

# Creating a Magnetic Brand

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HV Women in Business

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**CO.**



**EMPAC 2005 - 2011**



**CO 2016 - 2018**

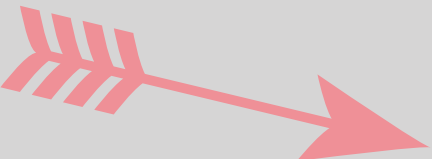




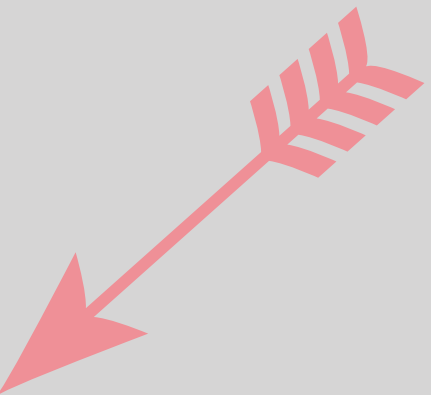
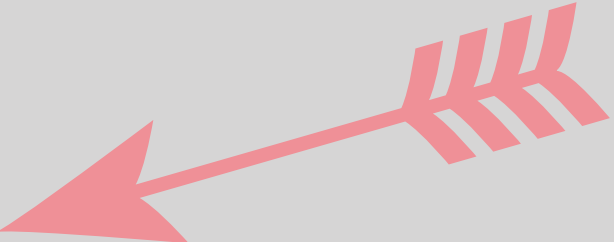
# How does gaining **marketing mastery** create a **positive change** in my life and the world?

- *I can create a community around the work by reaching more prospects.*
- *I can gain in visibility and influence.*
- *The issues I care about can reach more people who feel the same, inspiring them and me.*
- *I can let go of feeling intimidated and overwhelmed by marketing.*
- *I can be an example of ethical, authentic, modern marketing.*
- *The world needs more authenticity and humor and less strident over-statements.*
- *It applies to how I present myself to the world - which is freeing.*
- *Marketing is about being honest, clear, articulate and a leader - all things I care about and want to embody.*
- *It's fun.*

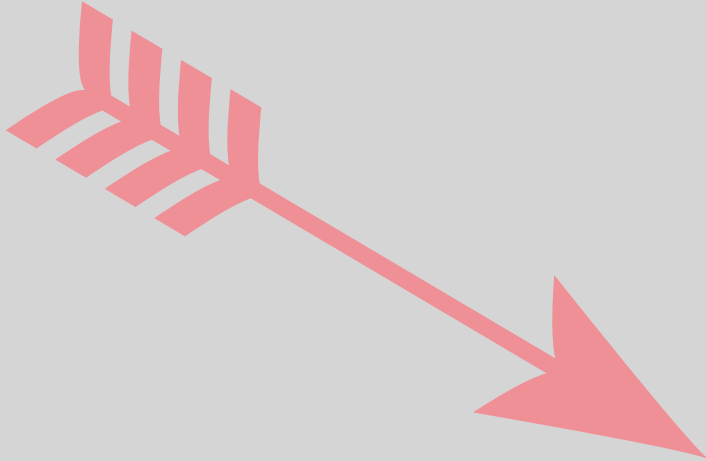
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GOOD WORK  
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**What is marketing?**

“Plant seeds all over the internet.”



– Marie Forleo

# Marketing is:

- Storytelling
- Relationship-building
- Being generous and consistent

**What is your business?**



## **Your elevator pitch:**

- What problem are you solving?
- Who are you serving?
- What is the value you create for your customer?

**WHY**

– Simon Sinek

**HOW**

**WHAT**

## Your “why”:

- Why are you doing this?
- Why are you offering this service?
- Why do you care about this problem that someone is having?



“I started this company that builds smart AI-enabled walkers after watching my grandmother struggle to move around her house after she lost most of her eyesight.”



– Origin story from a made-up entrepreneur

*Developing a unique voice will give you a clear path to creating content for your online marketing that is **authentic, consistent and magnetic.***

- *What are your quirks, your passions, your hobbies, your secret talents?*
- *Is there a way to infuse your brand with that?*
- *Use language you would use if you were actually speaking with your customer.*
- *They want to know you!*



Provide content with a hook, useful info, & a clear call to action.

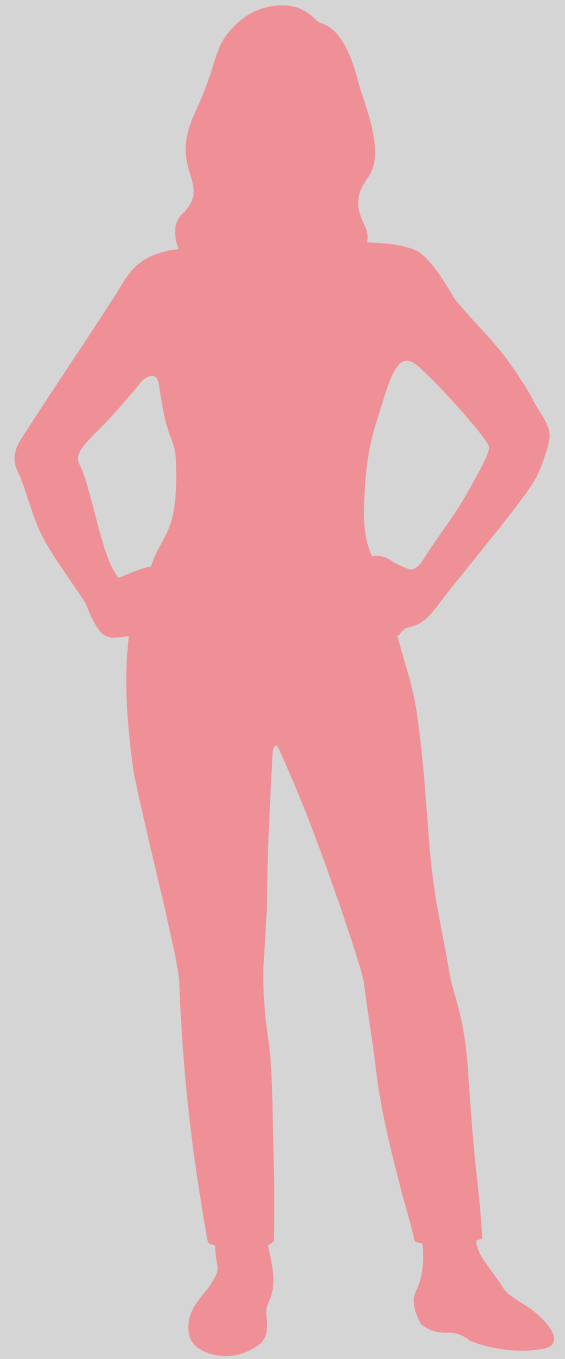


**Social Proof is as powerful as  
Word of Mouth.**

**Hmm**



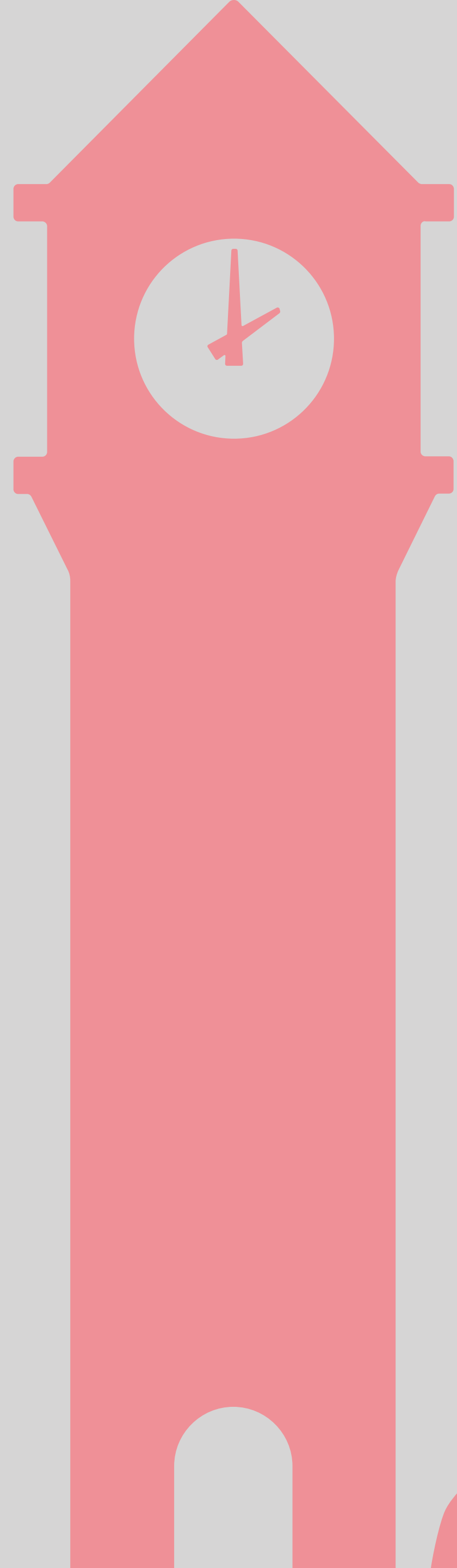
**I love this product!**



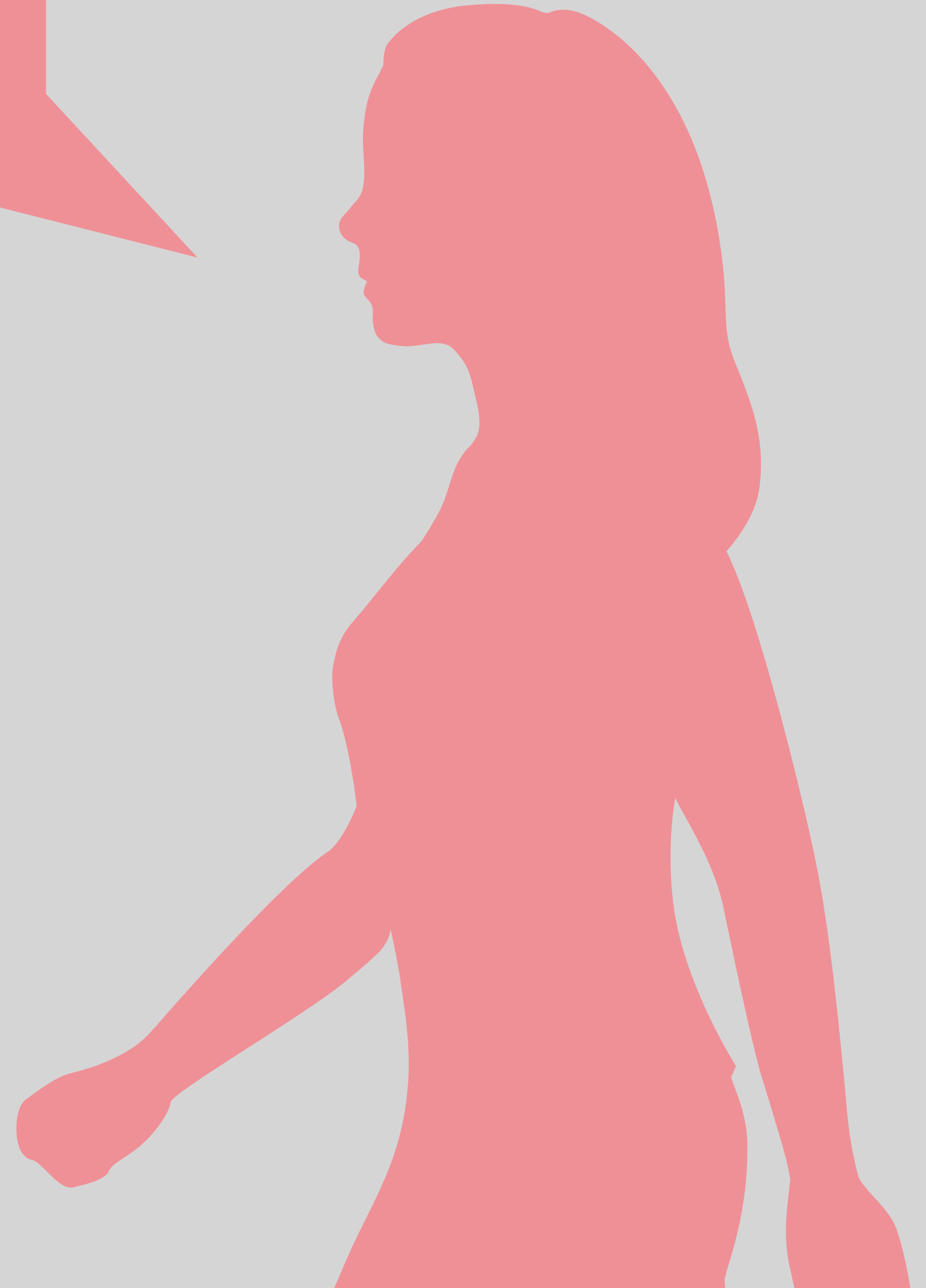
## Social Proof:

- Create opportunities for social proof
- Surprise and delight so they will share
- Overdeliver (not discounts!)





**Wow - what service!**



# Being generous and consistent:

- Provide value before there has been a value exchange of fee for service or before someone has bought a product.
- Provide a great experience and ongoing, consistent, valuable free content.

# Magnify your marketing efforts online by providing free content to your customers

## **Blog posts**

- *Establish you as a thought leader*
- *Reveal the “real you” to your community*
- *Are valuable for your SEO (search engine optimization) when on your website*
- *Drive people to your website when posted on platforms (e.g. Medium)*

## **Newsletters**

- *Provide value through information sharing*
- *Develop a regular cadence of engagement - stay top of mind( minimum is once per month)*
- *The content is yours - i.e. a newsletter is not dependent on an outside platform*
- *Building your list always pays off!*

## **Volunteering your expertise**

- *Gets you in front of potential customers*
- *Establishes you as an expert*
- *Expands your network*
- *Feels great - giving back is a source of joy*

## **Website Resources**

- *Free downloads or videos (e-books, instructional videos)*
- *Offering information that you have curated - saves your client time*



**THANK YOU!**

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