



6

PROVEN STEPS TO
LEVEL-UP
YOUR CAREER **WITHOUT**
GOING BACK TO SCHOOL
(#5 WILL SURPRISE YOU!)

BAILEY ORENIA
Certified IW Life Coach



COPYRIGHT NOTICE

©2019 Bailey Sessoms, LLC. All Rights Reserved.

Bailey Sessoms, LLC remains the sole owner of this copyright material. You may not sell, transfer, redistribute, provide any derivatives thereof, nor allow a third-party to use this document in any way. Image copyrights belong to respective photographers and creators.

DISCLAIMER

The information and content provided by Bailey Sessoms, LLC is for general informational purposes only. All information on the Site is provided in good faith, and we make no guarantee of any kind, express or implied, regarding the accuracy, sufficiency, legitimacy, dependability, timeliness or comprehensiveness of any information on the Site. Nothing on this Site constitutes, or is meant to constitute, all-inclusive advice of any kind. If you require specific advice in relation to any business, legal, financial or medical matter you should consult an appropriate professional. Information is provided for general informational and educational purposes only. We reserve the right to make additions, deletions, or modification to the contents on the Site at any time without prior notice.

Under no circumstances shall we have any liability to you nor are we responsible for any results or consequence, loss or damages of any kind resulting from the use of this site or any information provided on or through this site, WHETHER direct, indirect, consequential, or incidental loss or damages of any kind. There are no guarantees made that you will achieve any results, and we are not responsible for any actions you take. There are no guarantees you will have any level of success. Your ability to earn is based on your ideas, products, and skillsets. You use this site and the information on this site at your own risk.



YOUR PURPOSE COACH™

PHOTOS: © G. HILTON | THELUSHSTUDIOS.COM

BAILEY ORENIA

CERTIFIED IW LIFE COACH + ENTREPRENEUR

Helping Students & Young Professionals Find Purpose,
Set Clear Goals, and Achieve Remarkable Success.

@ hello@baileyorenia.com

@baileyorenia

@baileyorenia

How Are Ya!

I'm excited to share this freebie with you! I've curated some things I've learned from being an entrepreneur for over 20 years, being a certified integrative wellness life coach, and writing lifestyle articles for some of the world's top entertainment and media brands.

I've crafted a fun, easy-to-follow system to help you create balance and a purposeful brand—no more endless hustle, just good vibes and meaningful progress. Enjoy the journey!

6 STEPS TO TRANSFORM AND ELEVATE YOUR PURPOSEFUL BRAND

HEY THERE! You might be thinking, "I've heard all this before." Maybe you have, but I bet you haven't been putting it into practice. This isn't going to be a heavy, deep-dive session, but rather a quick and fun guide to leveling up your career game. Once you've nailed down your purpose, these six proven steps will help you build your brand with intention and flair. Let's get started and turn your career dreams into reality, no additional schooling required!

1 FIND YOUR NICHE

To build your purpose brand, you've got to define it like a boss. The goal? When people hear your name, they think, "Oh yeah, that's the go-to expert on X!" But if your offerings are muddy, no one will know what you're about. So, let's get to the heart of the matter: "What are you a rockstar at?" You want to shine in your field, so stick to walking out your purpose and developing your God-given talents.

Now, here's the kicker: narrowing your focus sharpens your brand and weeds out the clients who aren't a perfect fit. You can't be everything to everyone, and trying to do so will leave you exhausted and your brand diluted. Zeroing in on your talents and strengths ensures that every piece of work you put out there is top-notch, cementing your status as the go-to guru in your arena. So go, own your niche, and let the world know you're here to rock it!



2

ESTABLISH A SOCIAL PRESENCE

After you've defined your brand, it's time to get out there and mingle with the public, potential clients, and other big shots in your field. First things first, pick a social platform. As you know, they come with ready-made audiences. Start pumping out quality content and get engaged!

Choose a platform that resonates with your content and values. Artists? Instagram or DeviantArt are the perfect platforms to showcase your creativity. Entertainers? Unleash your wit and humor on Twitter. Investment pros? Share your insights and expertise on a YouTube channel. Your authenticity and talents are your greatest assets.

Whatever your purpose, excel in what you do and share it with the world. Rub elbows with influencers in your field and collaborate with other content creators. By frequently interacting with existing leaders, you're taking a significant step towards becoming a top player in your niche.

Remember, you're interacting with the public on a social platform, so lots of other people will get to see your interactions. They'll know the work you produce. They'll share it with their friends. You'll build up a following. Ultimately, you want legions of excited fans sharing your name around, a critical mass of people whose word-of-mouth advertising about you takes on a life of its own. Go get 'em, superstar!

3



NETWORKING

People are noticing you online, and your social presence is blowing up. Your work is getting shared all over your chosen communities. Now it's time to step out into the real world and start rubbing elbows with the pros in your industry.

First step: join relevant trade organizations. These organizations bring together a diverse range of professionals from your field. Attending their networking events can be a game-changer. And why not take it a step further and get involved with the board? You'll meet people who share your challenges, concerns, and questions and discover new avenues to expand your influence.

Networking is a powerful tool that can significantly boost your brand. It raises your profile among your peers and allows you to become a valuable source of advice, support, and job opportunities. Remember, networking is a two-way street. As you contribute to others' growth and success, they will also turn to you for wisdom and guidance. Your network can become your tribe, supporting you in your purposeful journey.

This give-and-take of knowledge and opportunities creates a positive feedback loop. It boosts your confidence and solidifies your standing as an expert in your field. Before you know it, people will be seeking you out for your insights and expertise. And that brings us to the next step in your journey.

4 SPEAKING ENGAGEMENTS

Once you've built a solid tribe of industry peers who are wowed by your work, it's time to take the stage. Start pitching yourself as a speaker for industry conferences, symposiums, and trade events. Speaking in front of big crowds, especially when these talks are recorded and shared online, is a golden ticket to boosting your brand.

Soon enough, you'll be seen as a thought leader in your field. You'll help guide the direction of your industry and define what it is and what it can become. The more you're in demand as a speaker, the more people across your industry will know your name and your brand recognition will hit new heights.

5 BECOME A TRUSTED SOURCE

You've almost made it to the top! Through relentless networking, savvy self-promotion, and captivating public speaking, you've boosted your profile to the point where other big names in your field are turning to you for advice.

By now, you've got a killer website to complement your social media presence, and all that cross-pollination is giving your SEO a serious boost. People trust what you say and consistently come to you for help and hire you for your expertise.

You're now a trusted authority within your industry and with your ever-growing client base. You're an influencer, a key player in your field. It's evident from the elite circles you move in that you're among the top producers. The days of cold calling for work? Long gone. You'll have so many opportunities coming your way that you can cherry-pick the projects that excite you the most.

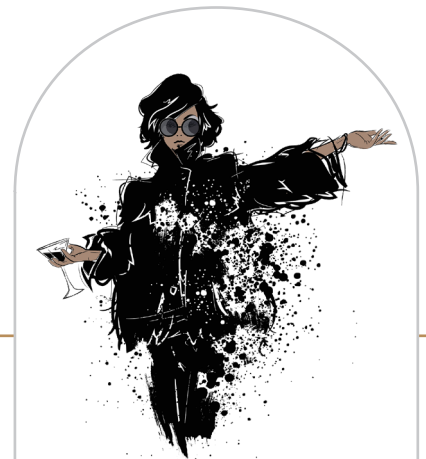
Now, make sure you stay deserving of that trust. Be genuine and authentic. Always be diplomatic, but keep it real. People need to know you'll do what you say you'll do and that you mean every word. Trust takes time to build but can crumble in an instant. So, stay vigilant and stay true to yourself.

6

THE FRUITS OF YOUR LABOR

If you produce stellar work, consistently share it with the public, engage positively with clients and other thought leaders, and generously mentor and share your knowledge with others, people will start associating your name and face with your chosen niche. Instead of hunting down work, it will come knocking at your door. Folks will seek out your opinions and ask for your insights. Your purpose's brand will become synonymous with the best in your field, and that's when you'll know you've truly arrived.

And then? Keep the momentum going. Building a personal brand is an ongoing journey. It's way easier for the public to forget you than to keep you top of mind, and plenty of others are just waiting for their shot at the spotlight. So, stay on your A-game and keep shining!



3 POWER PLAYS

Now it's time to take some of what you've learned and put it into play.



PHOTOS: © MARISA | ADOBE STOCK

You have a unique purpose, and by staying true to it, you can achieve greatness and fulfillment.

PLAY #1

Define your niche by stating your top skills, services or products, the industry you serve, what size clients, locations you service, etc. The more precise, the better.

PLAY #2

Select up to two social media platforms to share your content. Determine what you will share with a content calendar, and how often you will post.

PLAY #3

Research organizations in for industry and attend one of their upcoming networking events. If you feel they have a lot to offer, try to join at least two, one national and one local organization.

PURPOSEFUL BRAND IDENTITY

Your personal brand is like your superpower—it shows off your unique strengths, talents, and values. It's what makes you, well, YOU! This worksheet is here to help you discover and define your brand in a way that aligns with your purpose in life. Through a series of thought-provoking questions, we'll get you thinking about what you stand for and how you want to make a splash in the world. So, grab a pen, get comfy, and let's dive into creating a brand that's authentically and purposefully YOU!

1

Core Values and Beliefs: What are the three most important values or principles that guide your life and decisions?

D

D

D

2

Unique Strengths and Talents: What are your unique strengths and talents that set you apart from others?

D

D

D

3

Personal Mission Statement: If you had to write a personal mission statement in one or two sentences, what would it be?

4

Impact and Contribution: How do you want to make a difference in the world or in the lives of others through your work?

5

Core Message: What is the core message you want to communicate through your brand?

6

Consistency and Authenticity: How do you ensure that your actions and communications are consistent with your brand and true to who you are?

7

Feedback and Perception: How do others currently perceive you, and how does that align with the brand identity you want to establish?

8

Legacy and Influence: What legacy do you want to leave behind, and how does your brand contribute to that legacy?

CLIENT AVATAR

Who's the perfect audience you want to vibe with and make an impact on with your brand?

GENDER

AGE

OCCUPATION

LOCATION

INTERESTS

SHOWS



What keeps them awake at night?

What are they afraid of?

What is their secret desire?

How do they spend their day?

BRAND VOICE



What is your brand's tagline?

The three adjectives describe the mood and tone of your brand?

(Luxury, trendy, fun, corporate, celebrity, casual, etc.)

1

2

3

What's the tone you use when you communicate, and how does it match up with your brand's personality? Do they have their own jargon?
(Example: Wasup!, That's dope, Nice to meet you.)

The three colors that best reflect the mood of your brand.

1 _____

2 _____

3 _____

The two fonts that compliment the voice of your brand.

_____ 1

_____ 2

_____ 3

These images, designs, and symbols offer a clear picture of what you want your brand to evoke: (Cut and paster images from the Internet, magazines, etc.)

VISUAL IMAGES

SOCIAL MEDIA PROFILE

YOUR OFFICIAL HASHTAG

@ _____

HASHTAGS

List the hashtags your followers use to search for your products or services. Try not to use the top hashtags, it will be harder for you to be discovered.

@ _____

@ _____

@ _____

@ _____

@ _____



CONTENT IMAGES

Use the "Visual Images" from the earlier to keep your content consistent. If your content is inconsistent, it is hard to build engagement because people won't know what to expect from you.

THE COMPETITION

Make a list of other social media accounts your target audience follows to determine the type of content you should be posting. See which posts have the most interaction and use them as inspiration.

@ _____

@ _____

@ _____

@ _____

THE COMPETITION

Using the information from the Brand Identity and Avatar worksheets, write your profile using the format below. Be sure to include 1-2 hashtags. You can use this example below as a guide.

I help _____ to _____ by _____.

NETWORKING

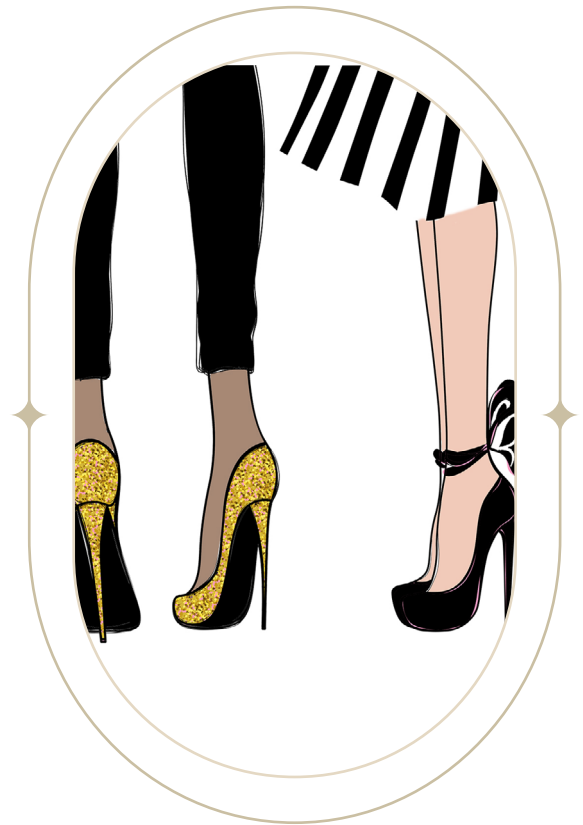
Let's keep it 100! Most of us don't use social media to build our network, and I've been guilty of this too. Although nothing beats face-to-face contact, social media can be a great place to begin new business relationships.

LinkedIn allows you to find professionals in your area and any industry. Plus, when you connect with someone on LinkedIn, they are more likely to be in a business mindset. Connect with people you are already connected to, then ask your contacts for introductions to some of their connections.

The key to networking is presenting yourself as an asset (which is what real networking is about) and not as someone who is looking to push your product or services. Start by letting them know you are looking to expand your network of professionals you can refer to your existing clients. Unless they ask, at no time should you tell them about your business. The only goal is to build your network and help your current clients/network in the process.

For help remaining top of mind, it could be as simple as consistently liking and commenting on their posts, forwarding an interesting article, or sending a direct message just saying hi. The key is making a written note of those you want to connect with and make staying connected with them a priority each time you log on to your account.

Now I hear ya! You're thinking, duh Bailey, we already know this. Well, tell me, when was the last time you did this? Yeah, just what I thought. Sometimes the simple things make the most significant impact. So, as I was saying, I've made some great connections via social media. I have several people I talk to weekly that I have never met. Yet, we share business stories, contacts, and advice. Social media has made the world a smaller place, so use it to build a more intimate professional network.



Remember, never force a relationship. God's plan for you is greater than your own.

- Weekly -

Like/Commenting

- Monthly -

Share an interesting article

- Quarterly -

Send a direct message just to say hello.

CONTACT LIST

Make a list of people you feel would be a great asset to your network. Reach out to them and explain how you are looking to grow your network to help your current clients. Find out more about their business, and what type of clients they are looking for, so you can refer them when a client may require their services.

Name _____ Social Media @ _____
Business Name _____ Phone Number _____
Website _____ Email _____

Name _____ Social Media @ _____
Business Name _____ Phone Number _____
Website _____ Email _____

Name _____ Social Media @ _____
Business Name _____ Phone Number _____
Website _____ Email _____

Name _____ Social Media @ _____
Business Name _____ Phone Number _____
Website _____ Email _____

GOAL TRACKER

Contact _____ Liked Comment Shared Link/Article Messaged

Contact _____ Liked Comment Shared Link/Article Messaged

Contact _____ Liked Comment Shared Link/Article Messaged

Contact _____ Liked Comment Shared Link/Article Messaged

Contact _____ Liked Comment Shared Link/Article Messaged

Contact _____ Liked Comment Shared Link/Article Messaged



©2019 BAILEY SESSOMS, LLC. ALL RIGHTS RESERVED.

Bailey Sessoms, LLC remains the sole owner of the copyright. You may not sell, transfer, redistribute, provide any derivatives thereof, nor allow a third-party to use this document in any way.