

**»»YOU»»PRENEUR**

# **BUILD MARKET MONETIZE!**

**25 Top Influencers On How To  
Succeed As A Youpreneur**



**chris ducker**

# A MESSAGE FROM THE AUTHOR

BUILD | MARKET | MONETIZE

Youpreneur's three-track Roadmap 'system' is proven effective not only for the hundreds of Youpies in our community, but also for some of the most recognizable names in online business today.

When you Build, Market, and Monetize—as we do inside of the Youpreneur Community—you're joining the ranks of elite personal brand entrepreneurs like Michael Hyatt, Pat Flynn, Gary Vaynerchuk, and Jason Fried.

Pretty cool, right?

If you've ever wondered what's behind the enduring success of all the business owners you admire, it comes down to one simple thing: they own and live by their personal brands.

**Proof:** this exclusive guide calls on 25 of the industry's top names for the #1 thing they credit for their success in business. Read on for their personal brand-building advice in their own words, and know this: wherever you are in your business, and wherever you WANT to be, the Youpreneur three-track approach is your evergreen roadmap to success.

**The Build-Market-Monetize framework works for them, and it'll work for you, too.**

I'll be with you every step of the way!



A handwritten signature in black ink, appearing to read 'Chris'.

**Chris Ducker**  
Founder, Youpreneur.com



# PART 1: BUILD!



“ Pour yourself into your product and everything around your product, too: how you sell it, how you support it, how you explain it, and how you deliver it. Competitors can never copy the you in your product.

Jason Fried | Rework



## FROM CHRIS:

It starts right here, my friends, with building a personal brand the right way. I love the balance of tips shared by the influencers in this section. They know that while being a Youpreneur IS about you...that's actually only half the equation. The other half is your audience—the people whose lives will be changed by what you have to offer. When you balance your message with the needs and desires of your audience, you're building an absolutely UNSHAKABLE personal brand. But don't take my word for it...

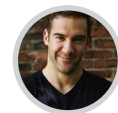
“ Become friends with the other movers and shakers in your industry. The very first thing I did was create a mastermind group with amazing people and become ACTUAL friends with them. Not just trying to get something from someone. Giving and helping them so I am an asset in their life. My network is now incredible and even though it took a long time to create, it was a thousand times worth it!

Jaime Masters | EventualMillionaire.com



“ The most important thing I do is create and post consistent, high-quality, different, inspirational, informational, and educational content that adds value to others.”

Lewis Howes | LewisHowes.com



See Lewis' [8 Lessons to Greatness](#) in the Youpreneur acceleration library, or check out [his book](#).

👏 **Take the time daily to connect with 5-10 people daily via video.** You can use Skype, text, or my personal favorite, Instagram DM. Surprising and delighting people by taking the time to send a video intimately connects you with people who you are meant to be serving and doing business with. Their response always reinforces the power of video in business.

**Susan Zimmerman** | SueZimmerman.com



See Susan's keynote about [Amplifying your Online Presence](#) in the Youpreneur acceleration library! And don't forget to visit her online home for more about crushing it with online video.

👏 I decided that instead of trying to figure out what the audience wanted all the time, I should do things that I was interested in that were also within X degrees of the majority of 'Art of Charm' content. In other words, if we were talking about psychology, and I got some productivity tips, it made sense, because productivity uses psychology at the core. However, if we were talking psychology and then I dove into workouts, it'd be too much of a stretch, and people would lose interest because that's not what they came for.

Over time, these subtle shifts in different directions have allowed the brand to evolve and filter in the right audience. This also has the added benefit of allowing me to talk about things I'm interested in while still holding the attention of AoC fans and not having to have separate silos for everything I enjoy.

If I did not do this, I'd still be talking about dating (the topic of choice in 2007), or I'd have to constantly guess what the audience responds to instead of just **programming them to respond to ME.**

**Jordan Harbinger** | TheArtOfCharm.com



See Jordan's [Top Tips for Building Relationships](#) with other entrepreneurs in the Youpreneur acceleration library, and check out The Art of Charm podcast!

“ We’ve published thousands and thousands of blog posts in eight years. And since my site reaches more than 3 million people per year, I’d have to say my blog is the foundation of my personal brand, to this day. It’s been the jumping-off point for speaking at 60 events per year for many years, and publishing books that help people all over the world.

**Jay Baer** | [ConvinceAndConvert.com](http://ConvinceAndConvert.com)



Want more from Jay? I highly recommend his book [Youtility](#). You can also watch his exclusive chit chat with Chris about [Avoiding Financial Peril](#) in the Youpreneur acceleration library!

“ I chose to do the hard work many others wouldn’t in 2011 when I started a regular video blog on YouTube to talk about business and marketing in a fun and relatable way. If not for 600+ videos over 5 years, my personal brand would be nowhere today, and I would be an even tinier fish in a very big pond.

**Amy Schmittauer** | [SavvySexySocial.com](http://SavvySexySocial.com)



Amy has a fantastic YouTube channel, and lots more to share about [Showing Off your Brand Personality](#) in the Youpreneur acceleration library!

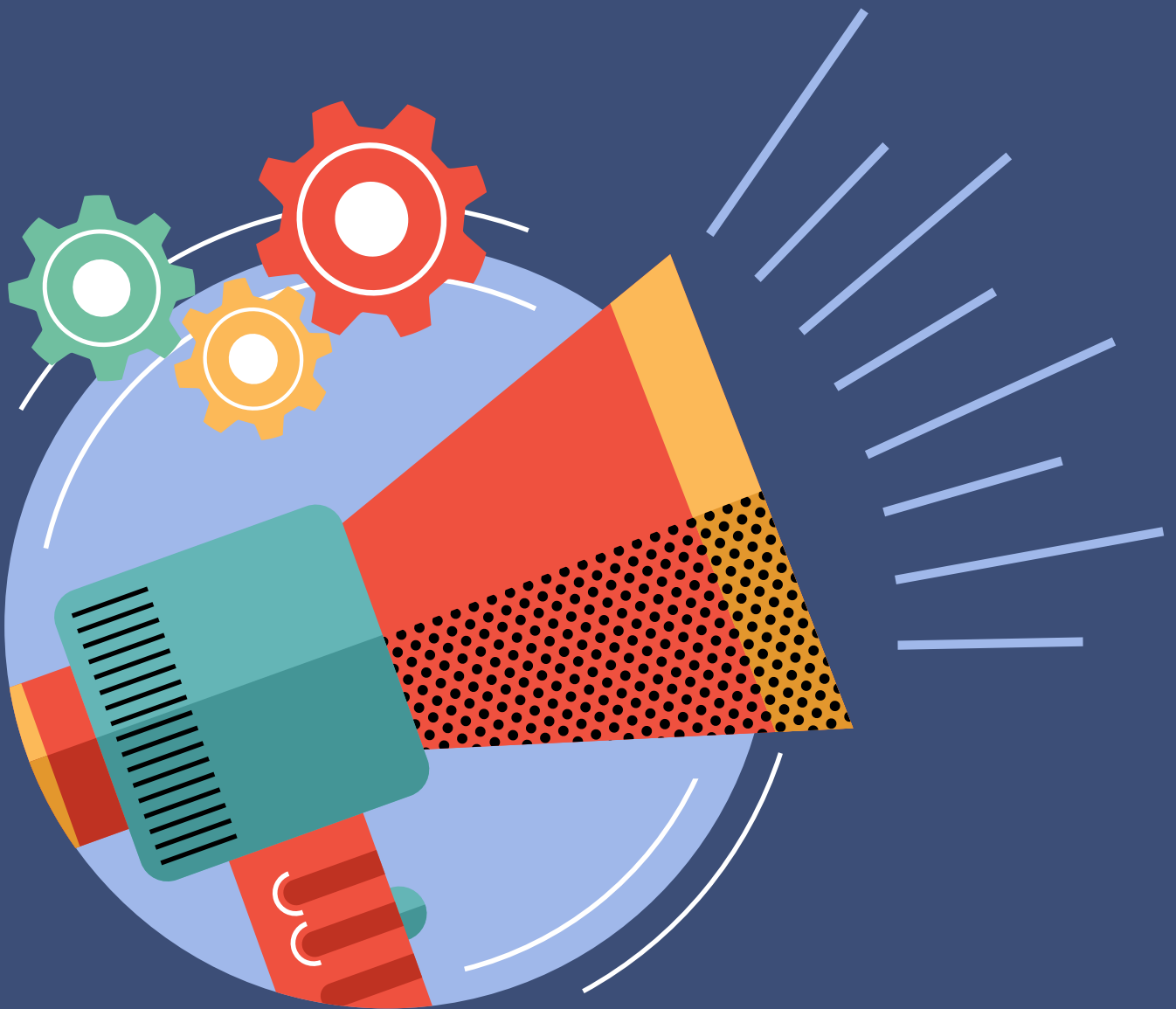
“ Build REAL relationships with influencers and those with brand authority. I’ve built those relationships block by block with a value-first mentality. What can I do for YOU? Once I’ve established a meaningful relationship, I continue to nurture with a value-first mentality.

**John Lee Dumas** | [EntrepreneurOnFire.com](http://EntrepreneurOnFire.com)



Tune in to John’s podcast, Entrepreneur on Fire, and learn his [Super Successful Podcasting and Webinar Strategies](#) in the Youpreneur acceleration library!

# PART 2: MARKET!



“ To be in business today, your most important job is to be the head marketer for the brand called YOU.

Tom Peters | The Brand Called You



## FROM CHRIS:

Marketing is one of those things that may sound intimidating...like it should be its own specialty or department in a growing company. But like Jason Fried says in *Rework*, there is no marketing department. Every department is the marketing department. Every piece of your business is a billboard, spreading the word about your brand and your solutions. Are you speaking to the right people, sharing the right message, attracting the right audience? Pay attention to how these movers and shakers market their personal brands (even if they're not “marketers”!).

“ The one activity that has made the biggest difference in my business is publishing my podcast every week, without fail, for 266 weeks... and we're still going. **Quality, reliable, relevant content makes all the difference!**

Ray Edwards | RayEdwards.com



“ My original name was The Business Source. But I kept playing around with product names—just having fun with it. As I was developing the content for my first book, it was Career/Life Management, then Find the Job you love in 30 Days. But this was back when 48 Hours was becoming popular as a TV show and I thought, I'll bet I can get some brand recognition if I use the 48. It's not a generic number like 30, 90, or 180. **I changed the name to Find the Job you love in 48 Days. And it was like someone poured gasoline on my business.** People asked, 'Can I really find a job I love in 48 Days?' And my response was always, 'Yes, you can—if you create a plan and act on it.' The change was so dramatic, I then switched the name around to make the 48 Days forefront. 48 Days to the Work You Love was so powerful, I then changed my business name to 48 Days LLC.

Dan Miller | 48Days.com



Discover Dan's awesome book, [48 Days to the Work You Love](#), it's sold thousands and thousands of copies worldwide!



“ Speak at events alongside other big-name marketers. It's a good way to have people see you on their level and tell a more impactful story.

Dan Norris | [DanNorris.me](http://DanNorris.me)



Check out Dan's [Personal Strategy on Content Marketing](#) and how he's used it to boost business growth in the Youpreneur acceleration library!

“ The biggest decision to build my brand was to largely **ignore SEO**. That may seem like strange advice but let me explain a little. When you optimize content for SEO, by definition you are trying to "own" the most common keywords and phrases. When you obsess over SEO, you become just another dog fighting over a bone. SEO has its place, but to stand out as a personal brand today, you need to earn an emotional connection with your audience by being original, not by being common. If you focus on creating content that is your own and exceptional, you become a beacon.

Mark W. Schaefer | [BusinessesGrow.com](http://BusinessesGrow.com)



“ Make your free opt-in better than someone's paid offer. I've grown an email list to 355,000 loyal fans by hosting online challenges which allow you to nurture and court your community over an extended period of time. Hosting a consistent signature challenge for your brand, establishes authority, draws new people into your world, and becomes something people look forward to and want to share with their friends. This all results in credibility as the expert and teacher, massive community growth and an engaged tribe.

Jadah Sellner | [JadahSellner.com](http://JadahSellner.com)



Check out Jadah's awesome blog, and see a step-by-step instruction on how to [Build Your Email List and Tribe with Challenges](#) in the Youpreneur acceleration library!

“ I made a decision back in late 2009 to **start a weekly email newsletter**, the Weekend Digest. Now, seven years later, it’s one of the most-read things I write. Email newsletters aren’t the sexy new thing, but they are reliable, effective vehicles for staying in close touch with your audience. Plus they’re fun to put together once you have a process in place!”

**Pamela Wilson** | BigBrandSystem.com



“ The one thing that I have done to build my personal brand, at a super accelerated pace, would have to be live video, hands down! I would encourage all entrepreneurs, regardless of where you are on your journey, to **start incorporating live video as a part of your brand-building strategy in 2017**.

**Kim Garst** | BoomSocial.net



“ Starting a podcast was huge for my brand. Podcasting is great because consumption is on the go and very personal to the listener, but for me in particular, and the type of brand I was building, the podcasting medium allowed me to shine the brightest. Blogging, which I had initially started with for content creation worked just fine for me, but it didn’t allow me to be my open, geeky weird self like podcasting did. **Find your best medium for being 100% you, and then crank on it.**

**Pat Flynn** | SmartPassiveIncome.com



Check out Pat’s blog and podcasts, and see more of what he has to share about [Podcasting and Community Building](#) in the Youpreneur acceleration library!

# PART 3: MONETIZE!



“**Developing your personal brand is key to monetizing your passion online.** The thing that most people don’t realize is that in today’s world, your business and your personal brand need to be one and the same.”

**Gary Vaynerchuk** | Crush It!: Why Now is the Time to Cash In On Your Passion



Gary got straight to it in his exclusive chit-chat with Chris on [What it Takes to Build a Personal Brand in the 21st Century](#) in the Youpreneur acceleration library!

## FROM CHRIS:

If you look closely, you’ll see one important theme running through all the Youpreneurs featured in this Monetize section: their domains are all their own names! Sounds like an accident, but I assure you, it’s not. By building and marketing their personal brands all the way through, these influencers now attract an audience and make a living using their own names, personalities, and unique ways of serving the world. Pretty inspiring stuff if you ask me!

How can YOU change the world with YourName.com?

“**The one thing I have done to build my personal brand that has had the biggest impact on my business is to study my audience.** Every year, we do an audience survey. We are looking for two things: first, what do they want—their dreams and aspirations—and, second, what is keeping them from getting it.

We then use this information to create content, products, and services that help them overcome their challenges and get what they want. This is our definition of ‘adding value. It’s not about value from our perspective but from theirs.

**Michael Hyatt** | MichaelHyatt.com



“In building my personal brand, I've been very insistent on turning up the volume on my personal values. I am unapologetic about my femininity, my pride in motherhood, and my southern-ness! **The more ME I choose to be, the more my brand builds!**

**Carrie Wilkerson** | [CarrieWilkerson.com](http://CarrieWilkerson.com)



Speaking at industry events and conferences helps to build credibility and authority, and it establishes you as the go-to expert. Being a speaker at events also helps you to connect and network with other speakers (generally other influencers). One of the quickest ways to build relationships with others (both other influencers as well as people who follow your work) is by meeting them in person.

**Grant Baldwin** | [GrantBaldwin.com](http://GrantBaldwin.com)



Grant teaches you [How to Monetize your Personal Brand as a Paid Speaker](#) in the Youpreneur acceleration library!

Most people care about the appearance of success, the appearance of a great brand or the appearance of having it all figured out. I'm around the most elite athletes and business leaders every day, and the only thing that matters in this world is results. My advice: if you want to get ahead, become more valuable every day by doing the work.”

**Todd Herman** | [ToddHermanInc.com](http://ToddHermanInc.com)



Spend 100% of my time being 100% me.”

**Brad Burton** | [BradBurtzon.biz](http://BradBurtzon.biz)



“ **Self-publishing a book did more to build my brand, and business, than anything else.** It was even more effective than my New York Times bestselling traditionally published book. The reason? When you indie-publish, you have complete control, which means you can include the kinds of case studies that lead to consulting gigs, you can include the stories that lead to speaking engagements, you can include several calls to action that get readers into your marketing funnel, and you can even control the pricing and distribution in a way that attracts more readers. This is the advantage of self-published authors.

**Kevin Kruse** | [KevinKruse.com](http://KevinKruse.com)



“ I believe the single simplest and most impactful thing an entrepreneur can do to build their personal brand is to write a book. **A book positions you as the expert and authority in your field, and it opens doors to partnerships, media interviews, speaking engagements and many other opportunities.** That's why I've written 13 books and have two in the works for 2017!

**Joel Comm** | [JoelComm.com](http://JoelComm.com)



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As you can see, **Youpreneurs** are thriving in the 21st century economy.

It truly is the best way to build a powerful, profitable business!

**Have you joined the movement yet?**

[Click Here to Visit Youpreneur.com](#)

