

# Personal Branding Checklist

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From:  
The Little Black Book Of Personal Branding

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By: Michael Irvin

# Personal Branding Checklist

From:

The Little Black Book Of Personal  
Branding

By: Michael Irvin

**Tips To Creating A Powerful and  
Profitable Public Image**

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**By: Michael Irvin**

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This Checklist Has Gone Viral. Share it with your friends.

## Preface

"This personal branding checklist is **not about being perfect**. It is about how to present yourself to potential clients and employers in the best way possible that **makes them want to hire you** and buy your products and services."

**This Free Personal Branding Checklist has gone viral** because people want to share this valuable information with their friends and co-workers.

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Henry David Thoreau said,  
"Most men lead lives of quiet desperation and go to the grave with the song still in them."

The quote above was written by Thoreau in the 1800's, yet it is still true today. Most men and women will go through life wishing that they were doing something differently, but will continue along the same path until it is too late.

If that seems depressing to you, then consider this. You have the ability to change your life starting right now. You can't do it all in one day, but you can do it. That is the reason I took the time to write this short Personal Branding Checklist. I want to help others grow in their given field. In order to do this you must get recognized.

However, even though I am giving this information away freely, most people will not

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study the material and put it into practice.  
Most people will not seek out new ways of to  
increase their public image and recognition.  
If this seems like a negative point of view,  
then you have the ability to prove me wrong  
starting right now.

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## Introduction

I meet people all the time, both young and old, who haven't learned the importance of personal branding. Many of them look at me funny when I mention the topic. So, just to make it easy to understand, think about some of the company brands that you encounter everyday like McDonalds®, Coca-Cola®, and Pepsi®.

Now think about persons with personal brands. These include Donald Trump, Michael Jackson (his brand lives on), Madonna, and many others.

These are household names. The branding of each has led you and me to instantly recognize what each of these names stand for. While we all need personal branding, not many of us will ever need this type of personal branding. We simply will never become that well known. And most of

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us do not want or need personal branding to the extreme that these companies and businesses have accomplished.

Most of us don't need fame, but we all need personal branding. Everybody can benefit from it. No matter what our position or station in life, personal branding is important. And personal branding on a scale that is really valuable, practicable, realistic, and usable is not hard to accomplish. You just need to know some easy to use techniques and secrets.

My goal in writing this checklist or very short book is to help you to learn these valuable personal branding skills. You may share this eBook with everybody you think could benefit from it. If you are wondering who can benefit from personal branding, see the paragraph above. Hint – Everybody.

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*"Good luck with every good thing that you  
set out to do or accomplish!"*

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## Definitions

### 1- Your Goals - Planning For Brand Building Success

- Long Term Goals – Set Goals For 1-5 Years. Longer is a Dream.
- Short-Term Goals – Goals for 1yr or less Which are steps to LTG.
- Action Goals – Action Goals for achieving STG
- Personal Goals – Separate but connected to business or professional goals above.
- Your Personal Branding Goals – How to connect your personal brand with your LTG, STG, and AG
- PLACE – Planned Law Of Averages, Contacts, and Effects© – Outcomes that you cause to happen either by being in the right place or by repetition. This is how you “control luck.”
- Take Action – Without action nothing happens.
- Inertia vs. Positive Movement – A body at rest vs. positive motion toward goal achievement.

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- Mission Statements, Affirmations And Mantras  
– ways of defining and exploring what you really want in life

## 2- Make Positive Progress

- Positivity Is Contagious – Spread positivity to have a positive work environment.
- Build A Positive Image – Have others think of you in a positive way.
- Build on each positive step – Make sure your positive steps are larger than negative setbacks.
- Not a Pollyanna approach - This is not false positivity.

## 3- Your Pitch

- Practice Your Pitch – Practice pitch daily.
- Deliver Your Pitch in 10 Seconds – Give yourself 10 seconds to deliver your pitch.
- Make Your Elevator Pitch – Pretend you meet someone in an elevator and explain what you do in the time it takes to go up 5 floors.
- Make Your Dinner Party Pitch – Extended explanation of what you do and why it matters.

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- Learn To Be A Great Public Speaker – Practice even if you never make a speech.
- Take Along A Wing Man or Wing Woman - Make public speaking easier by taking along a partner or friend.
- Use Distractions and Props When Speaking like a Magician – Handouts, flyers, and pamphlets will take the audience's attention off of you and may decrease any anxiety you may have.
- Dim The Lights and Use PowerPoint – You may feel more comfortable making a speech with the lights dimmed.

#### 4 - Networking

- Stay Connected To Old Friends and New Acquaintances – Use Facebook, email, LinkedIn and MySpace to stay connected.
- Have Your Own Blog / Website / MySpace, or other online presence.
- Get To Know Achievers in Your Field
- Networking Groups and Opportunities
- Always Follow up with an email - when you meet a new acquaintance follow up with an email within 1-3 days.

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## 5 - Learn The Rules Of Emailing Etiquette

- Ms. And Mr. – Use salutations when getting to know someone or unless you are told to use his or her first name.
- Give Out Your Business Email Address – If you have a business email address, put it on the front of your business cards.
- Share Your Personal Email With Select People – Either write or stamp your personal email address on the back of about 10 business cards to carry with you separately from your regular business cards.
- Categorize Your Contacts – Some contacts are potentially more important to your career than others. Don't lump them all together.
- Virtual Rolodex – Keeping Up With Contacts – In the old days people would leave their Rolodex behind at an old job for the next person to use. Now you can leave your contact list behind and still keep a virtual list of your contacts.
- Your Email Signature – Using an email signature tells contacts who you are, what you do, what your title is, your email address, and phone numbers. This one step can change how people perceive you instantly.

- PS – This part of the letter or email will be read if nothing else is read. Knowing how to write great PS's is more important than knowing how to write great letters and emails.

## 6 - Business Cards and When To Use Them

- Give Them A Business Card – If you own your own business or work for someone else give them your business card. If you are applying for a new job a business card from your old position goes a long way toward building up your credibility.
- Give Them A Personal Card – Personal cards are used more in Europe than in the US. However, if you want to make a lasting impression, you may want to consider using them.
- Use Both Sides Of Your Business Card – Could you imagine a newspaper or a page in a magazine with print on just one side? Use the back of your business card to add information. If you own your own company, add a list of the services and products that your company offers. If using a personal card you might want to add a mini resume to the back of your card. Don't waste valuable print space.

## 7 - Learn From The Masters

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- Read Everything You Can About Your Field – Be a student for life in your field of interest and any field that you want to branch out into.
- Read and Study All About Personal Branding – The more you know about how to make a great impression and better your personal image, the better.
- Read and Study All About Business Branding – If you have a business, how you position and brand your business is vitally important to your financial future.
- Gather Your Master Mentor Group – We all need advice, find mentors to give you advice. Read books from the masters in your fields of interest.
- Add Some Masters From History – Get quotes from Winston Churchill and others who have achieved great success. Put these quotes where you have to read them frequently. Tape a copy your computer or key board.
- Add Living Idols – Even if you don't know greatly success people, you still can imagine what advice they would give you in the different circumstances that you encounter.
- Ask Real People When Available – When possible, ask retired or actively working professionals for advice.

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## 8 - Market Your Brand

- Make A Bold Statement – But Not Too Bold, unless you are a comedian, you want to be taken seriously.
- Don't Be Flamboyant Unless That Is Your Field – If you are a clown and only if you are a clown, is it okay to dress like a clown.
- Make Your Mark Memorable – Make sure that almost everything you do, write, or say supports other people's perceptions of who you are.
- Business Logos – If your product is great, they will remember your logo. But no logo can change a bad product into a great product.
- Personal Logos – Not frequently used or necessary. That does not mean you cannot start a trend.
- Tags Pseudonyms And Alias's - Samuel Langhorne Clemens - "Mark Twain"
- Get The Word Out About You – Use every avenue possible to get the word out about you and your products or services.
- Buying Google Ad Space – Can be worth the cost of the ad if you know how to buy the ad and market the product or service.

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- Responding To Craigslist Ads – There are a lot of scams on CL, but also some good opportunities.
- Newspaper and Magazine Space Ads – These can be very profitable if you know how to buy the ad space and market your products or services properly.

#### 9 - Dress For Success

- Dressing Like The Winner You Are – People will judge you by how you dress.
- Dress Sharp For Interviews – Dress as sharp as possible for job interviews. It is difficult if not impossible to overdress professionally for these.
- Dress Like The Crowd At Work - This is not the place for trend setting.

#### 10 - Final Tips and Techniques

- Do Favors Without Expecting Anything In Return – You will Get More Than If You Asked
- Keep Promises – Always make sincere promises and keep them.

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- Using Facebook To Increase Business – Concentrate on making a good professional impression.
- Writing and Sending Your Resume – keywords are very important when sending out resumes.

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## Real Life Examples

### 1- Your Goals - Planning For Brand Building Success

- Long Term –

Example:

To be Director of Marketing within 5 years. To own your own business within 3 years, etc.

- Short-Term –

Example:

To get a marketing associate job within 1 year. To save 10% of the money to open your own business within 1 year, etc.

- Action Goals –

Example:

To read 5 books on marketing in 1 year. To save 10% of your salary weekly, etc.

- Personal Goals –

Example:

To learn French, Travel to Spain, etc.

- Your Personal Branding Goals – Connecting with others in your field and letting them know what you do.

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- PLACE – Planned Law Of Averages, Contacts, and Effects© – Outcomes that you cause to happen either by being in the right place or by repetition. This is how you “control luck.”

Example:

Making sure you go to places where you will meet the type of people who will help you complete your goals.

- Take Action – You must take action in order to make things happen. Some things will happen without **you** taking action. But you will exponentially increase your odds for success by taking action toward your goals.
- Mission Statements, Affirmations And Mantras – write out what you stand for.

Example: I am a man motivated by achievement, while I don't run from a challenge; I would rather take the path of higher success without excess drama or chaos.

## 2- Make Positive Progress

- Positivity Is Contagious – When you smile at others, they probably will smile back at you.
- Build A Positive Image – Make sure that for the most part, you are seen as a positive person.

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### 3- Your Pitch

- Practice Your Pitch –

Example:

"Hi, I'm Michael Irvin, I am a marketing expert, specializing in healthcare, fire protection, and direct marketing."

- Deliver Your Pitch in 10 Seconds –

Example:

"Hi, I'm Michael Irvin, I am a marketing and management expert, specializing in healthcare, fire protection, and direct marketing. I owned my own company for 17 years while also working a full time job and giving both 100%."

- Make Your Elevator Pitch –

Example:

"Hi, I'm Michael Irvin, I am a marketing and management expert, specializing in healthcare, fire protection, and direct marketing. I owned my own company for 17 years while also working a full time job and giving both 100%. Sounds impossible I know, but it is easier if you know what you are doing."

- Make Your Dinner Party Pitch –

Example:

"Hi, I'm Michael Irvin, I am a marketing and management expert, specializing in healthcare,

fire protection, and direct marketing. I owned my own company for 17 years while also working a full time job and giving both 100%. Sounds impossible I know, but it is easy if you know what you are doing.

I achieved growth of 100% for 10 years in a row. I know that is incredible, but it has a lot to do with knowing your target audience as well as knowing how to get employees to cheerfully give your company their very best work effort. You also have to know how to motivate employees and allow them to come up with creative ideas on how to achieve success for your business.”

- Learn To Be A Great Public Speaker – Public speaking is necessary if you want to achieve high success.
- Take Along A Wing Man or Wing Woman – bringing along another person can take some of the pressure off of you.
- Use Distractions and Props When Speaking Like a Magician – Handouts can serve as a marketing tool and a distraction.
- Dim The Lights and Use PowerPoint – It is a lot easier to talk when the lights are dimmed.

#### 4- Networking

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- Stay Connected To Old Friends and New Acquaintances – Call old business acquaintances that you know to be successful and goal oriented and see how they are doing with their careers.
- Have Your Own Blog / Website / MySpace, or other online presence – example <http://www.michaelirvin.net> or <http://www.developuniversity.com> or <http://www.fescousa.com> or <http://www.hoodmaster.net>
- Get to Know Achievers in Your Field – Birds of a feather hang together as they say. If you want to be like them, get to know them.
- Networking Groups and Opportunities – you can find plenty of networking opportunities in trade journals and even local and national newspapers.

## 5 - Learn The Rules Of Emailing Etiquette

- Ms. And Mr. –

Example:

Dear Mr. Michael Irvin,

- Give Out Your Business Email Address

Example:

[mti@developuniversity.com](mailto:mti@developuniversity.com)

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[info@fescousa.com](mailto:info@fescousa.com)

[info@hoodmaster.com](mailto:info@hoodmaster.com)

- Share Your Personal Email With Select People

Example:

[michael@michaelirvin.net](mailto:michael@michaelirvin.net)

- Categorize Your Contacts – Keep similar contacts together.

Example:

I put all fire protection contacts separate from my healthcare contacts.

- Virtual Rolodex – Keeping Up With Contacts – it is easier than ever to keep up with contacts, but be sure to back up all contacts.

- Your Email Signature – I like to use a long signature that tells a lot about what I do.

Example:

Michael Irvin, RN, BA  
Marketing Expert  
Healthcare Professional  
Fire Protection Consultant  
Business Development Consultant  
[michael@michaelirvin.net](mailto:michael@michaelirvin.net)  
[www.michaelirvin.net](http://www.michaelirvin.net)

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- Email Responder –  
Example:

Hi. Thanks for the email. I am away from my desk, but your email is important to me. I will email you soon.

I am proudly celebrating my 23rd year as a bilingual RN and Business Management and Marketing Professional.  
Healthcare Specialist and Fire Protection Consultant

Best Regards,  
Michael Irvin, RN, BA  
Marketing Expert  
Healthcare Professional  
Fire Protection Consultant  
Business Development Consultant  
[Michael@michaelirvin.net](mailto:Michael@michaelirvin.net)  
[www.michaelirvin.net](http://www.michaelirvin.net)  
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- PS –  
Example:

PS Don't forget to read my eBooks  
"The Little Black Book Of Personal Branding"

and

"How To Build Your Own Personal Brand"  
Available at [www.michaelirvin.net](http://www.michaelirvin.net) or  
[www.developuniversity.com](http://www.developuniversity.com)

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## 6 - Business Cards and When To Use Them

- Give Them A Business Card – must have certain information on your business card in order for it to be most effective.

Example 1:

Michael Irvin  
CEO  
Marketing and Business Expert  
Develop University  
[www.developuniversity.com](http://www.developuniversity.com)  
[mti@developuniversity.com](mailto:mti@developuniversity.com)  
Phone: (555) 555-5555  
Since above is an online business, the business address is not included.

Example 2:

Michael Irvin  
VP of Marketing  
FESCO  
Fire Equipment Service Company, LLC.  
[www.fescousa.com](http://www.fescousa.com)  
[info@fescousa.com](mailto:info@fescousa.com)  
Phone: (205) 588-0800  
Business Address

- Give Them A Personal Card

Michael Irvin  
Entrepreneur

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(you may add other info like Webmaster, Marketing Expert, Copywriter, etc. to let others know your skills.)

[www.michaelirvin.net](http://www.michaelirvin.net)

[michael@michaelirvin.net](mailto:michael@michaelirvin.net)

Phone: (555) 555-5555

Business Address

- Business Address – Not all businesses need a business address. For example: On my website for Develop University, I do not list a mailing address or a physical address since this is an internet based business. I do however give out the address for billing and other contact information to customers once a business relationship has been established.
- Use Both Sides Of Your Business Card - You can use the back of your business card as a mini bill board or to list your services, ads, or for many other reasons to increase business and improve your personal brand.

## 7 - Learn From The Masters

- Read Everything You Can About Your Field

Example:

I have always been a strong believer that in order to learn we must read. So, every year I read every business book that I can get my hands on. In the last several years I have read literally hundreds of books on advertising,

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positioning, copywriting, direct mail, healthcare, business management, marketing, sales and many other topics.

- Read and Study All About Personal Branding

Although Personal Branding has been around for thousands of years, there has been very little written on the subject.

Being a voracious reader I been studying Personal Branding for over 20 years and being a prolific writer I have written several articles, and books on the subject. It is important to learn all that you can on the subject if you want to make significant advances in your career or profession.

- Read and Study All About Business Branding

I have also studied Business Branding for more than 20 years. If you own a business, it important to learn the concepts of Business Branding and Positioning.

- Gather Your Master Mentor Group

Example:

I have always known a select group of people that I can rely on and ask questions and seek advice in a number of subjects. These people

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are experts in various fields and in life. Since nobody can know everything about every subject, it is important to seek advice a Master Mentor Group.

- Add Some Dead Masters

I rely on “advice” from Dead Masters by reading their biographies and how they handled different situations. For example, when things get rough and I want to give up, I can almost hear Churchill saying,

“Never give in--never, never, never, never, in nothing great or small, large or petty, never give in except to convictions of honor and good sense. Never yield to force; never yield to the apparently overwhelming might of the enemy.”

Churchill is just one of the people on my Master Mentor Group.

- Add Living Idols

Similar to the example above, you can also add your living idols to your Master Mentor Group even if you don't know the person you have chosen. You do this by asking yourself, “What would ..... do in this situation?”

- Use Real People When Available

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Of course, when possible, I use real, living people as part of my Master Mentor Group. And I seek advice from experts when possible. Caution – Do not ask advice everyone you know. Some advice may hold you back from achieving your goals.

## 8 - Market Your Brand

- Make A Bold Statement – But Not Too Bold

There is always a fine line between standing out from the crowd and being arrogant and obnoxious. Being humble can also be part of personal branding for some people in some professions. By examining your particular goals and matching your personal branding to those goals you can achieve success.

- Don't Be Flamboyant Unless That Is Your Field

Being flamboyant may sometimes be important in some industries such as fashion, music and in being an artist. That is okay. I applaud those people who know how to make their personal brand work for them.

But, don't be flamboyant if that is not appropriate in your field.

- Make Your Mark Memorable

You have to make your mark memorable in order for others to remember it. Hopefully, you will do this in a positive way that makes your personal branding pay off.

- Business Logos

A business logo is always important if you have a business. This is true not because anybody will remember your business logo. They may or they may not. But people do expect to see a logo and without it your business may not appear as real and legitimate.

One of my business logos for one of my fire protection companies is below:



Until you decide on a particular logo, you can always use a banner as a temporary logo like I did for my consulting, training, and marketing and business development company, Develop University. The simple logo worked so well that I decided to stick with it.

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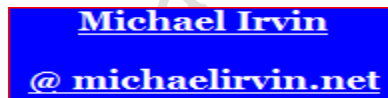
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Or you can take a picture and develop this into a logo like I did with my company, HoodMaster.



- Personal Logos

Example:



- Tags Pseudonyms And Alias's

Example:

Samuel Langhorne Clemens - "Mark Twain"

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The use of a personal handle, a pseudonym or an alias may help you get over obstacles associated with being thought of by yourself and others in a certain way. If having a personal handle helps you achieve your worthwhile goals, then by all means adopt and use one.

- Get The Word Out About You – There are plenty of social media groups, blogs, groups that meet for events, and other avenues out there. Get out and meet people and use the internet to get the word out about you, your skills, and your desire and needs to a certain extent.
- Buying Google Ad Space – I have personally purchased Google Ad Space for my businesses. They have paid off in big ways at times. I also rely on SEO in order to get business from my internet sites.
- Responding To Craigslist Ads – My rule of thumb opinion regarding CL ads is that people should not respond to any ad that charges money in order to help them get a job. There may be some exceptions to this, but I don't know of any.
- Newspaper and Magazine Space Ads – Make sure you are selling, buying, or responding to something is legitimate. Remember – There is

no such thing as a free lunch. And if it sounds too good to be true, it probably is.

## 9 - Dress For Success

- Dressing Like The Winner You Are – What you wear says a lot about you. Wear suits when appropriate.

Example:

I wear a suit to work every day, but I wear khakis or shorts when appropriate like when I am playing golf.

- Dress Sharp For Interviews - Wear a suit to interviews. Make sure your shoes are clean and shiny if they are supposed to be.
- Dress Like The Crowd At Work This is not the place for trend setting – if everybody in your office wears a suit, then join the crowd and wear a suit. If everybody in your office dresses more casually, then by all means dress like the crowd.

## 10 - Final Tips and Techniques

- Do Favors Without Expecting Anything In Return – You will Get More Than If You Asked. Help build other people's careers, give solid advice when you are asked by friends and co-workers, go the extra mile to help others in

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need only if they are willing to help themselves also.

- Keep Promises

Be careful about making promises because you should honor them. Don't let this keep you from making promises, just learn to think ahead about: why you are making the promise, who you are making the promise to, what is the cost in time and money in following through with your promises, what will be the downside of following through with promises. This just a partial list.

- Using Facebook To Increase Business

Facebook can be used to increase business; however, you have to be subtle in your approach to soliciting from friends and relatives. You do not want to come across as pushy, but if you have a decent product or service, there is no reason not to share that information with Facebook followers if this is done correctly.

- Writing and Sending Your Resume

When you write your resume you should start out by writing – "This is a story about your name here" then continue writing all of your education, work experience, good characteristics, and accomplishments that you can think of. When you finish writing every

good thing you can think of in this short story about yourself, go through and highlight the good stuff that is pertinent to the particular job or position that you are looking for. This highlighted information will now be the basis for writing your resume. Erase the unnecessary words such as "This is a story about.. and etc."

Do not use a shotgun approach when you send your resume and cover letter to potential employers, try to match your resume to the particular employer that you want to work for.

You can learn more on how to write and send resumes as well as many other details of personal brand building and management in the full version of this eBooks and in my other ebooks on personal branding.

Final Comment

DO NOT Automatically Accept No As An Answer. Keep trying, change your strategy, go around, over, or through obstacles when you have a legitimate goal to achieve and do not give up on your dreams and aspirations.

- Good Luck in Every Good Thing That You Do!

PS "How To Become An Expert At Anything"

Let me start out by saying that nobody can become an expert at everything, but almost anybody can become an expert at something or even multiple things.

For example: When I started out in business I was literally 9 years old. I worked for a man who sold pottery. I made the pottery and helped the man sell it. Now you may be thinking that this had to be small pottery if a 9 year old was making it. Think again. This was large bird baths and other "Mexican pottery imported from Mexico."

In reality, I would come in every Saturday morning at 6 a.m. and start taking apart large pottery molds that were located in a little shop behind Leo's store. I would then put all the nuts and bolts in a shallow tin container (an old hubcap) full of burnt motor oil. I went through and systematically took each mold apart taking the dried concrete pottery out of each mold and setting them aside. I then gently cleaned all the molds with a hand scraper.

After all was cleaned, I would start mixing the concrete to pour new molds. I had to carry heavy five gallon buckets of sand and gravel into the wooden, tin roofed shed behind the store and place them on the on the dirt floor. I would then mix the

water, cement mix, concrete, and sand to the perfect consistency to make the "imported Mexican pottery."

I would cover the insides each mold with burnt motor oil then reassemble each one by one. Then I poured each mold full of concrete to dry for a week. I would repeat the same process the following weekend.

I then carried the pottery (sometimes this involved rolling it on its base) to an area surrounded by a chain-link fence that was located beside the small store.

When I finished making the pottery, I would fire up a large riding lawn mower and cut the grass on Leo's three acre trailer lot (it seemed like 30 acres at the time). I then took a small lawn mower and cut around the hedges and shrubs.

When I was finished cutting the grass, I drained the motor oil in the riding lawn mower and replaced it with new motor oil. I saved the old barely burnt motor oil to use to make pottery for the following weekend.

The rest of the work day and all day every Sunday, I worked in the small convenience store selling everything from soda pop to "my" pottery. It was hard work and I loved it.

What does this story have to do with becoming an expert? Well because of this experience I started my first business at 11 years old, (selling mail order metal Social Security Cards). And because of this experience, I was able to see how a small business functions and that it takes hard work to keep them going and make a profit.

Experience both good and bad is the key to becoming an expert.

When I started learning Spanish, I believe my experience with learning math help. I had tutored math and science from the 5th grade through college. So, when I started studying Spanish, I knew that perseverance, practice and experience was the key to learning.

The same holds true for my becoming an expert in business and marketing. I have owned several businesses including two major franchises. I have built several other businesses from the ground up. Some of the earlier businesses didn't produce the results that I wanted them to, but I learned from my mistakes.

The same holds true for becoming an expert in healthcare, internet marketing, direct marketing, business development and consulting, This didn't happen overnight, but it did happen.

How do you become an expert? The answer is that in order to become an expert at anything, you have to spend countless hours studying, working, and getting experience in a particular subject. If you are like me, you will find that you will become an expert in multiple subjects or things when you become an expert in one.

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