright for your brand. You want to make sure you get a copyright, especially in these days. Number four is using buzzwords to create or define your brand. Think about it

this way. There are certain words that are trendy, and certain words that are hashtag bubble, but you don't want to create a business or brand based on trendy buzzwords. The next thing that you want to avoid is having an out of date website. You want to make sure your website is current. And the next thing you want to avoid is not having an authentic brand. And another thing is not having a personal brand. And finally, a branding mistake that you must avoid is under estimating your competition. So guys, when you fail to do what is called a SWOT analysis, and SWOT stands for strengths, weaknesses, opportunities and threats, that means you do not have a clue what your competitors are doing. So you want to make sure that you never under estimate your competition.



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So, once you have made a brand, you've created your brand, you've got your brand reputation, and you're out there in the marketplace, then what? Well, you've got to determine Are you going to be a leader in the marketplace? Are you going to be an employee in the marketplace? Or are you going to be an entrepreneur? So let's talk about leadership. Leadership is the office or position of a leader recently assumed the leadership of a company or the ACT or instance of leading you, you know, as well as I do that a word can have many definitions and meanings. A leadership also means that you're molding an individual into a team, right? leadership means you're molding people into a team. And if you're molding people into a team, then you're pretty much considered a great leader, according to Harold cones, and Sarah O'Donnell. Now, where can you become a leader? Because many people say, Well, I'm not a leader, and I don't really want to be one, I just want to graduate college and get a job and go about my career and make money so I can pay my bills. Well, you can become a leader, if you decide to go to graduate school, you can become a leader of a club or group at your school, you can also become a leader at your job. Because if you get a promotion, and you're managing a team, you are then a manager or supervisor. So that means you're leading a team. You can also become a manager at a company where you create that company, and you start to hire staff, or outsource people to help you facilitate your business. So there's many ways that you could be a leader. So let me give you top five leadership qualities that are so important today, no matter what type of leader you are. The top five leadership qualities are number one, ethics and safety, you have to have high ethical and moral standards. Number two, you have to have strong organizational skills. And that simply means you're providing goals and objectives with fluid guidelines. Number three is being a student of success. And that simply means that you're an efficient learner and you're very open to growth, meaning you have a growth mindset. And number four is someone who nurtures growth, not only do you have a positive and growth mindset, that means you encourage and you promote continued training for the entire team of people that surround you. So not only are you

growth oriented, but you nurture growth in others. And number five, is connecting and fostering a spirit of team building. That means you communicate effectively, you build strong relationships, and you develop future leaders, because the best leaders are those people who helped to mentor, train and develop future leaders. Now, let's talk about entrepreneurship because many of you may want to become an entrepreneur in your career choice. So the quality of being an entrepreneur is one who takes on an enterprise. The term entrepreneurship itself involves the risk and effort of individuals who own and manage a business and on the innovations that result from their pursuit of economic success. So if you're pursuing economic independence, you are an entrepreneur. So here's the thing. Entrepreneurship takes preparation, and planning. So there's 10 things that you're going to need to do in order to become a successful entrepreneur. And number one is you have to do your research. That simply means do your homework for whatever industry you're going to be in. You have to do your homework to determine what are the trends in that area? What are the needs in that area? What are the problems that people have in that area? Number two is review your capabilities. What is your skill set in that area? And do you need to go back to school or do you need to get a certification or what do you need to do to be considered an expert in that area? Number three is be driven and goal oriented. You've got to be ambitious if you're wanting to be an entrepreneur. And number four is learn to take risks, you have to have the ability to gamble wisely, not foolishly, but gamble wisely. And that means taking calculated risks. Number five is stay social. And I don't just mean on social media,



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I mean, message or network. For example, you should be on networks like LinkedIn, you should learn how to build relationships online as well as offline. And number six, you must seek expert advice. Always have the best mentors to help guide you in your next best career move. And number seven,



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if you start



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your own business, or if you're in charge of growing a team at your company, hire great people, hire experienced people, hire people who you can grow, but who will also make you look good for being a smart hire. Number eight is planning everything. There's never too much planning, success takes planning. And number nine, practice making smart

decisions. Have you heard of the acronym smart, it stands for strategic, measurable, attainable, relevant and time bound. Your decisions as well as your goals must be smart. That means you must be analytical about what you're planning to do. And number 10. And finally, is stay energetic. Keep your passion and enthusiasm for whatever route you decide to take. Now, here's the thing that I want you to remember. If entrepreneurship is your goal, after you graduate from college, you must have a plan. And if you don't have a plan, get a plan. You need the following three plans as an entrepreneur, number one is a business plan. You're gonna have to determine what your endgame is regarding how you're going to grow your company. How are you going to get revenue in your company in the next two years, three years? What are your short term goals? How are you going to grow your company long term and the next 10 years or 20 years? Think about that. You need a business plan. Next, you need a marketing plan. Because this is all about how you're going to get known. How are you going to get people to hear about your company? And how are you going to get the word out? And third, and finally, you need a personal development plan. How are you going to grow as a professional? What certifications are you going to get? What classes are you going to take? And how are you going to keep your education going forward year after year after year. So you can present yourself as a growth oriented individual. So think about it this way guys. If you're not planning you are planning to fail. There's a couple quotes that I want to share with you. And here they are playing your work and work your plan. Napoleon Hill said that failing to plan is planning to fail. Alan Lincoln said that a goal without a plan is just a wish Antwan, the Saint exupery said that and always have a plan for success. Yours truly, Laurie, a man said that. Now, let's talk about the entrepreneurs and leaders who win. What do they have in common? Well, I believe that they master seven peas, and the peas are planning. They plan their time wisely. Next, they prioritize. They make sure that they get in the most important things first. Number three, they prepare, you have to always be prepared and practice your craft. Number four is persist because things are not going to always be easily. But when you get tired, you're going to have to persist. Number five is persuade others to enlist in their vision. You have to get people who believe in what you're doing. Because it's not just about you. There's no I in Tip number six is have a powerful personality, be memorable, and be able to attract other people to help you. And number seven, always have a positive outlook. So in summary, what should you do? Your graduate or you're almost a graduate. What's the best thing you can do for yourself? Well, I would submit to you, you have to brand yourself, figure out what you want to be Known for in life in your career. In your business, whichever one you choose, get a mentor. Find a powerful professional to learn from. Hire a team and delegate. Don't try to do everything yourself. Get visible. Increase your brand awareness online and offline, the more people who know you the matter, master your elevator pitch. Be able to explain what you do, who you help and the problems that you solve for them. And give value. Demonstrate your uniqueness and always find a way to stand out. And finally, create deadlines, create timelines for

everything you do, and most importantly, never procrastinate. So here's what you learn today, how to brand yourself in five easy steps, branding mistakes to avoid



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the key characteristics of leadership, the key characteristics of being an entrepreneur and how to prepare for that, and the seven P's of successful leaders and entrepreneurs. Thank you for spending this time with me today. You can connect with me on Instagram, Twitter and Facebook at I am Laurie Mance and find my company on LinkedIn quality media consultant group, as well as connect with me on linkedin.com slash in slash Laurie man's or subscribe to my YouTube channel. Lori a man's and I look forward to seeing you online or hearing about your success. Thank you for joining me and God bless. Take care