



How to monetize your social media fanbase and earn \$1000 a month.

Building a successful online brand requires much more than just stellar videos.

The competition is **intense** for live stream/video entrepreneurs these days. Just on YouTube, there are **500 hours of video** uploaded every minute! **And that's just free content.**

To get people to invest in your content, you have to do more than just create fantastic videos.

You need to build a strong brand behind it. This creates a loyal audience that not only purchases from you but also shares your content with their friends.

But what does that even mean?

Building a brand is more than building a website or slapping a logo on something. **A brand is the how, what, where, when and whom of your business.**

It's the sum of everything your business stands for, the audience you serve, and the value you provide to them.

This post will show you how to use your social media presence to build your brand and have folks scrambling to click “buy” on your amazing content.

Establishing Your Online Brand

Social media is the perfect place to build and strengthen your brand but first, let's make sure you have the elements of a strong brand lined up. (Feel free to refer back to this list.)

1. What is Your Mission or Purpose?

As **Simon Sinek** says, “People don't buy what you do, they buy why you do it.”

2. What is Your Brand Promise?

As in, what results or desired outcome are you promising your audience will see through your videos?

One of the most famous brand promises is Geico's “15 minutes or less can save you 15% on car insurance.” Yours doesn't have to be as catchy but you should have a clear idea as to what you're delivering.

3. Who is Your Audience?

This should be crystal clear. You're not for everyone (no one is) but you should be clear on who your videos serve. If you haven't created an audience persona, now is the perfect time to do so. **This post outlines how to create an audience persona.**

4. What Are Your Brand Values?

What do you stand for and believe in? For example, one of Zappos' core values is **“Create fun and a little weirdness.”**

5. What Qualities Would You Associate with Your Brand?

Are you humorous and lighthearted? Are you direct and motivating? How do you want your audience to feel when they interact with you?

6. What's the Personality of Your Brand?

This will help you shape your tone and voice for your messaging. Are you humorous and sarcastic, like Chipotle?



Are you welcoming and warm, like Starbucks?



7. What Are the Visual Elements of Your Brand?

This is where graphic design comes in! You get to brainstorm the perfect colors, fonts and imagery to go with your brand. Just remember: **consistency** is a huge part of establishing your brand and in the visual world of online marketing.

Once you are clear on the elements of your brand, it's time to amplify it with social media. Social media is the best place to start reaching prospective customers because, let's face it, *everyone* is on social media. That's not an exaggeration either! **45% of the world's population** is on social media!

But how can you go about sharing your brand on social media? What will make your brand stand out to your audience and attract them to follow, engage and buy from you?

It's all about establishing that **Know, Like and Trust** factor.

What is the Know, Like and Trust Factor?

The **Know, Like and Trust factor**, which we like to refer to as KLT, is an age-old business principle that people buy from those they **know, like and trust**.

Let's note that order here!

- They need to **trust** you to buy from you.
- But they can't trust you until they **like** you.
- And they can't like you until they get to **know** you.

So in order for someone to buy from you they need to first know you, then like you and then trust you.

Now, in the pre-internet days, sales people would be setting appointment after appointment, going door-to-door trying to establish KLT.

But, we're lucky because we don't even have to leave our houses to establish KLT because we can turn to social media.

By creating different types of content and consistently showing up and engaging on social media, you can establish that KLT factor and start turning those followers into loyal brand ambassadors.

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Tips to develop the KLT factor for your online brand? - Part 2 Coming Soon

Knowing what the KLT factors are for an online business is necessary but not sufficient. We are compiling steps and tips on how to build the KLT factors for your online brand for you. From building a profile to sharing to making money from your brand.

Sign up here for Part 2:

Facebook: Join the group <https://www.facebook.com/groups/usinnercircle>



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