Getting Premium Paying Clients by Showing Up as an Expert Online with Olga Kovtun

When running a business, you might be tempted to offer your services to anyone and everyone. You feel like this is a good way to rack up as many sales as possible. But in reality, building your business around a premium offer would benefit you much more in the long run. And the best way to promote that offer would be to establish your brand representation.

Visual branding is your stamp. Your logo, colour palette, font style — these are how people will remember your brand online. Choose and craft them mindfully. Each element of your visual branding must represent you and your brand as well as attract your ideal clients or niche. Determining your visual branding and identity allows you to remain consistent, which is crucial if you want to cut through all the noise online.

Completing this workbook will help you learn more about yourself, your business purpose, and your clients. With this, you'll be able to create a visual branding that caters to yourself and your clients, enabling you to attract more customers with your premium offer.

QUOTE TO REMEMBER

"No chasing around what others are doing. It's better to do what you do, and you can just become the person you're meant to be through the visual branding..."

Activity: Defining Yourself and Your Brand

When it comes to your photos and videos online, it's crucial to show your authentic self and give people a taste of what it's like to work with you. Write down your personality traits and the services you offer. How can you present these things through photos and videos for your website?

My Personality Traits	Services Offered	Presentation

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Having one premium offer increases your chances of making sales and gaining clients. Fill up the table below to determine your premium offer and how you can market it effectively.

What is my premium offer?	What problem does this solve?	How does this offer embody my values, purpose, and personality?

What is your brand personality? Write down how you would want your clients to describe you, your core values, and your business purpose.

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Describe your current visual representation. How can you align it to your brand personality better?

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In finding your ideal clients or niche, you'll want to aim for a certain demographic, skill, or even characteristic. Describe your ideal clients or niche.

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What strategies do you need to reach out to your ideal clients?

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Create two mood boards. In one column, write down the things you love. On the other, write the things you enjoy in your industry. You may simply write them down or draw them.

Things I Love	Things I Enjoy in My Industry

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How do you marry the two mood boards into your visual brand?

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What You Will Learn from the Activity

This activity focuses on creating a brand representation that will consistently show your authentic self to your ideal clients. Consistency in visual branding allows people to remember you easily; its elements attract the eyes of your ideal clients or niche. Before you can have solid visual branding, it's important to have a good grasp of yourself, your business, and your customers.

First, you'll focus on your personality and premium offer. People want to connect with people. Presenting your authentic self is better for reeling in clients. When you're online, people prefer relatable to admirable; human more than perfect.

Then, you'll also be assessing your target audience, what they like and what you're offering them so you can market your premium offer effectively. While it helps to be authentic, you also need to prioritise your clients. Remember: good branding considers who you are, what you're offering, and who your ideal clients are.

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Lastly, you'll be assessing — or maybe even creating — your visual representation. Visual representation includes your logo, colour palette, and font style. It's crucial to have these visual elements pinned down and reflective of your brand. These are also the elements that should appear consistently across all your platforms.

In the end, your branding is something you want both you and your clients to love. As Olga said, it's like wearing an outfit that makes you feel so confident that you never want to take it off.

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