

EVERGREEN

INTERNET PROFITS



GUIDE 4:

How To Create a Personal or Business
Brand That People Will Trust

How To Create A Personal Or Business Brand That People Will Trust

If you've ever bought anything from anyone online, then you know it's pretty normal to hop on to Google and do a quick search of the person or company you're doing business with. It's normal to be curious about a person, especially if money is going to change hands.

You'd probably click through all the web links that Google gives you, read all you can about the person or company so you can determine if it's a good idea to do business with them. In the old days, you'd probably ask for a referral, call that person and ask them for their opinion or personal experiences with that particular person or business.

During the course of your research, you'll form an opinion about the person. Are they trustworthy? Are they credible? What do other people say about them? Have they ever scammed anyone?

These questions are asked by people unfamiliar with you and your business. It's nothing personal, of course, it's just a normal way of doing business nowadays. In this guide,

I will explain the importance of branding – why you need to do it and how to build a brand that people will trust.

What Exactly Is Branding?

Some people may say your company name or your logo is your branding. This may be true for some, but in essence, it goes beyond that. Branding is the overall picture or reputation that people think of when they see your brand.

For instance, if you're in the food business, a certain group of people may associate your brand with their childhood. For another group, they may associate your brand with their kids. There's no single definition of what makes your brand *your brand*.

Branding is highly subjective and will vary from person to person. Some may love your brand, others may not, and so on. While you can't control what other people think of you or your brand, you can certainly push them in the right direction to put your brand in a more positive light.

You can spend a lot of money on a branding campaign. You can buy plenty of ad space portraying your food business as the best source of healthy, nutritious food in your city.

If your campaign goes as planned, then people will remember your brand as a healthy and nutritious brand. But if your campaign goes south, for instance, a customer found something nasty on her food (like an insect), then people may start associating your brand with that nasty insect!

Why Is Branding So Important For Your Business?

Building a brand is non-negotiable. In this day and age where your competitors are not necessarily in the same location as you, you need to stand out from the crowd. Thanks to the Internet, today's marketplace is a global one.

You have literally the whole world to sell your product to. And if you're selling an evergreen product, building a brand right from the get-go is essential if you want your business to generate profits for you for many years.

If you don't take branding seriously, then people are going to choose your competitors over you. The more transparent you are about your business, the more people will trust you. But if you hide behind a façade or even stock photography, then people are going to see right through you.

Of course, you don't have to share everything about your life – you do still have a right to privacy, after all. But the point is that, if you're offering a product or service, let your customers see that you are real.

They don't have to know the minute details of your life, they just need to know they can trust you. Let them have a peek at your personal life if you want, but that's totally up to you.

Your reputation will define you and your brand. If you've got a reputation for being professional because you take good care of your customers, then that helps your brand.

People will start associating your business with a being a consummate professional, and you'll have referrals and repeat customers coming in.

However, if you made quite a number of people unhappy, they're most probably going to leave bad reviews all over the web so when people search for you, they'll see your brand or business is not so reliable, and they'll be better off buying somewhere else.

You don't want this to happen to you. If your brand has been ruined, you can either hire a professional to help clean up your image or start from scratch, if you can. However, do know that nothing ever gets deleted on the Internet so even if you create a new identity or a new brand, someone may still be able to unearth your flaws and past mistakes.

If you want to be in business for a long time, then make sure you build your brand the right way. You need to spend considerable time building your

brand but, in the end, the effort will be worth it. Your reputation will precede you, and people will not hesitate to do business with you.

The Top Ways To Create A Personal Or Business Brand People Will Trust

There are plenty of ways to build your brand. But before you can do this, first, you need to find out what the Internet already knows about you

Do a Google search for your name or business. If you're marketing using your own name, type your name both with and without quotes on a private or incognito browser window, so your search results aren't skewed. If you're marketing using your business name, do the same method.

Check out what the search engine gives you. Are you happy with the result? Does it show you in a positive light? Or do you have an angry client or customer up on the first page of Google?

If you don't have any negative comments come up, then that's a great sign! You can continue to build your brand on such a positive result. On the other hand, if you've got some negative comments, do your best to answer professionally to put yourself in a more positive light.

After all, your competitors may have hired people to do a smear job on you to ruin your reputation and scare your customers away from you. Not many people do that, fortunately, but it does happen. So you better make sure all your feedback – positive and negative – are all genuine.

Create an unforgettable experience for each customer you serve

When you deliver personalized service to your customers, people will appreciate you. Make each interaction an experience for your customers. Too many businesses are only out to get their customers' money, they don't really care about them at all. It's important to make yourself stand out and be different.

Another way to create an unforgettable experience for your customers is by engaging with them directly. By treating them as people, you're erasing barriers. You're positioning yourself as someone they can communicate with directly.

This is why even big Fortune 500 companies have people manning their social media channels so when customers bring something to their attention, they're able to respond to it quickly and publicly.

*Putting on a face to your company brings you closer to your customers
– and they'll pay you back with loyalty.*

When you make an impact on your customers' minds, they'll remember you and your actions during those times you engaged with them. They may not remember what they bought from you, but they'll remember your actions and the feelings that your actions evoked.

Build a relationship with your customers

Humans crave relationships, that's a fact. So, when you build a relationship with your customers, you're literally telling them they can count on you. Don't take their trust lightly because the moment you do that, you'll lose that trust.

Once that's lost, it's going to be hard to win it back. More often than not, they'll transfer their trust to your competitors and maybe even convince a number of your customers to go over to the other side, too.

When you build a relationship with your customers, you need to put a lot of effort into making it work. Depending on the nature of your business, you can maybe mail them gifts during special times of the year, offer them a discount code or a free month of your service.

In short, make them feel special. That's how relationships work – you make the other person feel special.

Another aspect of building a relationship with your customers is that you can also build a community or a group for them. Inviting them to join your community may make them feel special. They'll meet new friends, and they'll get to interact even more with your business.

Be personable and authentic

Connecting with your customers is very important. However, hiding behind a fake name or profile is going to be detrimental to your success. You can connect all you want with your customers on social media or on your website, but once word gets out that you're a flake, then you'll lose face.

You'll lose your credibility, and your reputation may vanish overnight. You'll lose all the customers you've worked so hard to build a relationship with.

Being authentic is one important aspect of building your brand's foundation. If you build a brand on a fake persona, it's going to be hard to grow your business.

Yes, you may find some success, but your growth will be limited. There's always going to be that boundary you can't cross. Otherwise, people will know you're not real, and then you'll lose your brand.

Stay consistent and always follow through

Be visible in places where your customers hang out. If you've got plenty of customers on Facebook, Twitter, Instagram, Snapchat, or any other social media channel your audience frequents, then don't be afraid to reach out to them.

Show them you're active on their favorite platforms and engage with them. Answer their questions. Be their friend. Give them plenty of value for free without asking for anything in return. In their mind, you're an authority figure or a thought leader. They'll trust what you say.

If you're honest and consistent, people will notice. If you tell them you're going to do something, then do that. Document it if you can so they know you've done what you promised. You've got proof to show them.

This is why following through is very important as well. If you don't follow through, you're making empty promises, and soon, people will lose their trust in you. Your word won't mean anything, and you'll lose your audience.

The Best Way To Control Your Brand's Reputation

Controlling what other people see about your brand is not always easy, especially if you've been around for a few years and you've never paid attention to what people are saying about you on the Internet.

You can use social media to interact with your customers and your clients. But at the end of the day, you don't own that platform. You can have all your testimonials on social media, but what if that platform disappears?

Simply put, the best platform to control your brand's reputation is by building your own website. And by your own website, I don't mean getting a free website from a blogging platform. You need your own website with your own domain name which should preferably be your brand name.

It will help if you've got a memorable or brandable domain name too, so it's easier for people to search for you on Google. Getting a domain name and web hosting is very cheap nowadays, and it's one of the best investments you can make for your business.

With your own website, you can control the information you want to share with the world. If you've got positive testimonials from social media, you can post screenshots on your website. If you've got a portfolio on other platforms, bring them over to your website.

Create a forum on your website for your loyal followers or place a link to other channels where they can engage with you. It allows them to see your diversified presence on the Internet and if they're on those other platforms as well, then they'd also follow you there.

It also makes it easier for potential customers to find you when you are referred to them by their friends.

Creating a personal or business brand that people will trust will take a lot of work and a lot of time. The tips I've shared in this guide will not only point you in the right direction, but will also help you build your brand much faster.