

Write about yourself  
with  
confidence  
in your new plan



**LOG LINE YOUR LIFE**  
HIGHLIGHTS IN 29  
WORDS OR LESS!



**BEGIN WITH WHY**  
THE WHY= GOAL



**START A MOVEMENT**  
THE WHAT = THE  
MOVEMENT!

# BRAND NEWS



## Build-A-Brand Basics

*Bios for social networks and beyond*

# Craft Your Personal Brand

In the "Build-A-Brand Basics" workshop, you'll learn how to craft a personal brand identity. And you'll use marketing communication tools to increase awareness of your services, products, and organization.

By the time you've finished the workshop, you'll fill in those empty bio spaces, write your profile, and tell your story in ways that will make your life read like a living legend.

In this newsletter, you'll get a sample of the topics we cover in the workshop. And you'll be able to write a bio that captures and grows an audience, in real life, and on any social network.

Let's get started.

## LOG LINE YOUR LIFE

A prominent film producer wants to make a documentary of your life. All you have to do is write the highlights in 29 words or less.

That's it! Now, your life's work is a feature film! Simple, right? Maybe, but it's not easy. So, if you're struggling to reduce your life into three sentences, read on.

I watched the documentary "The Black Godfather" (2019) on the streaming video platform, Netflix. Even with a life as rich and full as his, the nearly 2-hour film boast:

"...follows the life of the ultimate, uncensored mentor and behind-the-scenes rainmaker in music, film, TV, and Politics."

And there you have it, a logline succinctly describing the story of a nearly 90-year-old man's life. And the description is less than 30 words. So, how is that possible? Well, the writing technique comes from the film industry. Script readers needed a quick and efficient way to describe a prospective screenplay to studio executives. Enter the logline.

A log line tells the audience:

Who is the protagonist?

What obstacle they must hurdle to get what they want.

How they plan to achieve their goal.



Mel Hopkins works as an Editorial Director and multimedia content producer. She provides effective media solutions that help consumer-facing business owners grow their community.

## Let's Tell Your Story

### IGNITE

Audience passion with content that moves them to action. Whether it's branded, earned, owned, or paid media content, our words open hearts and minds.

## Let's Build Your Community

### ENGAGE

Stakeholders, brand loyalists, and the growing movement with your brand vision.

## Let's Chat

If we expand the documentary's log line, we learn:

WHO: Rainmaker Clarence Avant

HOW: becomes a behind-the-scenes agent, deal maker who orchestrates connections that transform entertainers, athletes, politicians, and business professionals into legends and icons.

WHAT: (and) creates a cultural economic movement during the mid-twentieth century, a turbulent time of war, social and racial unrest,

WHY: to advance Black Americans socially, financially, and politically.

Follow this template to draft your bio/profile. Use the guide below to extract your life's highlights to develop your personal brand story. And even start your social movement.

## How to Start a Movement.

How is the solution and the cornerstone of your brand. It's what you trade on when you come to the market. Think of it as your currency.

What is the beginning of your movement. What you have to offer is what others need to help them get what they want. The more people want what you have, the bigger your movement.

You may have noticed Why isn't included in the logline. In life, however, Why represents your goal. It's the keystone of your brand. It's your calling, your purpose, and the reason why you do what you do. Without meaning, your brand won't stand up to scrutiny. Your brand identity (what you think of yourself) won't match the brand image (what the public thinks of you).

Save the Who for last because you'll need to choose one word to sum up how you've helped others get what they want. You may notice some entrepreneurs use award-winning, bestselling, or even a job title to describe their life's work. But those monikers rarely tell others how you can help them. Avant's documentary producer chose "rainmaker" to describe his accomplishments. A word that tells everyone Avant is going to make them money.

At the very minimum, your bio should tell us who you are, what you do, why, and how you do that thing you do.

To write your bio, you must determine:

Who you are relative to the problem you've solved.

What you want.

Why you want to achieve your overarching goal.

When and where.

How you solved the problem.

Don't worry if it reads like a trailer to a blockbuster film. You'll have to go big at first. You can tone it down later. But note: People follow accomplished leaders.

Let me explain in the way I was able to understand how to grow a movement (or create product demand). People want things to help them accomplish their goals. Losing weight to become attractive isn't the goal. The goal is to gain all the benefits that come with being slim, fit, and beautiful in this society. So, we need the things that will get us fit, fine, and fierce—quicker, easier, and cheaper. That's commerce in a nutshell. The seller offers "Needful Things" that the buyer can use, so s/he can get what's wanted. And in trade, the merchant gets what he wants too. This is the transactional nature of life. And it's how you'll create your brand. Keep in mind how you will help those you want to join your movement, buy your product, or retain your services.

For example, Avant started out life dirt poor with minimal resources. His goal, however, wasn't to just earn money and become a respected businessman. He wanted to build a cadre of Black Americans who would gain equity shares in areas where they'd created wealth. His goal started a movement. Avant built a network of talented individuals that the gatekeepers of industry needed to achieve their goals. The gatekeepers came to him to get what they wanted; cultural currency by proxy, and the consumers' money. He made it rain. As a result, Avant's network became a hive of black movers and shakers. He charged them to empower others, thereby enlarging the network. This network eventually included two U. S. presidents.

## Chaos + Disruption = Opportunity

Lastly, Where and When represents location and timing. It's the inciting incident that introduces conflict. The Where spurs the entrepreneur into action.

In Avant's story, the conflict was living in the segregated Jim Crow south, where opportunity was in short supply for Black Americans. The Civil Rights Movement was also underway. Black Americans marched and protested for equal rights and opportunities.

But Avant set his sights much higher. He wanted an equity stake in the businesses built on the talent and ingenuity of Black Americans. Avant knew or intuited Cultural Economic Development was a path to Black America's wealth and prosperity. As a result, he disrupted the status quo and realized his vision. Cultural business activity produced social, political, and financial capital for Black Americans and all those who worked with them.

Thinking about your own brand - what were the conditions that led to your startup? Think about the past and current events. What was your moment? Was it COVID- 19? Black Lives Matter? Me Too?

Even if we don't realize it, there is always a reason that makes us believe the timing is right to disrupt the status quo.

Consider your timing and write a bio/profile that reads like the living legend you are.

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*If you have additional questions, consider attending my "Build-the- Brand" workshop. It is a 1.5-hour one-on-one coaching session tailored to curating your personal brand story. ~Mel*