

# How to Position Yourself as a Leader

Helping new home business entrepreneurs understand the importance of posturing themselves as a leader in their industry even before they have any downline and income. 10 Tips for creating public leadership perception.

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## Objectives

- To identify your true feelings about how you feel about your current leadership.
- To offer specific tips and strategies that you can implement right now for better leadership posturing.
- To help you see that you have much to offer to others and feel excited about it.
- To help you discover that you can totally be your authentic self, staying true to yourself, being honest and ethical at all times.
- To finish this module feeling inspired and empowered to move toward posturing yourself as a leader.

## Outline of Module

- Complete the Awareness Reflection Worksheet. Purpose is to identify how you feel you measure up in terms of leadership.
- Discover tips and strategies for leadership positioning.

- A Glance at The Heart of a Leader
  
- Complete The Assessment and Action Plan

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## Awareness Reflection Worksheet

1. A Leader to me is \_\_\_\_\_  
\_\_\_\_\_

2. Do you feel empowered as a leader with your business? \_\_\_ Why? \_\_\_ \_\_\_\_\_  
\_\_\_\_\_

3. Do you feel hopeless and helpless about the competition because you are competing against other leaders and wish you had an 'edge'? \_\_\_\_\_

4. What do you imagine has to happen before people will see and respect you as a leader? \_\_\_\_\_  
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5. When you joined Global Resorts, why did you choose the sponsor you did?

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6. Understanding that your sponsor is **not responsible for your success, nor will they build your business for you**, what areas of leadership would you handle differently if you were them? (who do YOU as a leader want to become?)

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7. When prospects come across you online, what do you believe they find in terms of your leadership?

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**Ponder how you feel about yourself as a leader right now. We will ask that question at the end of the module and compare your new feelings.**

## Your Leadership Posturing Checklist

**Your Goal:** To allow your prospects to perceive you as a leader even before you have success and still be true to yourself with strong ethics and honorable values.

**Fact:** Your prospects' perception of you is huge. You want to position yourself so that your prospects are thinking to themselves as they encounter you online:

***"Gosh, Newbies would never do this or that. Only leaders would. Therefore, He/She must be a leader."***

You therefore, want to do what leaders do to position yourself as one.

Can you still be authentic? YES! Do you need to lie? Deceive? NO!

## 12 Helpful Tips to Position Yourself as a Leader

1. Your Decisions, Thoughts, Commitment, Follow-Through
2. Establishing Your Brand, You, Inc.
3. Becoming a Teacher
4. Creating Your Own Product
5. Strong Calls to Action
6. Offer Pre-Coaching
7. Massive Exposure to the Market
8. Doing Webinars

9. Letting People See You Implement

10. Having a Training Platform

11. Loving your Camera...Video Marketing

12. Don't be immediately available

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## **1) Your Leadership Decision**

### **Make the decision that you are a leader**

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### **Believing you ARE the leader people are looking for**

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### **Do What Leaders Do – Practice Leadership Skills**

- Alter their state of mind through personal development
- Commit to excellence – always improving along the way
- High level of integrity
- Act in spite of fear – not afraid to fail or of criticism
- Heart to serve others – it can't be about the money
- Teach and educate – attraction marketing
- Share their story – emotionally connect with others
- Attend seminars – growth and connections
- Great connectors – network with others
- Create their own products – books, cd's, videos, systems
- They brand themselves

- They are authentic

### **Personal Development Will Guide the Way**

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### **Leadership is a Journey, Not a Deadline**

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## **2) Establishing Your Brand. The You, Inc. Business Model**

Your network marketing business may come and go but YOU will always be YOU!

Leaders are not afraid to expose their identity, their story, their business, their beliefs and their leadership. They understand that it's these things that allow people to connect with them on a personal and emotional level. Leaders use many platforms to demonstrate their knowledge, their expertise and leadership such as social media sites, webinars, email follow up, blogs.

Rookie want-to-be-leaders will personally brand themselves regardless of how uncomfortable and insecure they feel. Can you think of one leader who is a leader that didn't do this? No. They don't exist. It's a MUST to get to first base.

### **A Personal Branded Blog** – Perception/Expert

Establish a blog with your name: i.e. www.YOURNAME.com

These pages will allow people to know, like and trust you:

- *About Me*
- *Contact Me*
- *Mission Statement*
- *Life and Family*

Your expert content will be the add-in leadership component:

- Resources
- Personal Development/mindset
- Info on “how to” skillsets

**Sharing your Story is Powerful**

Don't be afraid to weave your story through other marketing media. (Blog, Sales Pages, email campaigns, webinars) When you tell your story and share with others how you solved your problem, that's powerful. People love stories and it allows them to connect with you on an emotional level.

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**3) Become a Teacher**

**All leaders are teachers**

As you begin your network marketing journey, you will be learning many things on many different topics.

The rookie tends to think they have nothing to teach because they are learning. They don't think what they're learning is important or valuable enough to share with others from a teacher standpoint.

The rookie who has decided they are leaders will begin to teach as they learn. They will write about what they learned and post it to their blog and perhaps write an article. They will do a video to teach what they learned. ***This is called 'attraction marketing'.***

**What Can I Teach?**

- |         |         |
|---------|---------|
| 1 _____ | 6 _____ |
| 2 _____ | 7 _____ |
| 3 _____ | 8 _____ |
| 4 _____ | 9 _____ |

**Do Not Plagiarize!**

It's okay to "swipe" content from others. Marketers do it every day. It's completely acceptable. In fact, start a swipe file of your favorite pieces of content someone else has done for samples.

However, do not copy word for word someone else's content. Do not change up a couple words either. Rewrite the content in your own words.

**Incorporate Your Training on Website Sales Page, videos, blogs, articles, webinars, emails**

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## 4) Create Your Own Product

**So, What Can You Create?**

- Report
- Ebook
- Video
- Video Series
- Audio/Podcast
- Audio/Podcast Series
- CD / DVD

**What Value Can You Give?**

What is your experience and can it be turned into a product?

For example: My 7 Rookie Mistakes product came from my own rookie mistakes. It started out as a 3 page report and grew into a book. I then took each chapter and created a video for it. So, my end product is the book and a 7 part video series.

I created another report on multiple streams of income after enjoying the benefits of that in my online marketing.

### **Packaging Your Product**

You want to package your product so it looks inviting. You can do it yourself or outsource a graphics package through a company such as [www.elance.com](http://www.elance.com) or [www.guru.com](http://www.guru.com) , etc.

You can select an image for your packaging at [www.IStockPhotos.com](http://www.IStockPhotos.com)

### **Give your product a catchy name**

- 3 Secrets Gurus hope you never find out. (You won't need their product anymore)
- 10 Strategies for Crushing a 6 Figure Online Business
- Automated Systems: The Truth Behind the Curtain Reveals WHAT?!

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## **5) Strong Calls to Action and Next Steps**

### **Leaders are great at calls to action**

Rookies are fearful of giving calls to actions. **Why?** Because if a prospect does what they are asked, the rookie may have to talk to or lead someone into their business and they are fearful of that. Sound crazy? Isn't that the point? But fear gets in the way.

Fear is very real and runs wild. It's crippling and keeps newbies back from ever coming out of the gate. It's a killer of dreams.

So, in keeping with our motto, do what leaders do, you want to give calls to action. People need to be told what to do.

### **Sample Calls to Action:**

- “Watch this video, rate and leave a comment.”
- “Review this website and call me.”
- “Before you join, call me with your final questions.”
- “Call me for your free 15 minute consultation.”
- “Read this article and email me with your response.”
- “Read my blog post, tweet it and leave your comment.”

***Leaders give action steps.***

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## **6) Pre-Coaching**

### **Leaders Close Sales Through Pre-Coaching**

When someone looks at your opportunity and sees value in joining, one of the biggest obstacles prospects face which often times keeps them from taking action are answers to these questions:

- “How do I succeed?”
- “Who can I trust?”
- “Where do I go to learn?”

- “Can I do this?”
- “What is Internet Marketing?”

By offering pre-coaching, you will be demonstrating your leadership and developing trust with them. They are seeing that you do care, you can help, you do help and it will be reassuring to them that they are making the right decision to join with you.

### ***Offer it in various ways***

- You can build it automatically into your email campaign.
- You can add it to your website.
- You can offer it on your blog.
- You can offer it on your video channel.
- You can offer it to prospects you talk to and sense there’s more to their indecision to get started.
- Through your products

**15 – 30 min. free consultation (give a value, i.e. \$100)**

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## **7) Massive Exposure To The Market**

### **Become Omni-Present**

Be becoming omni-present online, you will establish yourself as a serious player in entrepreneurship and answer these questions of prospect onlookers:

“Is he/she serious about her business?”

“Is he/she a leader?”

“Is he/she successful in business?”

### **Laying Your 7 Figure Foundation**

- Websites and capture pages with follow up email...
- Blog
- Facebook Profile/ Facebook Fan Page
- Twitter
- Squidoo Lens
- Hub Pages
- Articles
- Forums
- Groups

### **It Doesn't Take Much To Start**

Set up your Facebook and Twitter Profile, Blog and video channel. Post some great content to your blog and Tweet it out to your list as well as post it on your Facebook Wall. This will lead people back to your blog where they can learn more about you. This is a good start without feeling like you're overwhelmed.

### **Repurpose Your Content for Faster Results**

- When you write an article you can repurpose it.
- Revise it a bit and post it to your blog.
- Do a video on what you wrote
- Create a Squidoo Lens about what you wrote
- Add it to your autoresponder series and link it back to your video, blog, Squidoo lens.

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## 8. Do Webinars

### **“What do I talk about?”**

The answer lies in this question:

#### ***What does your audience want and need?***

- To learn about your business opp?
- To learn about marketing strategies?
- To learn about internet automation?
- The chance to connect with you live?

This really is an opportunity to meet your audience/list live online and connect. It takes you from a cyberspace superstar and puts you on the other end of the phone. You become real. Let them ask questions and you be the best you, you can be.

### **Scared to death? Leaders act in spite of fear.**

#### **Try this: Beginner suggestion #1**

**Do not open up for Q&A and do a short 20 minute presentation.** Your email invitation can read like this:

*Impromptu webinar Today at 2 pm EST for 20 min.*

*Look at the travel club membership (5 min)*

*Product comparison (5 min)*

*Hot Internet Marketing Strategy to make sales (5 min)*

*How to get started and partner with me in xyz company (5 min)*

*Post Webinar link here*

*Announce at the end of the webinar that for those who are interested to call you immediately and you will answer your phone for the next 20 minutes.*

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**8. Do Webinars – Continued**

**Beginning suggestion #2**

Offer a one-on-one webinar coaching session.

*Thursday from 10-11 am EST  
8-9 pm EST*

*This Thursday I am hosting 8 15-minute private one on one webinar coaching sessions on how to automate their business and get started quickly with xyz company.*

*First come, first served. Email me immediately and let me know which 15 minute segment you would like during the time frames above. Actually, give me your 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> choice. These will fill up fast.*

**Webinar Service**

www.GoToMeeting.com \$49/mo

If you use this regularly, you will be making sales and it won't make a dent in your monthly budget.

If your upline has the program and doesn't mind sharing that's fine. For group webinars, individuals will receive the confirmation from your upline...not too good.

For private one-on-ones, its fine, they won't know the difference.

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## 9. Be an Implementer and Take Consistent Action

### Let Prospects See You In Action!

Leaders are good action takers. Your prospects are watching you whether you realize it or not. Many are on your list and your social media sites and they're sitting back, watching and observing to see if you're the leader they're looking for.

Most newbies never get in the game. Prospects are leary of those who claim to be serious about their business but then quit. So they wait to see who's doing what and who's showing up because they don't want another sponsor abandonment. Let people see you implement.

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## 10) Having a Training Platform

### Offering a Training Site You Belong To Outside of Creating Your own

Leaders have training platforms. Period.

Until you create a training site that can be personally branded to you, lead people to one that's already created and one that you know can offer the training and support that you are not yet able to provide.

**For example: 7 Figure Networker.**

When your prospect joins the training site and logs in, it's your picture and contact information on the sidebar and while it indicates that you are their sponsor, it's a reflection of you inside of a training platform.

This is a good start but don't stop there.

### Creating Your Own Training Site

***Start a blog for your personally branded training.***

**Home Page:**

'Welcome to xyz company' for your new business partners

**Other Pages**

**Fast Start Action Guide.** In this Guide, you have listed step by step what your new business partners should be doing to get set up to work with you and your company.

**Resources** These are your recommended tools and resources you use in your business, they most likely are your affiliate links and becomes a center of resources for your business partner and anyone else who stops by.

**Inspiration:** (<http://www.simpletruths.com/movies.asp>)

**Personal Branding** (Because it's such a huge key to success)

Or, you can make these categories, it doesn't matter.

**Puts to Rest these Prospect Questions:**

“How am I going to learn all this stuff?”

“How do you train?”

**Your Confident Leadership Response:**

“Great question John. I meet with my business partners one on one as needed, usually once a week for about 15 minutes to make sure they’re on track and help them put together a game plan for their next 7 days. If you’ll grab a pen and paper, I’ll give you the links to my training sites and you’ll have your own which you can access 24/7/365.”

**(For 7 Figure Networker, give them your affiliate link)**

“Here’s your next step John” (Leaders give calls to action right? People need to be led, given instructions, they are looking for security in a leader to partner with, to help them, to care enough to take them by the hand and lead them to the water so they can drink)

“If you’re serious about learning how to market online and you’re not pulling my leg here, here’s what I’d like you to do. When you get there enter your name and email and you’ll be taken over to what we call a detail page which will allow you to review the benefits of the marketing and training system. At the bottom will be a place for you to join. Do that. This training platform runs \$47 a month and this is where you will be learning A to Z about internet and online marketing. Whether or not you join me in my business opportunity or not has no bearing on your use of this system. It teaches marketing in general and not company specific stuff.”

“I recommend you start at the beginning and go through the fast start guide . . . ” or whatever... Give them a game plan to start learning.

**For your own training site, give your site and tell them when they partner with you these are the steps you take your business partners through.**

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## 11. Love your Video Camera..... Make Videos

### A must in Leadership

This is a super powerful form of marketing and branding yourself as a leader.

This is one of the fastest and best ways for prospects to get to know, like and trust you and video provides the perfect platform for you to teach.

Rookies and newbies cringe at the thought of going on camera, let alone teaching. As you begin to build your channel with trainings and know-how, it won't be long before your prospects start you to see you as a professional.

Take the things you write about and do a video about it. Then, you can embed your video code onto your blog post along with your text.

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## 12. Don't be Immediately Available

### **Leaders are Busy, Practice Time Management**

Don't be immediately available.

Messages go to voice mail....

Emails have vacation response....

Get back with everyone within 24 hours.

Leaders are not standing around waiting for their phone to ring or staring at their inbox for the next prospects email.

They are working, living their life, on the golf course, etc

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## Having the Heart of a Leader

**Money is Not Part of this Equation**

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**Genuinely Care for Your Prospect**

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**Expect the Unexpected**

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**Break Bread Together**

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**Acknowledge and Lift Up Others**

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**Always Tell the Truth**

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**Keep the Confidences of your Followers**

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**Leaders are Grateful**

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**Have a Standard for Excellence**

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## ASSESSMENT & ACTION PLAN

1. Do I have the genuine heart of a leader? \_\_\_\_\_

2. What can I do starting right now to improve my heart as a leader?

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3. What pieces of Leadership Posturing do I have in place right now?

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4. What 6 things do I know about that I can teach right now?

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5. What can I do in the next 30 days to create stronger leadership positioning online?

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***Do you remember how you felt before this module? How do you feel now? Do you feel like you can gain more control over how people perceive you?***

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