

2019

BRANDING ATLAS

PRESENTED BY RACHEL WERNER

PRESENTATION OUTLINE

TOPICS TO COVER TODAY

Online Storytelling

Target Audience

Content Creation

Digital Tribes

Self-Promotion

FILL IN THE BLANK

**WHO WILL BE MAKING MONEY
OFF OF YOUR TALENT AS A....?**

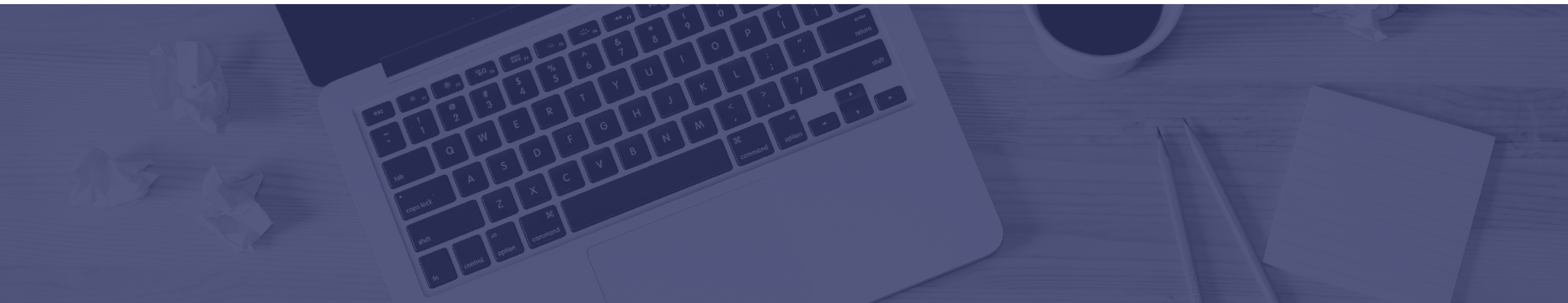
Writer?

Freelancer?

Illustrator?

Designer?

Editor?



***"THERE'S NO NEAT
TEMPLATE THAT CAN
EVER PREDICT WHAT
WILL CAPTURE ANY ONE
PERSON'S
IMAGINATION."***

ELIZABETH GILBERT

FOOD FOR THOUGHT



"SLOW DOWN YOUR YES!"~R.HOLLIS

Be realistic about how many social media channels you can effectively manage.

DIGITAL MARKETING HACKS

DEFINE VALUE SCALE

Specify core creative values in five words or less. (a.k.a. = WHY & HOW)

SOLICIT REAL FEEDBACK

Picture yourself online generating 1000 interactions with 1000 different people.

DIY SPIRIT SQUAD

Start with your strengths and NEVER be afraid to share your successes.

LEAVE ROOM TO GROW

Engage with existing connections and your audience will organically increase.

LET'S GET SOCIAL!!!

INSTAGRAM INFLUENCERS

If visuals are your jam and/or target audience is under the age of 45.

FOOD & EVENT BLOGGERS

"Guest" blogging works wonders in regard to networking and promotion.

TWITTER THREADS

Where to get the '411' about what's trending in socialpreneur spheres.



41%

DIGITAL INFLUENCE...???

..of companies said they have
absolutely no idea of social
media's financial impact.

PERFECTION IS A PROBLEM



**THE TIPPING POINT
TIME TO ASSESS HOW YOU'VE
TRAINED YOURSELF TO
BEHAVE ONLINE**

CONNECTOR, MAVEN or SALESMAN?
(PEOPLE SPECIALISTS VS. INFO SPECIALISTS)

"I can either live a drama or I can invent a drama, but I
do not have the capacity to do both at the same time."

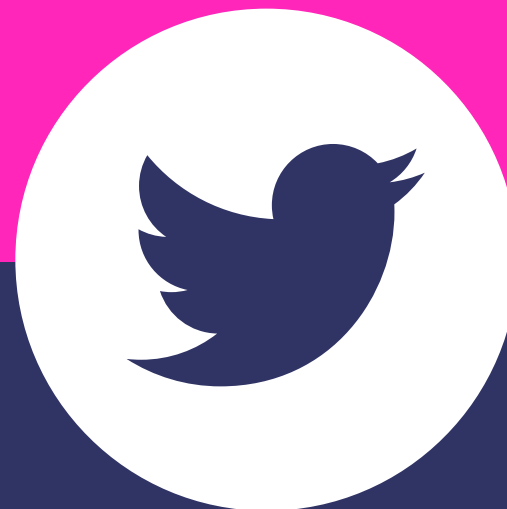
***"LIVE YOUR BRAND...AND THE
STORY WILL TELL ITSELF."***

NO SPRINT OR MARATHON. YOU EVOLVE.

SOCIAL MEDIA LINKS



RACHEL WERNER



@THEREALSCRIPTS



@THEREALSCRIPT

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