

The Celebrity CEO **Blueprint**

Includes a Proven Step by Step Framework



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I remember the day I was fired from the United Nations. On one hand it was liberating. I felt free to fully launch my own business ventures, full-time, not as a side hustle. On the other hand, I had to quickly figure out how to make “full-time” money.

I got fired for having my own business – a long story – that ended well.

What did I do, to generate sales for my business and provide for my family? I quickly learned the art of personal branding. I generated attention for my brand, which built trust and earned me sales.

This is the summary, of the Celebrity CEO™ blueprint.

In early editions of this concept, I referred to, two important principles:

1. Build a community of fans, and nurture to a sale.
2. Ask for a smile before you ask for a sale.

These two concepts are STILL important, but I’m now refining them even more.

It’s about the actions you can do to generate ATTENTION (to the right customer) that you wish to serve. Using the power of content and other strategies to gain TRUST. The sale will then come, as you keep generating ATTENTION and building TRUST.



About The Celebrity CEO™ Blueprint

The Celebrity CEO™ blueprint suggests 9 pillars of gaining attention and building trust, these are:

1. Content marketing
2. Email marketing
3. Website / blog
4. Book publishing and marketing
5. Podcast / consistent show
6. Video marketing
7. Event hosting
8. Public speaking
9. Publicity through media coverage

Doing this 9 things, over and over again are an important part of building your personal branding. People often say to me, “Ramon, you’re everywhere”. It’s because I do many of these things OVER and OVER again, so my “target customer” always sees me.

This is an update to the material you’re about to dive into.

Let me know what you think - CelebrityCEO.com/contact

The Celebrity CEO™ framework includes specific pillars to help you get more attention, more trust and more sales from the right customer.

We offer the system to help you grow your coaching and consulting business.



Content Marketing with Social Media



Email Marketing



Website and Blog



Book Publishing and Marketing



Podcast and/or Consistent Show



Video Marketing



Event Hosting



Public Speaking



Publicity through Media Coverage

PART 1

What Is a Celebrity CEO™, and Can I Become One?

While most business professionals fight, claw, and scratch to get chosen above their competition, I'll show you a better way. If you market both yourself and your business, and if you build a community around this personal brand, you won't be the lowly draft pick. Instead, you could be like LeBron — everybody wants you on their team.

I'm Ramon Ray, Celebrity CEO, speaker, author, and business owner. A Celebrity CEO is a business owner with a growing community of engaged fans who follow and learn from them via email newsletters, social media, or by attending events, etc. Within your growing community as a Celebrity CEO, some will be interested in the solutions you provide because they know, like, and trust you. Next step: a percentage of these fans become regular paying customers. Rinse and repeat.

Over the years, I've built a very strong and recognizable personal brand for "Ramon Ray," which has attracted a following and a fan base. This community is not for my vanity. Instead, it's a source of customers and referrals that I leverage on a constant basis to grow my business. My particular community of fans lives largely on Facebook and Twitter, and also on my email list and websites.

I know how hard it can be. I went from having a part-time side hustle to becoming a full-time entrepreneur, all while trying to provide for my young family. In my case, this had to work; there was no plan B.

At the time, I didn't know the term personal branding—marketing myself

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and my career as a brand. I didn't know about marketing automation, sales-funnel target marketing—or anything. However, I did know what I was good at, and I had the confidence to go for it. I was good at speaking on stage, organizing events, selling, and communicating. Over the years, all these skills have empowered me to build a successful career: hosting events sponsored by leading brands and giving paid speeches to thousands of business owners and professionals every year.

Anyone can learn from my experience and do what I've done, in their particular field or industry, using the principles I'm going to outline in this training. The goal is to be seen as an expert, creating desire from everybody in your professional community to want to work with you.

In this five-part crash blueprint, I'm going to share with you some of the key best practices, tips, and insights I've learned along the way toward becoming a Celebrity CEO. This is some of the same training we give to our clients (more on that later)...

First, you'll discover what it takes to develop a personal brand that shines and resonates with your ideal customers.

Next, you'll learn my number one branding and marketing secret.

After that, you'll begin building your own community of engaged fans.



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Finally, we'll discuss social media basics, answering questions about what, where, and how to post. Keep an eye out for my email tomorrow.

By the way...

Eager to learn now? The vast majority of the information and education that I provide to my community is completely 100% free, just like what you're reading now. For the most ambitious, dedicated and motivated entrepreneurs and small business owners, I created a dedicated community to give you every single tool you need to run your small business the RIGHT way.





PART 2

Brand Yourself

As a child, I loved Pop-Tarts: not the local store brand, the real Pop-Tarts made by Kellogg's. I also liked Cheerios, the ones made by General Mills. However, our family bought the no-frills brands from time to time. Maybe, just maybe, the generic brands taste the same (I doubt it), but no kid gets excited over a generic brand. Everyone wants cereal, or other products that look delicious, inviting, or otherwise amazing, right? As a kid, I couldn't help but notice how the brand-name products added color, design, and excitement, while the others didn't.

You want to be known and recognized, but what happens if you don't have a large budget to spend on advertising, marketing, or fancy graphics? You can't bombard a local or national market with TV, radio, or online advertising. But guess what? Every entrepreneur, every business owner, can still be a local celebrity. Let me show you how.

Every professional can build a strong personal brand so that those in need of their solutions will know about them and become their customers. Personal branding is not about being a global mega-star with zillions of followers, like the Kardashians or some other celebrity.

Instead, it's the art and science of being so irresistible and so desirable that your target market wants to buy from you, work for you, learn your wisdom, or simply be around you. They chase you because frankly, they don't want anyone else. If you're on your way toward achieving this coveted position in the marketplace, then your personal brand must pop and sizzle in a way that sets you apart from your competitors, in alignment with the integrity of your brand's values.

In some cases, successful personal branding is very local. In other cases,

you might be nationally or globally known, but only to a very thin slice of a particular industry.

PERSONAL BRANDS VERSUS CORPORATE BRANDS

A corporate brand markets the promise, represented in part by its logo and imagery. Think Tesla or Nike. Indeed, as small business owners, our corporate brands have some importance. We want people to respond to our logos and brand promises.

Yet, here's something much more important for you and me: personal branding. Let's look at how the customer feels about us as individuals or as people. Our customers buy our smiles, our trust, and how effectively we connect with them in their day-to-day challenges. McDonald's has its golden arches; we have our warm words and handshakes. Dell has its TV and radio advertising campaign, and you have your constant desire to educate customers and showcase how amazing you are for them.

Most businesses are plain vanilla. For a very small business, being plain, boring, and unremarkable kills sales. Without that special sauce, it's hard to tell why you should connect with one business over another.

Let's unpack this a bit more: brand executives say they love my interviewing style. It makes them feel comfortable, and they open up to me. Lots of people do interviews, but my style is different. It's fun, high-energy, and very conversational and relatable. That's part of my personal brand.

You want to stand out in two main areas. First, before people even speak with you or hear about you, what does your visual and nonverbal brand show them? Consider these questions:

- Is your brand recognizable or appealing to your target market?
- If you have a business card, what does it say?
- How does your website represent your expertise?

Next, what are you conveying to the people who connect and interact with you? How do you make them feel?

You might be thinking, “Yeah, I get it, I need to be awesome, but how?” Next time, we’ll talk more about carving out your special spot in the marketplace.

TAKE ACTION NOW

Write down your top three competitors. Then, brainstorm. What can you do, or what are you doing, to be just a little bit better than your competition, and hopefully a lot better?

What’s that one thing, or are there many things you can do just a bit differently than everyone else?



PART 3

Build Your Tribe with These Social Media Basics

Want to successfully build your personal brand through digital marketing? Here's how: grab your fans' attention and educate them consistently, over time. A powerful personal brand enables potential customers to self-select to work with you.

Today, rather than focusing on the itty-bitty details of social media, let's think bigger. When choosing which social media platform to use, remember that the right platform is where your tribe thrives and where you feel most comfortable.

Here's my simple, yet very effective, method for using social media: **Frequency, Relevancy, Engagement, Analytics— FREA.**

FREQUENCY

Post often. Here's why. Think of social media as a moving stream of water. For instance, you tweet at 8:00 a.m., and hours later, thousands of other Twitter users push your 8:00 a.m. tweet down the feed where it won't be seen by many people. Those following you closely, or those closely following a hashtag like #CelebrityCEO will see it, but most people will not. Here are my general posting frequency guidelines:

- Post on Twitter several times a day, spacing good content out over time.
- Post on Instagram and Facebook no more than three times a day. Using the Stories feature to post more often is also OK.
- Post on LinkedIn once a day or every other day.

RELEVANCY

Being relevant to your audience is vital to establishing a tribe. For instance, my

wife, Ronnie, was a homeschool mom who now posts about homeschooling and more for fellow moms. Because of her highly relevant content, a high percentage of her followers engage with her posts.

Figure out what your tribe wants to know. Be true to that, feed it to them, and you will hold their attention. It's great to get a little personal and have fun with your content, too, as long as you focus mainly on your fans' needs.

ENGAGEMENT

Content that captures attention and starts conversations is essential. It's called "social media" for a reason.

You also want your photos, videos, memes, and audio to capture people's attention and stop them from scrolling. It could be as simple as a photo of you speaking at a conference with the word "WOW" superimposed over the photo. It could be a photo of you holding up your index finger, indicating "one," with an accompanying post about the power of one small step. It could be a bold, eye-catching image or a headline that makes people curious.

You can even have engaging content with just text and no media. My text-only posts are like this: "Why Are You Satisfied? Last week, I was taking my daughter to school and saw someone..."

See how I started the post with a question that is sure to catch attention? Avoid boring posts!

You can also curate great content to share. Think about news.google.com—there's not one bit of "news" on there that Google creates, yet it's a popular destination.

ANALYTICS

Check your social media statistics regularly to learn which content performs best. Notice the times of day that your audience is most active, and note their demographics. Notice which posts or types of posts garner the most views, entice people to take the most action, etc.

Frequency. Relevancy. Engagement. Analytics. Try it. You'll like it, and you'll notice a dramatic boost to your personal brand.

VIDEO

People often ask me why I create so much video. Well, because it earns me more views and more fans. The more video I have, the more value and education I offer, and the more trust I engender. You'll find lots more about video in the book, but for now, let's just say that video humanizes and personalizes your brand. When you can't touch someone in person, video is the next-best thing.

TAKE ACTION NOW

Not sure what to post? Try these idea-starters:

- What's one intriguing or relevant question you'd like to ask or answer for your community?
- What holiday or theme-based day can you post about next?
- Which keywords or hashtags are popular among your fans? Use one or two in your next post.

What was your number one takeaway from this e-course?



PART 4

Niches - My Number One Personal Branding Secret

People ask me how I've been so successful in working with leading brands. I believe my number one marketing secret is my steady focus on a very particular, or niche, market. Finding a niche and targeting a highly specific market is a powerful concept that you can, and should, consider. This doesn't mean you can't expand or grow, but as very small business owners, you and I have limited time and money. Instead of pouring all our energy into trying to be everything to everybody, let's become the very best choice for a specific group of people.

Believe it or not, they'll pay more than you think. If you connect directly with your customers' specific needs and provide intense value, they will pay a premium.

While in a rush to get more income, sometimes we're tempted to say yes to everyone. I know the fear and immediate need of rent and staff payments. Oh, and don't even mention holiday gifts!

But, trust me: in the long run, it's much better to be an accountant focused only on audits for elementary schools. You become an expert in all things elementary school accounting, and all the elementary school principals will start referring to you. It's better to build a fan base within a particular community.

Marketing legend Seth Godin calls this "famous to the family." He defines the term in a [blog post](#):

"If I ask someone in your community to name the person who is known for X, will they name you? If I ask about which store or freelancer is the best place, hands down, to get Y, will they name you? If we played 20 questions, could I

guess you?”

Being famous to the family is an important concept. When I attend an event like the B2SMB Conference, an event for large brands who sell to small businesses, about half the room knows me. Why? I’ve invested a lot of time in this niche industry and know all the players. If you do the same, then you, too, can be well known and sought after in your profession, industry, or specialty.

BIGGER FISH IN SMALLER PONDS

We do our best as fish in a very small pond, rather than a very big one. The more you can specify who your customer is, the smaller your pond will get and the bigger you will be within that pond.

Let’s say you own a local hair salon for women and decide to specialize in a certain hair type. You might think, “Ramon, I’ll lose the business of the women who don’t fit into my profile.” That is correct. However, you will gain so many more women who have the type of hair that you cater to. Over time, more and more women with that hair type will spread the word to their friends and encourage them to come to your salon. By being specific about the type of hair you serve best, you will get rid of the maybes and you’ll be in a better position to welcome the yeses.

The narrower the audience you cater to, the more specialized you and your team become. If you need a heart transplant, which would you choose: a general practitioner or a highly experienced heart transplant surgeon?

As you fine-tune your marketing and advertising messages, you’ll attract your niche customers. If you make watches for everyone, you’ll probably have generic advertising. However, if you make super-durable watches for law enforcement officers, complete with lights and a lifetime warranty, you’ll be able to create marketing messages that speak directly to this audience.

TAKE ACTION NOW

It’s immensely helpful to build one or more customer personas. Let’s say you have a carpet cleaning business. Who is your ideal customer? Is it “everyone

who has a home?” No! Instead, it could be something like this:

- Female (my guess is most carpet-cleaning decisions are made by the lady of the house!)
- Household income of \$250,000 a year (I’m just making that up; it could be higher or lower.)
- Has owned their home for ten years or more
- Has three or more children
- Has a pet
- Likes to entertain friends
- Has four bedrooms or more

Don’t just rely on demographics to target your customers. Demographics refer to how we look on the outside: Black, White, Spanish, Chinese, etc. Psychographics are just as important, or even more so. For instance, I bet those people in your town with household incomes of \$250K or more and four-bedroom homes might work in similar places and have similar social circles. They’ll begin to refer your company to their friends.

Now, instead of being a business that cleans for everyone, you’re a BIG FISH in a SMALL POND and a specialist in cleaning carpets for certain homes owned by certain people. You might start off by building one type of customer profile. As you get better at this, you might market to two or three distinct types of customers differently.

Start small and then grow. Nail it before you scale it. In other words, instead of adding more products and services, focus on dominating and adding value to a smaller market segment. Appeal to them, educate them, entertain them, and build their trust.

Now that you know who you’re talking to, you might be wondering how you’ll draw them in and keep them interested. That’s next time.

WHAT NICHE HAVE YOU CHOSEN?

I’d love to hear from you! What niche will you market to? Hit reply and tell me all about it.

PART 5

Building a Community of Loyal Fans

Please understand that personal relationships, emotional intelligence, and your ability to connect to another human are even more important than any digital tool I can show you. So that's what we're talking about today.

You'll need a community manager to tend your community, just like you would care for a wonderful garden in your backyard. If you're serious about building your own community, take the mindset of a community manager.

HOW MINGLING REALLY WORKS

Why are Penn and Teller so loved by comedy fans? They stay after their shows to shake hands and chat with the audience. Before I go onstage and speak at an event, you won't find me in the green room by myself. I'm walking around, speaking to attendees to find out about their businesses and their needs. Speaking from a stage and then leaving is easy. But it's essential to show appreciation and engage with my fan base.

In 2002, while a gaggle of attendees surrounded Hillary Clinton at an event I was attending, I went the opposite direction and found her assistant. After some pleasantries, I was able to snag an interview with Hillary Clinton to ask questions related to—no surprises here—small businesses. Then, ten years ago when I met Joe Connolly of WCBS Radio 88 at an event hosted by the station, he was speaking with Priceline.com founder Jay Walker. As one of the last people at the event, I was able to walk with Joe out of the venue. Warm handshakes and smiles made that connection, not tweets or videos. This goes to show you the power of human connections in the real world, and the human touch is still powerful to this day.

I don't believe in luck so much. I believe in serendipity. This is why I suggest

you get out in your community and network. I know some of you stay at home under the covers (well, maybe not, but still at your desks). Instead, I encourage you to meet new people and make key partnerships. If you're in the right place, at the right time, with the right people, you're bound to succeed.

5 NETWORKING SUCCESS TIPS

1. Have a heart for giving. Think how you can benefit someone else.
2. Be authentic. Sure, you're going to be tired or not always feel chirpy, but you can always be polite and in the moment. People can sense a fake, phony fraud.
3. Be brief and to the point so you have time to be a good listener. Take at least a minute or two to express a genuine interest in each person you speak with. Make it your goal to find commonalities.
4. Segment your contacts so you can remind them of small details, like where you met them or how much you enjoyed a particular conversation. Remember our demographics and psychographics discussion from the last email? Keep track of what you know so you can offer value later.
5. Be humble enough to learn from and appreciate those you meet.

If you're shy and more reserved, you can still exude quiet magnetism. Your creative branding can still pop and stand out. When you speak to someone, you can make that individual feel your energy, care, and concern. You might not get instant attention as often as an outgoing person, but you can still be magnetic in your own way, and most importantly, you can make a difference.

TAKE ACTION NOW

List some influencers in your business. Ideally, these are people who you can support and who can also support you. Ask yourself, who's in my circle, whose circle am I in?

As you build your network and your influence, you'll boost your personal brand bigtime. You'll know "important" people, they'll know you, and your Celebrity CEO status will expand.

By making it to the end of this Celebrity CEO Blueprint, you've taken a major step in your own business. You now have the basic framework for what it

takes to become a Celebrity CEO in your small business and have a way bigger impact on the kinds of clients that you want to work with.

If you found this helpful and would like to take a deeper dive into these concepts go to celebrityceo.com/workshops and join me live where I can answer questions you may have about making an impact as a Celebrity CEO!

