



POST | PRODUCTION WORLD
LAS VEGAS **APRIL 2024**

Building Your Freelance Brand

Amy DeLouise

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Session Agenda

1. Define
2. Align
3. Amplify



Slides



Amy DeLouise

Creative Director | Producer

DELOUISE ENTERPRISES



My Links

Participants can join
at **slido.com** with
#1890688



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Why do you want to learn about branding?



Session Agenda

1. How to **Define** Your Brand Purpose
2. Ways to **Align** Your Brand
3. Strategies and Platforms to **Amplify** Your Business Brand

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What is your biggest branding challenge?

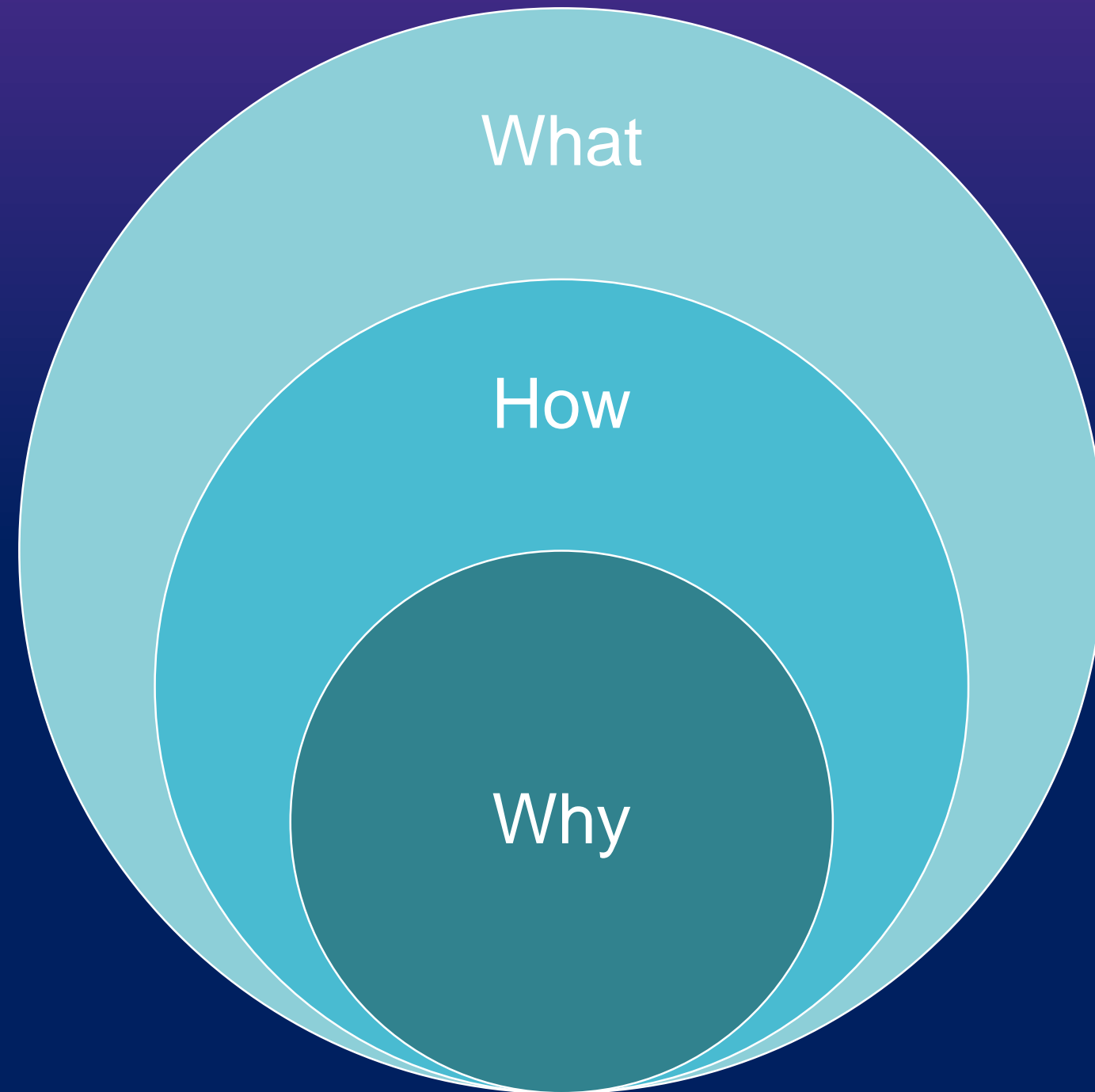
ⓘ Start presenting to display the poll results on this slide.

Define Your Brand



Photo by [Unsplash](#)

Three Elements of Every Brand



Why (You Think) People Hire You

- Knowledge
- Skills
- Expertise
- Equipment
- Tools
- Personnel



Why People Actually Hire You

- Attitude
- Problem-Solving
- Communications
- Analysis
- Teamwork
- Good Judgment
- Passion/Commitment



BRAND PROMISE

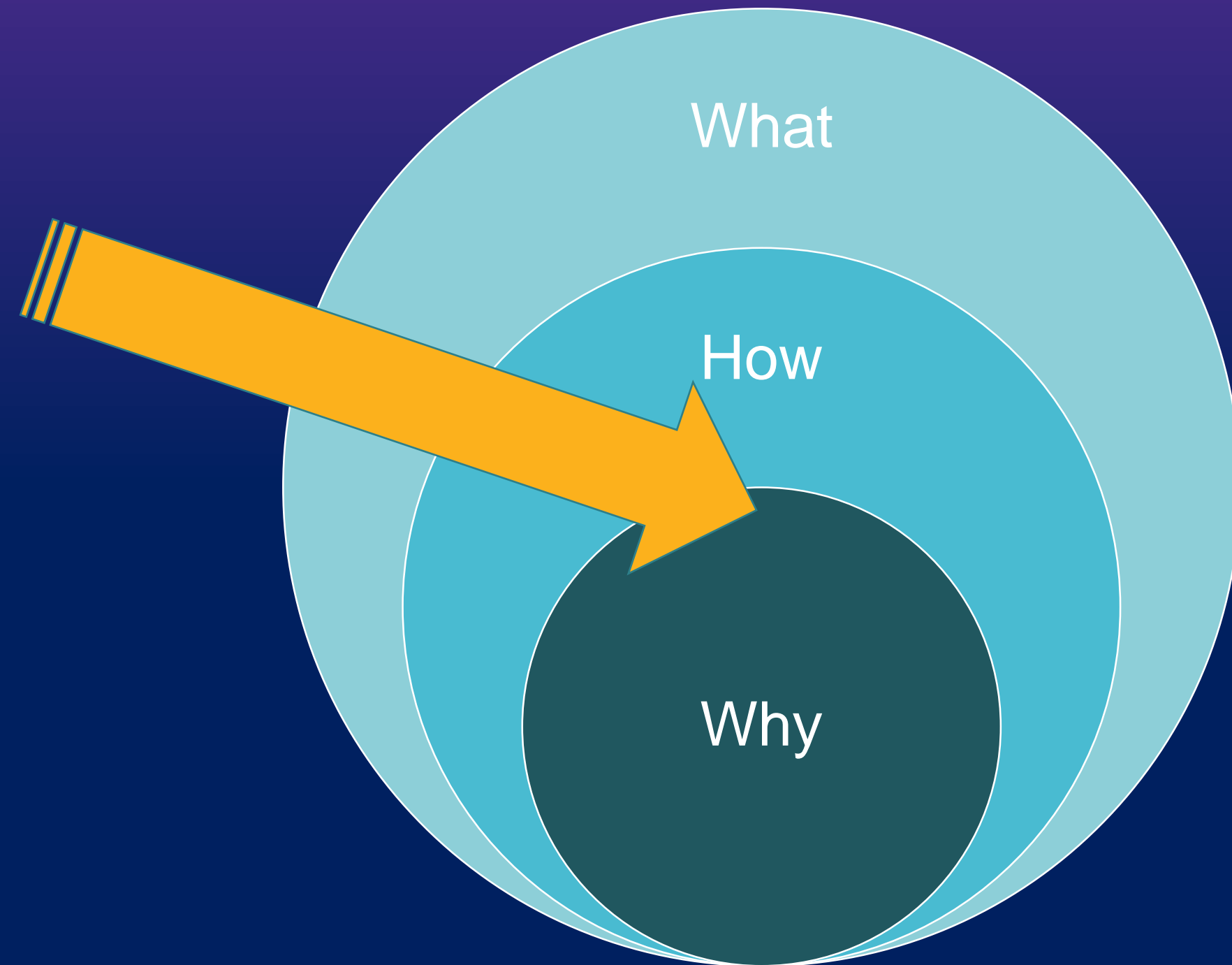
Brand Promise Equation

**Vision + Value x Positioning =
Your Brand Promise**

Brand Promise Description

The **experience** you will consistently
deliver
to every client/boss/team member,
every time.

Three Elements of Every Brand





Align your
BRAND PROMISE
with your **business goals**

Consumer Brand Promises

- Refresh the world in mind, body, and spirit, and inspire moments of optimism.
- Create a world where anyone can belong anywhere
- Simple easy enjoyment for every customer at every visit
- Don't live life without it

Consumer Brand Promises

- Refresh the world in mind, body, and spirit, and inspire moments of optimism.
 - Create a world where anyone can belong anywhere
 - Simple easy enjoyment for every customer at every visit
 - Don't live life without it
- Coca Cola
 - AirBNB
 - McDonald's
 - American Express

Align Your Brand

Photo by [Unsplash](#)

The background features a dark blue gradient with a subtle pattern of white stars and faint technical diagrams. On the right side, there are several circular diagrams resembling gauges or dials with numerical scales (e.g., 100, 120, 140, 160, 180, 200) and arrows. On the left, there are partial circular diagrams with arrows. The text is centered and reads:

FOCUS ON
WHY AND HOW
IN YOUR
BRAND
STORYTELLING



Explore

⚙ Settings

← **Siân Fever**
6,707 Tweets

Follow

398 Following 1,346 Followers

Tweets

Tweets & replies

Media

Likes

📌 Pinned Tweet



Siân Fever @SianFever · Sep 25

Tonight's [#HouseOfTheDragon](#) 🐉 episode is extra special to me... as it is my very first credit as Assembly Editor! ✂

Ep6:

🗣 Directed by Miguel Sapochnik

✂ Edited by Tim Porter ACE

🎬 Second Assisted by [@JordanMKennedy](#)

[#HouseOfTheDragonHBO](#) 🐉

House of the Dragon ✓ @HouseofDragon · Sep 22

Compromises and consequences.

Sundays at 9pm ET on @HBOMax.



Sian Fever, Editor

- Focused on her WHY
 - Loves being a top-level narrative editor
 - Gives herself credit for what she knows how to do well
- Her HOW comes through in every post
 - Short and sweet—hey, she's an editor!
 - Uses appropriate hashtags
 - Shouts out others – team player



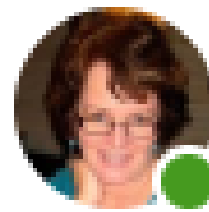
Ellyn McKay

I help women leaders hit their stride, step into their power and earn a permanent seat at the leadership table.

Followers

652

✓ Following



Ellyn McKay • 1st

I help women leaders hit their stride, step into their power and earn a permane...

3w • Edited • 🌐



Leaders: I allowed others to control my leadership story for far too long.

You have the power to write the next chapter in YOUR [#leadership](#) story.

A long time ago, I worked very, very hard to climb the corporate ladder. I did everything I was supposed to do. And I even did it pretty well.

And then my boss told me that I wasn't going to get that promotion because I wasn't "good enough at kicking the bodies out of the way".

Huh?

So I tried really hard to become THAT person.

It felt terrible. I felt terrible.

So I left and went on to begin my career in women's economic empowerment.

No body-kicking required 😊.

Ellyn McKay, Leadership Coach

- Focused on her WHY
 - Loves supporting leaders
 - Knows why she decided to do this work
- Her HOW comes through in every post
 - She tells stories and can relate to situations from personal experience
 - Uses appropriate hashtags
 - Builds trust with personal approach

Refine Your Elevator Pitch

- What you do, how, for whom and why
 - One size doesn't fit all
 - Where you are headed (within reason)
- **Quick practice with the person next to you**





Amplify Your Brand

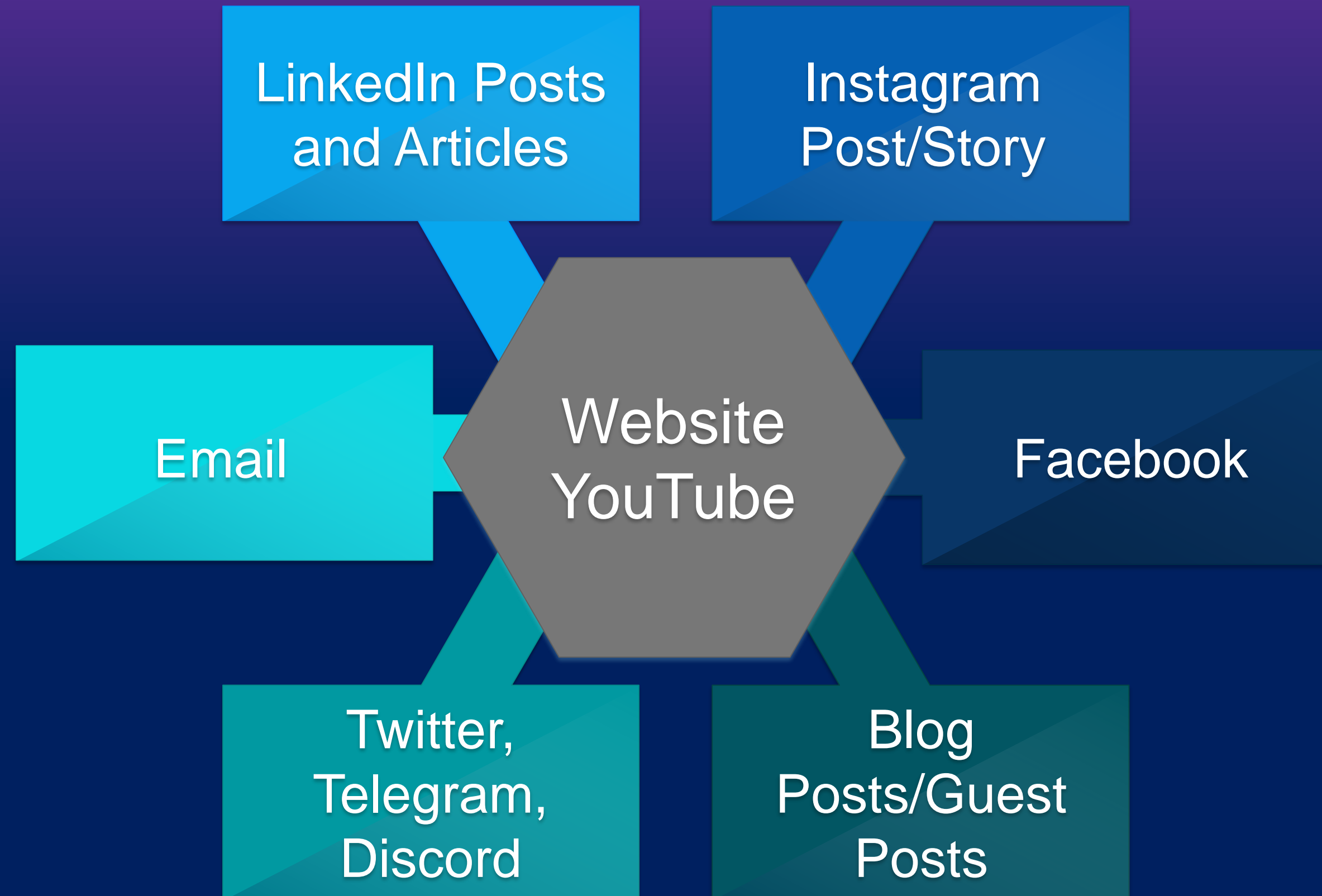
Photo by [Unsplash](#)

Why Amplify?

- Identify new leads
- Build a community to support your business
- Create buzz to help you close sales more quickly
- Expand or reinvent your career or focus area
- Ensure existing clients feel good about working with you
- Create FOMO with future clients

THINK
LIKE A NETWORK

Your Digital Brand Channels



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How often are you posting on social media ?

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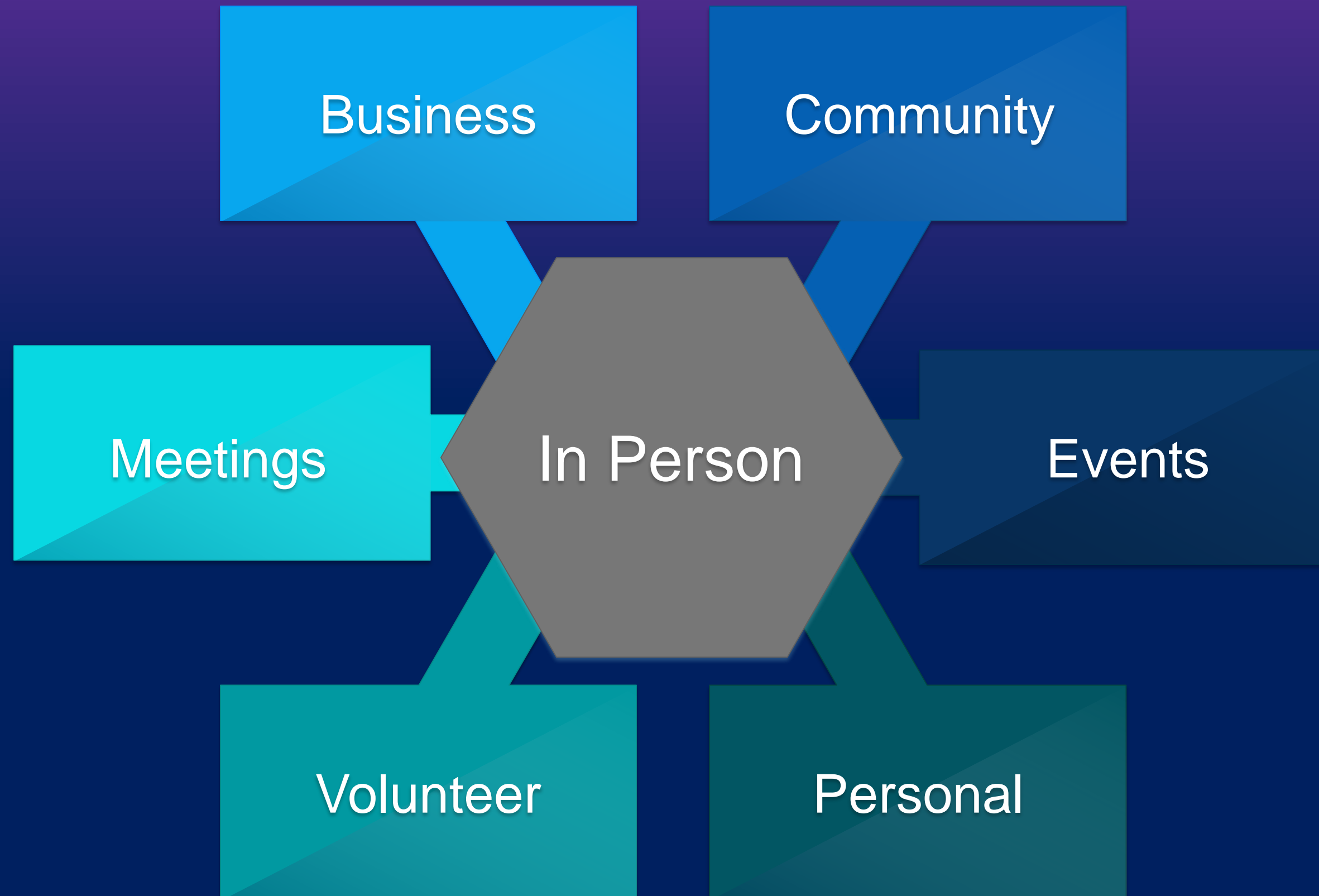
How often are you reading other people's relevant professional posts, engaging in virtual communities?

The idea that we could
have so much community
with so little effort was an
illusion.

-Ezra Klein, New York Times,

4/7/2024

Your IRL Brand Channels



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What are communities (professional or personal) that you are part of?

① Start presenting to display the poll results on this slide.

Three Keys to Amplifying

1. Syndicate Your Content
2. Use Tools to Design, Plan and Schedule Social Media
3. Leverage Micro-influencers and Communities

HOW TO SYNDICATE YOURSELF

LEVERAGE YOUR KNOWLEDGE



Social



Podcast



Webinar



Reuse, Repurpose

Photo: Unsplash, Michael Jin

slido



Do you have any content you've already created that can support your brand?

ⓘ Start presenting to display the poll results on this slide.

Use Tools

CANVA + AIRTABLE + SPROUT

canva.com/design/DAFztQ8ZoPQ/PLSa1kK2n7bcXhtKT5PWtg/edit

File **Resize & Magic Switch** Amy Testimon

Search uploads

Upload files

Record yourself

Images Videos Audio

Position

Page 2 - Testimonial_ScottRamsey_March2024-switched

Page 3 - WorkshopTestimonial_May2024-Switched

Grid view

Calendar

Kanban by Date Group

Create...

Grid

Calendar

Gallery

Kanban

Timeline **Team**

List

Gantt **Team**



Amy Testimonials - Instagram

NQGMYaUt/tbla2IK3XgcPijC9r/viw5Sn93uo1gps2dO?blocks=hide

Data Automations Interfaces

+ Add or import

Filter Grouped by 2 fields Sorted by 1 field Color Share and sync

	A Typ...	S...	Social Caption	Platform	Tag P...	Attachments	Video URL	Edit Notes & Questi...	Scheduled Through
			At DeLouise Enterprises, we ensure to have good material to work with--"nat" (natural) sync sound with b-roll footage, "wild" sound (sound that is non-sync, extra material), and ...						
SCHEDULED									
Mar 2024 Count 29									
DATE GROUP 3/5/2024 3									
	Amy Testimonial	✓	Every communications, marketing, board member or fundraising team member is a storyteller. But how do you help them perfect that craft?	LinkedIn			https://www.canva.com/design/DAFztQ8ZoPQ/PLSa1kK2n7bcXhtKT5PWtg/edit	✓ Please switch the graphics for March and May--here, use the Scott Ramsey quote where he references "storytellers" that you have listed for May. It...	
35	Amy Testimonial	✓	Every communications, marketing, board member or fundraising team member is a storyteller. But how do you help them perfect that craft?	Instagram					
36	Amy Testimonial	✓	Every communications, marketing, board member or fundraising team member is a storyteller. But how do you help them perfect that craft?	Facebook					
DATE GROUP 3/8/2024 1									



Amy DeLouise Multimedia Director/Producer/A... Publishing

Amy DeLouise Multimedia Direc Calendar

Dashboard

Smart Inbox

Cases

Feeds

Publishing

Listening

Reports

People

Reviews

Sprout Queue

Drafts

SproutLink in bio

Mobile Reminders

Find Content

Failed Posts

Deleted Posts

Suggested for you

Post Performance Report

← Today → April 2024

List Week Month Share Filters

Profiles Viewing all

Post Types Viewing all

Clear All

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>7:24 pm</p>	<p>8:29 am</p> <p>Calling all creative...</p>	<p>8:30 am</p> <p>We are only 1 week away and...</p>	<p>9:00 am</p> <p>I'm excited to moderate this...</p>	<p>8:00 am</p> <p>Struggling with non-fiction...</p>	<p>9:00 am</p> <p>Gear up for thought-...</p>	<p>11:00 am</p> <p>Today I kick off #NABshow wit...</p>
...	<p>8:30 am</p> <p>Feeling the deadline crunch...</p>	<p>8:30 am</p> <p>We are only 1 week away and...</p>	<p>9:05 am</p> <p>I'm excited to moderate this...</p>	<p>9:00 am</p> <p>Are you struggling to...</p>	<p>12:00 pm</p> <p>If you're headed to @NABshow...</p>	...
...	<p>11:59 am</p> <p>Calling all #Freelancers!...</p>	<p>9:29 am</p> <p>Join me at Post Production Wor...</p>	<p>9:15 am</p> <p>This Sunday (4/14) I'll be...</p>	<p>9:00 am</p> <p>We're thrilled to announce that...</p>	<p>12:04 pm</p> <p>NAB Show is brimming with...</p>	...
...	<p>12:00 pm</p> <p>Calling all women leaders in media &...</p>	<p>11:45 am</p> <p>We are only 1 week away and...</p>	<p>9:30 am</p> <p>Conquer NAB Show like a bos...</p>	<p>10:00 am</p> <p>Are you struggling to...</p>	<p>12:20 pm</p> <p>NAB Show is brimming with...</p>	...
...	<p>12:01 pm</p> <p>Calling all women leaders in medi... +3</p> <p>Top Post</p> <p>View 4 more</p>	<p>12:03 pm</p> <p>Master interview techniques &...</p> <p>View 1 more</p>	<p>11:45 am</p> <p>Our recent #TequityTuesda...</p> <p>View 3 more</p>	<p>11:31 am</p> <p>We're thrilled to announce that...</p> <p>View 7 more</p>

sprout social

Amy DeLouise Multimedia Director/Producer/A...

Publishing

- Calendar
- Sprout Queue
- Drafts
- SproutLink in bio
- Mobile Reminders
- Find Content**
- Failed Posts
- Deleted Posts

Suggested for you

- Post Performance Report

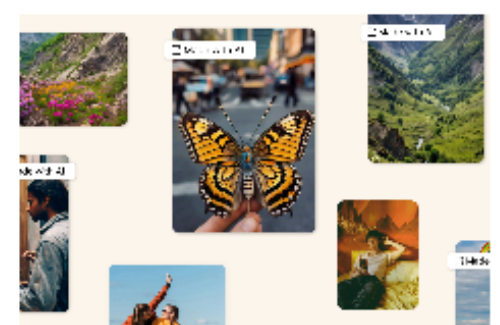
Account and settings

Find Content

Most Relevant | Past Week | **Filters**

Content Topics
Viewing all

[Clear All](#)



Meta · 6 days ago

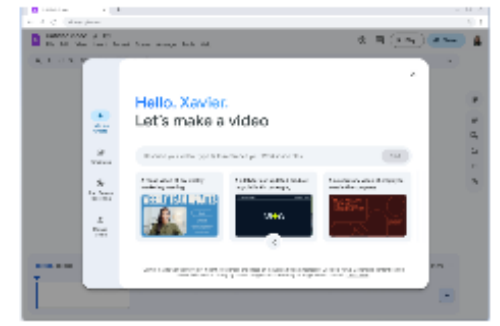
[Our Approach to Labeling AI-Generated Content and Manipulated Media](#)

We will begin labeling a wider range of video, audio and image content as "Made with AI" when we detect industry standard AI image indicators or when people disclose that they're uploading AI-gener...

[Read full article](#)

681 11 668 2

... **Send to Compose**



TechCrunch · 2 days ago


[New Google Vids product helps create a customized video with an AI assist](#)

Google Cloud announced at Google Cloud Next that it's isbringing a generative-AI driven video production tool to Google Workspace.

[Read full article](#)

22 11 11

... **Send to Compose**



the Guardian · 4 days ago

[How to tell if an image is AI-generated](#)

Surplus limbs, mis-matched patterns and blurred letters can all be signs content was created or edited by artificial intelligence

[Read full article](#)

139 11 128

... **Send to Compose**

1 of your profiles has been disconnected
It looks like 1 of your selected profiles needs reauthorization.
[View more](#)

SMALL GROUP BRAINSTORM

- What content could you create to help your clients and prospective clients?
- How could you best distribute this content to both promote your brand and client connections?
- **DEBRIEF**



Your Brand in Action

Photo by [Unsplash](#)

MARKETING V. SALES

Marketing



Sales



MARKETING V. SALES

Marketing

- Strategy
- Differentiating
- Keeping top of mind
 - Social media
 - E-mail marketing
- Developing market segments
- Website, demo reel, LinkedIn, EPK
- Opening the conversation

Sales

- Pitching
- Making that phone call
- Identifying pain points
 - What happens if we don't solve the problem?
- Following up
- Closing the deal

The Prospect Cycle

From Here to More Sales

Awareness

Interest

Desire

Action

Loyalty



From Awareness to Loyalty



Loyalty



Educate

Webinars, short videos, free or low cost workshops to educate a prospect about your skills, and the pain points you can solve.

Reinforce

Brand advocates who can recommend you, answer questions about working with you and your company.

Connect

Tools like LinkedIn and Calendly help you connect and have personal interactions with prospective customers.

Convince

Email campaigns, e-newsletters, share news stories that reinforce best practices

Convert

Customer wants and needs your product. A positive experience in the buying process contributes to brand loyalty and future sales.

Retention Sustains Your Freelance Business

New customer costs
6x more than
retaining a happy
existing customer!



SET ASIDE TIME
TO BE YOUR OWN
BRAND STORY CUSTOMER

Establishing



Website
Portfolio
Logo/Tagline
Headshot
Bio

Connecting



EPK
LinkedIn
QR Code
Biz card
Elevator Pitch

Engaging



Social media
E-Newsletter
Blog, Podcast
or guest
Network IRL

Build Your EPK

Current Headshot
Bios – short and long
BTS photos
Updated portfolio links



Headshots Matter

- Your headshot appears **everywhere**
- Does your headshot reflect **where your brand is headed?**



Maryann Brandon, A.C.E.

What does this headshot say to you?



How about this one?



Email Marketing

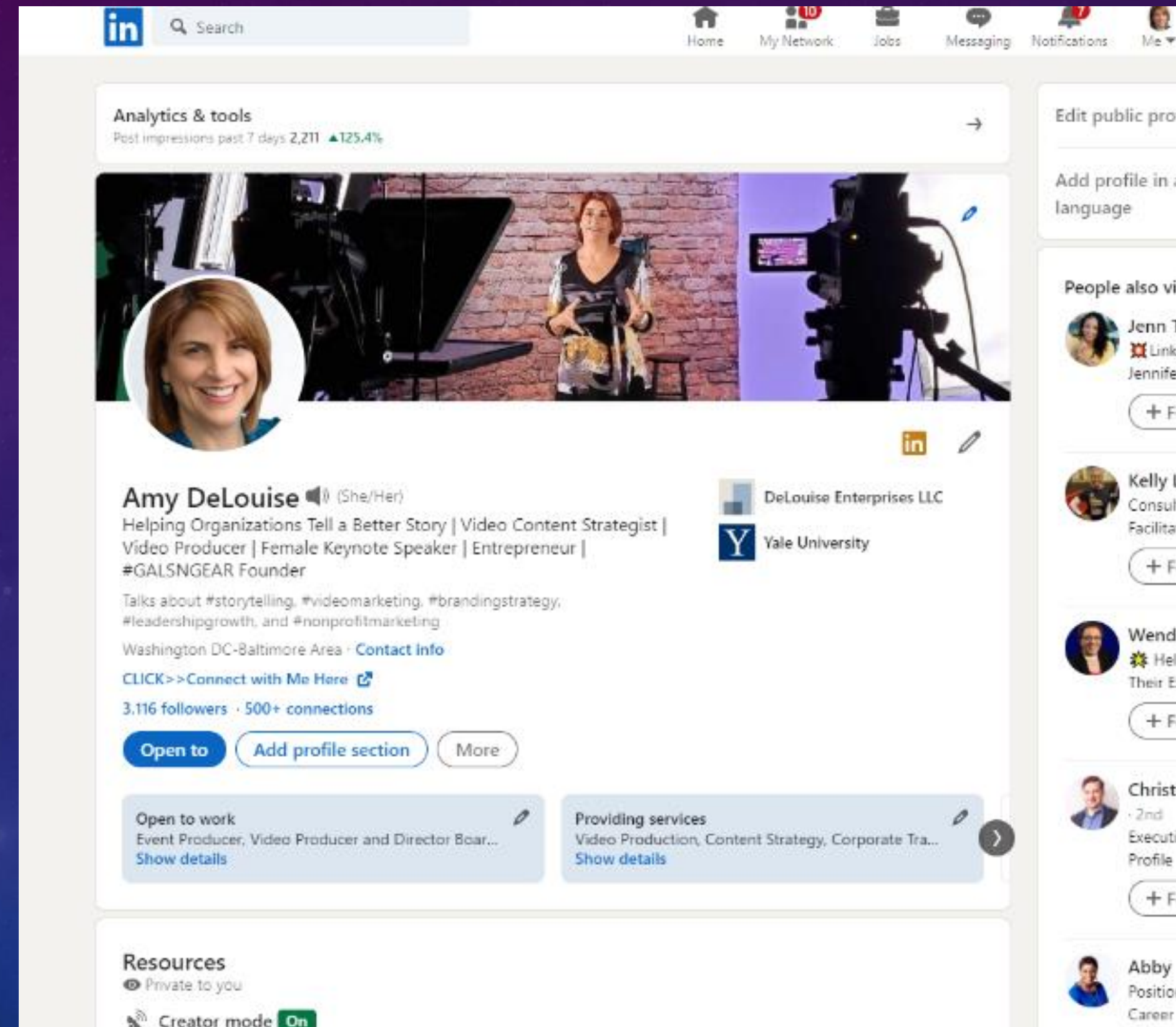
- More vital than ever
- Build connection between gigs
- Showcase what you're up to
- Share how you solve a common problem
- Share something unrelated to the industry

PRO TIP

- Your best FREE marketing tool is your email signature!
- Always include contact info so someone can easily share
- Include links to your latest work or blog post

Leverage LinkedIn

- Easy to connect/refer
- Video stands out
- Use brand story opportunities
 - Showcase recent work
 - Follow clients, comment/repost
- Use your QR at events like this one
 - Click the SEARCH BAR & tap QR on right
 - Send a DM immediately to connect (and remember what you talked about!)



The image shows a LinkedIn profile for Amy DeLouise. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below that is a search bar and an 'Analytics & tools' section showing 'Post impressions past 7 days 2,211 ▲125.4%'. The profile picture is a circular headshot of Amy DeLouise. To the right of the profile picture is a banner image showing her in a video production setting. Below the profile picture, the name 'Amy DeLouise' is displayed with a speaker icon and '(She/Her)'. Her title is 'Helping Organizations Tell a Better Story | Video Content Strategist | Video Producer | Female Keynote Speaker | Entrepreneur | #GALSNGEAR Founder'. She is affiliated with 'DeLouise Enterprises LLC' and 'Yale University'. Her bio mentions she talks about #storytelling, #videomarketing, #brandingstrategy, #leadershipgrowth, and #nonprofitmarketing. She is located in the 'Washington DC-Baltimore Area' and has '3,116 followers · 500+ connections'. There are buttons for 'Open to', 'Add profile section', and 'More'. Below these are two sections: 'Open to work' (Event Producer, Video Producer and Director Boar...) and 'Providing services' (Video Production, Content Strategy, Corporate Tra...). At the bottom, there's a 'Resources' section with 'Private to you' and 'Creator mode On'.

PRO TIPS

- Include soft skills (the HOW) in your bio and recommendations
- Add a Connect link to your Bio
- Add video links to your Featured section

Networking Do's for Growth

- Introduce others, not just yourself
- Include aspirational elements (but be realistic)
- Listen (same letters as SILENT!!)
 - How can YOU help THEM?

NETWORKING DON'TS

- Only talking about yourself
- Pitching everyone you meet
- Oversharing
- Sending a LinkedIn connect request to people you don't really know or with no context



BIG PICTURE TAKEAWAYS



TAKEAWAYS

- Treat yourself as a **small business**—because you are!
 - Prioritize marketing and sales, even when you are really busy
- Identify and promote your **brand value**
 - Identify **HOW** you solve problems for clients
 - Build **client loyalty** to reduce sales cycle time/cost
- Create systems and processes to syndicate yourself
 - Regular workflow and tools so **marketing supports your sales cycle**, even—especially—when you are busy!
 - Build a **brand team** to support amplifying your business.

Amy DeLouise

Thank you! Let's Connect



My Slides



My Links



We hope you enjoyed this session.

Please be sure to **fill out your attendee evaluations** which provide us with valuable insights to improve future conferences!

Please hand them to your room monitor at the end of each day to enter the raffle prize draw.