

fresh

R E S U L T S[®]

THE POWERFUL FASHION FOR DISTINCTIVE PERSONAL BRANDS

you Are In

COME ON IN
AND GET THE
BRAND THAT

INSPIRES...

IMPACT...

INVIGORATE...

By Michael D. Brown



FRESH RESULTS®

The Fresh Fashion and Powerful Solutions for Distinctive Personal Brands



You are
IN!

You are an amazing Personal Brand and it's time to Wear it Well. The Fresh Results Brand is dedicated to helping you bring your powerful Personal Brand **IN** – where you achieve exponential personal, professional and economic success! Turn the page on being generic and come on **IN**. **IN**side you will find valuable solutions and information that will help you mentally create, prepare, enhance and execute your powerful Personal Brand. Along the way you will see the powerful fashion that will physically accentuate your newly developed and or enhanced Brand. You can now tell the world I'M My OWN Brand® and I Love My Brand!

PLEASE TURN THE PAGE



WHAT IS PERSONAL BRANDING?

MAKING THE FIRST IMPRESSION

Your personal brand is that solid and consistent impression that comes to mind when people think of you. Think about it this way; it is the mental picture that is invoked when your name is mentioned. The first step in creating a personal brand is identifying your target audience/market. Is it your company who can award you with a job with six figure potential, is it a future employer who will appoint you to your dream role? Whatever the case, figure out who you are targeting.

Now find out what this person or organization needs and wants are and then quickly realize if you can meet the needs or wants that they have. After which, you will need to create reasons why people should believe you will deliver the results that your brand promises.

In short figure out the pain (needs/wants) that exist with the person or organization - then show how your brand can solve their pain via the brand that you possess. For example, let's say Google wants an employee who has a track record of delivering results. You have a track record of delivering results and it's part of your brand. Ha Ha! You know the pain Google is feeling and you have the solution. . . . you will probably get hired!



COMMUNICATING YOUR BRAND

page #03



A closed mouth will starve you to death

Earlier I introduced the concept of personal branding, which is making a solid and consistent impression that comes to mind when people think of you. I also discussed identifying your target audience/marketing, figuring out their pain and showing how you can solve that pain in a way your competitors can't.

This whole concept of Personal Branding is fairly new and has picked up some steam over the last several years. It is what successful people are doing to manage their careers and businesses. Put simply, Personal Branding is a method whereby you precisely lay out and clearly communicate what makes you different and unique. You are then taking this

uniqueness and difference and distancing yourself from your competition (your peers) so that you can accelerate your success while continuing to refresh the brand so that it stays fresh and competitive. Once you clearly understand your brand you are positioned to express the benefits and values to your target audience, whomever it may be.

Does that all make sense? If not, it soon will, and the results will speak for themselves. Get ready for the biggest positive change your life has ever seen. Your personal brand already exists, it is up to you to locate it, define it, and broadcast it to the world.

**"Become a Distinct
Brand or Extinct
Generic"**

— Michael D. Brown

THE STRENGTH OF YOUR PREPARATION WILL DICTATE THE STRENGTH OF YOUR SUCCESS

Preparation is only optional for you if success is optional

Preparation helps you get a large part of the substance for your brand-building. Earlier in your career, this can be used to help you conduct stellar interviews with the best companies and have your pick of the job that best suits your personal and professional goals. Later in your career,

preparation can be used to make you a top performer and obtain the promotions and accolades that will propel your career forward at a breakneck speed, while helping you to attain a high level of personal and professional success



Let's get this clear: It is YOU that is solely and ultimately responsible for your personal and professional success, which is achieved by becoming a fresh and competitive brand and avoiding "generic" like the plague.



You want to build a brand that competes internally and externally in the open marketplace. The more universal appeal it has, the more competitive it is. You always want to increase the equity of your brand by staying fresh, thus increasing your competitive edge.



When you became a competitive brand, you became a magnet for attractive opportunities internally and externally. All this time and effort you are putting into preparation really comes down to laying the groundwork so you can achieve one direct goal: Create brand demand!



YES!

**"Resist the temptation to
acquiesce and just follow the
generic crowd – become your
own Powerful Personal Brand"**



YOU WILL BE JUDGED BY YOUR PACKAGING

What verdict do you want?

After developing the substance of your personal brand and landing it, you need to nail, package and market it to your audience (employer, group, organization).

Here is the trick; you want to make sure that you control your packaging (the look, feel, and experience) and the message that illuminates from it.

Good packaging helps speed the purchasing decision and leads people to pay top dollars. Packaging is how you express your personality.



\$24.95

I'm My Own Brand

"Become a Distinct Brand or Extinct Generic"



\$19.95

I'm My Own Brand

"Ignite your Fresh Passion and experience
Explosive Personal, Professional and Economic
Success"



\$19.95

I Love My Brand

"Your personal brand is that solid and consistent
impression that comes to mind when people think
of you – what impression are you making?"



\$19.95

I'm My Own Brand

"If you have a strong personal brand and convey it
effectively, hiring you is a win-win situation for the
company you are targeting and you."

AIM AT NOTHING

AND YOU ARE GUARANTEED TO HIT IT

DETERMINE WHAT YOU WANT, AND YOUR BRAND WILL FOLLOW

In order to develop a personal brand that truly reflects your strengths and aspirations, first you must determine what it is that you really want to do. This step may seem deceptively easy to follow. For most people, what you really want to do is "succeed." If pressed further, people will usually define success along the lines of "make lots of money" or "marry the girl/guy of my dreams" or even the catch-all "be happy."

Money, love and happiness are all worthwhile life achievements, but in and of themselves represent abstract goals. How will you make lots of money? How will you land a professional career that you will deem successful? What will you do to improve yourself personally so that you can attract your ideal mate? What will bring you true, lasting happiness? You've got to be more specific in defining what you want to do, because there is no way to truly prepare yourself to meet vague, general goals.

Let's take a more specific example from my own experience. I was once asked the question by an executive leader colleague, and my response went something like, "I want a career that will allow me to lead a diverse team while progressively learning how to influence through deeper layers of a Fortune 100 organization. I also want to simultaneously build a personal brand that can compete internally and externally and help me achieve my personal and professional success."



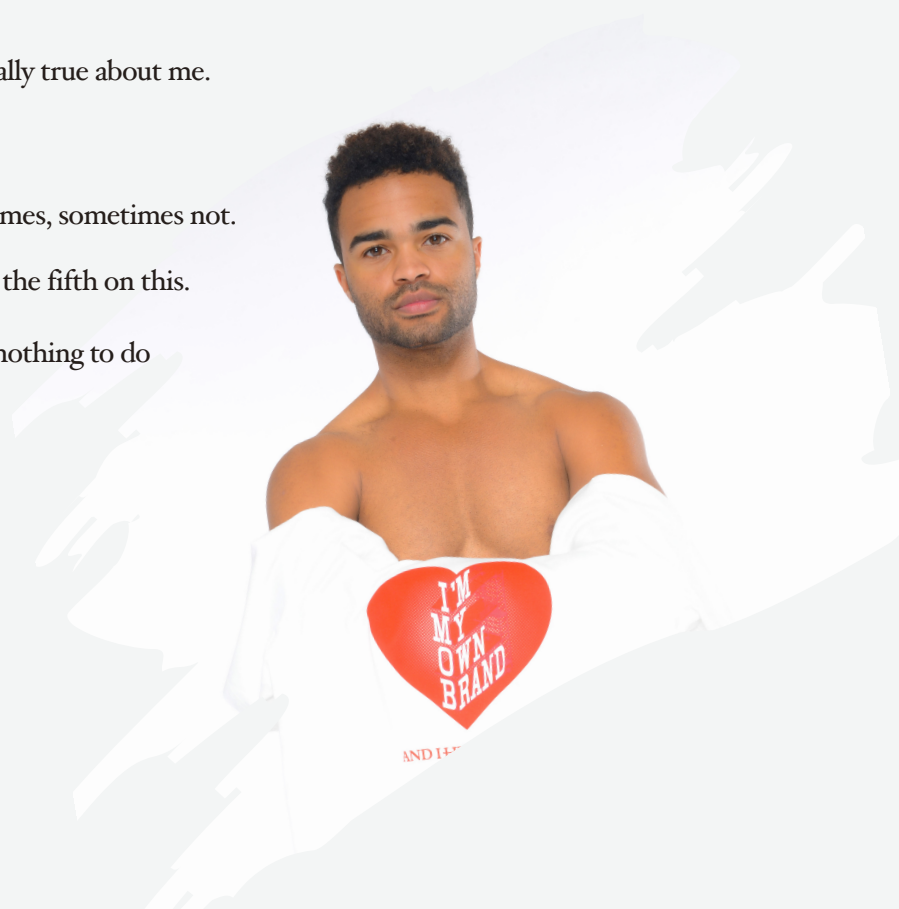
DO YOU HAVE PAY PHONE SKILLS FOR A SMART PHONE WORLD?

Can they hear your freshness now?

In this Economic Tsunami it's more important than ever that you are fresh and relevant. You don't want to have pay phone skills in a smart phone world. Let's take your pulse and measure the health of your freshness efforts. Answer each question using the following scale of one to five hearts. Then add up the total and see how "heart-healthy" your level of fresh really is!

Scale Ledger

- | | |
|---------|---|
| 5 ♥♥♥♥♥ | Strongly agree That's really, really true about me. |
| 4 ♥♥♥♥ | Agree That would be me. |
| 3 ♥♥♥ | Somewhat agree 50/50 sometimes, sometimes not. |
| 2 ♥♥ | Strongly disagree Let me take the fifth on this. |
| 1 ♥ | Disagree That absolutely has nothing to do |



WHAT'S YOUR PULSE RATE?

6.5 Questions Measuring How You Achieve Freshness

☐

1. My friends and colleagues come to me for the most up-to-date information.

☐

2. If you are looking for fresh ideas, I am the one

☐

3. My current skill set is the most competitive out of anyone I may come up against for a job and/or promotion.

☐

4. I am aware of the latest technology that can help me personally and professionally.

☐

5. When my friends and colleagues want a fresh perspective or strategy, I am the first person they call.

☐

6. The last book I read was one that was published within the last 12 months.

☐

6.5. My resume is current, up-to-date, and competitive

☐

TOTAL

NOW THAT YOU'VE TAKEN THE TEST, LET'S ANALYZE YOUR SCORE:

Scores

- 7–13: Your freshness is expired. You know what that means: nobody wants to purchase your brand and you'll soon be taken off the shelf.
- 14–20: Your freshness is day-old. There is minimal demand for your personal brand, but only at a steep discount and when the more popular and competitive brands are all sold out.
- 21–26: Your freshness is canned. Your brand will sell if it stays on the shelf long enough, but anyone seeking real fresh results will look elsewhere.
- 27–33: Your freshness is fresh frozen. Your brand is a respectable choice for the discerning connoisseur, but not the top choice.
- 34–35: Your freshness is market fresh. Congratulations! You have the brand that is most in demand and fetches the highest prices. You sell out early in the morning, when only the most competitive shoppers are out evaluating the available brands.



LACK OF PREPARATION

IS THE MAIN INGREDIENT FOR
LACKLUSTER SUCCESS

Are you prepared to prepare?

How prepared are you? Have you taken the necessary preparations in your personal and professional life to establish a brand that will guarantee your success? It's time for a heart check on your preparedness level. Answer each question using the following scale of one to five hearts. Then add up the total and see how "heart-healthy" your preparation really is!

Scale Ledger

- | | |
|---------|---|
| 5 ♥♥♥♥♥ | Strongly agree That's really, really true about me. |
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WHAT'S YOUR PULSE RATE?

6.5 Questions Measuring How Prepared You Are

☐

1. I have a fully realized ideal of personal and professional success around which I build all my preparatory efforts.

☐

2. I have the utmost confidence that I am truly prepared to achieve success and have no doubts about my ability to overcome any obstacle, no matter how unpredictable.

☐

3. I have mastered the specific skills necessary to achieve success by being a branded expert in my chosen field.

☐

4. I have obtained the credentials (the proper degree, certifications, advanced training, etc.) necessary to achieve success by being a branded expert in my chosen field.

☐

5. I feel a burning competitive desire that pushes me to always take additional steps toward being prepared rather than feel satisfied with my preparatory efforts.

☐

6. I know the skill sets and the mental attitudes of three people who have achieved success in the area in which I want to succeed.

☐

6.5. I gain a new competitive skill on at least a quarterly basis.

TOTAL

NOW THAT YOU'VE TAKEN THE TEST, LET'S ANALYZE YOUR SCORE:

Scores

- 7–13: Your preparation is winging it. You haven't taken any real steps to prepare yourself for success and are relying on blind luck and last-second thinking to overcome whatever obstacles come your way.
- 14–20: Your preparation is hasty. You have taken a few quick steps to get ready to succeed, but hurrying now will only make success take longer to arrive later.
- 21–26: Your preparation is by the book. You have done all the obvious things it takes to prepare for success in your chosen field, but so have most of your competitors. Those who take extra steps and think outside the box in their preparation are the ones who will stand out.
- 27–33: Your preparation is game ready. You have gone above and beyond the norm to prepare and are ready for some serious competition. But are you ready to win?
- 34–35: Your preparation is Scoutworthy. Bully for you! You have taken the words of Robert Baden-Powell to heart and have thoroughly prepared yourself for all contingencies, including unknowns, and done the groundwork necessary to truly stand out from the rest of the competition. You are fit to fight.



FOCUSED OR FOGGY- YOUR CHOICE

Don't run into the brick wall of failure

Have you locked in on your aspiration with a laser focus? Take the Heart Check to find out just how much intensity your focus really contains.

Scale Ledger

- | | |
|---------|---|
| 5 ♥♥♥♥♥ | Strongly agree That's really, really true about me. |
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WHAT'S YOUR PULSE RATE?

6.5 Questions Measuring How You Stay Laser-Focused

☐

1. I find myself occupied by multiple focuses that are related to each other and lead to a common goal.

☐

2. It seems like I am constantly focusing on what it takes to succeed.

☐

3. It is nearly impossible to persuade me to take my eyes off the prize.

☐

4. I tend to focus on long-range goals and aspirations rather than mundane, trivial, and/or short-term concerns.

☐

5. The people closest to me are aware of my focus on my aspirations.

☐

6. I find that my focus is rarely blurred.

☐

6.5. I avoid people and things that distract me.

TOTAL

NOW THAT YOU'VE TAKEN THE TEST, LET'S ANALYZE YOUR SCORE:

Scores

- 7–13: Your focus is scattered. You allow yourself to be completely distracted from your goals and aspirations by petty and meaningless things, and probably haven't identified a primary aspiration. You will have virtually no chance of achieving true success in life until you buckle down and force yourself to focus on something concrete, meaningful, and long term.
- 14–20: Your focus is unsteady. You may have identified a legitimate aspiration and are making some effort to achieve it, but you are too easily distracted to make much headway.
- 21–26: Your focus is steady but dim. Your aspiration is in sight and in mind, but at a distance. Your focus is there, but not strong enough to make your aspiration a reality.
- 27–33: Your focus is steady and clear. You think long term and consider your aspiration before making any major decision. But something is still missing—maybe your loved ones don't really know about your aspiration or you would be willing to change your path if the “right offer” came along.
- 34–35: Your focus is laser-sharp. Excepting family and health, your aspiration is the single most important thing in your life. You are always working toward your aspiration in everything you do and you ignore or eliminate any distractions or temptations that pull you away from it.



THE FASHION CHOICES

TO ACCENTUATE YOUR
POWERFUL
PERSONAL BRAND

You have come to the place of choice - you are free to choose



AND I LIKE LOVE ME!

*Powerful Fashion
for both Ladies
and Gentlemen:*



\$19.95

I Love My Brand

- Red Gem Heart Design
- Color - Crème
- 100% Cotton
- Tag-free neck label and taped shoulder-to-shoulder
- Ladies cut



19.95

I Love My Brand

- Red Gem Heart Design
- Color - Black
- 100% Cotton
- Tag-free neck label and taped shoulder-to-shoulder
- Ladies cut



\$19.95

I'm My Own Brand

- Build- It Design with Red Heart
- Color - White
- 100% Cotton
- Tag-free neck label and taped shoulder-to-shoulder
- Ladies cut



\$19.95

I'm My Own Brand

- Build- It Design with Pink Heart
- Color - Black
- 100% Cotton
- Tag-free neck label and taped shoulder-to-shoulder
- Ladies cut



\$19.95

I'm My Own Brand

- Build-It Design with Pink Heart
- Color - White
- 100% Cotton
- Tag-free neck label and taped shoulder-to-shoulder
- Ladies cut



\$24.95

I'm My Own Brand

- Gold Barcode Design
- Color - Black
- 100% Cotton
- Tag-free neck label and taped shoulder-to-shoulder
- Ladies cut

ORDERING INFORMATION

THESE POWERFUL T-SHIRTS CAN BE SECURED FROM:



www.FRESHRESULTSSTORE.com

Receive a 20% discount by entering **YOUAREIN** at checkout

Available at
amazon



\$19.95

I Love My Brand

- Red Gem Heart Design
- Color - Blue
- 100% Cotton
- Tag-free neck label and taped shoulder-to-shoulder



\$19.95

I Love My Brand

- Red Gem Heart Design
- Color - Black
- 100% Cotton
- Tag-free neck label and taped shoulder-to-shoulder



\$19.95

I Love My Brand

- Red Gem Heart Design
- Color - Grey
- 100% Cotton
- Tag-free neck label and taped shoulder-to-shoulder



\$19.95

I'm My Own Brand

- Build-It Design with Red Heart
- Color - White
- 100% Cotton
- Tag-free neck label and taped shoulder-to-shoulder



\$19.95

I'm My Own Brand

- Build-It Design with Red Heart
- Color - Black
- 100% Cotton
- Tag-free neck label and taped shoulder-to-shoulder



\$19.95

I'm My Own Brand

- Build-It Design with Pink Heart
- Color - Black
- 100% Cotton
- Tag-free neck label and taped shoulder-to-shoulder



\$19.95

I'm My Own Brand

- Build-It Design with Pink Heart
- Color - Black
- 100% Cotton
- Tag-free neck label and taped shoulder-to-shoulder



\$24.95

I'm My Own Brand

- Gold Barcode Design
- Color - Black
- 100% Cotton
- Tag-free neck label and taped shoulder-to-shoulder



\$24.95

I'm My Own Brand

- Gold Barcode Design
- Color - Grey
- 100% Cotton
- Tag-free neck label and taped shoulder-to-shoulder

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amazon

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Thank you in advance for your **IN**vestment,

M I C H A E L D . B R O W N

WE ARE **IN**
WITH YOU!

THE MICHAEL D. BROWN COMPANY, INC.

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