

# Personal Branding: The Key to Small Business Promotion



Randi S. Bussin



*Randi's process, the way she cares and her commitment, helps you build the necessary confidence for success. That is priceless to a small business owner.*



## The Challenge

As a retirement subject matter expert and marketing and communications consultant, Marcia was no stranger to the power of branding. Her business was successful, but she wasn't finding any balance as she juggled business and family obligations. And unfortunately, she was struggling with how to best position and promote herself to the largest financial services firms in the industry.

## The Solution

Without a big brand name behind her, Marcia understood that her personal brand needed to shine. She worked closely with Randi to define and clearly articulate the value she brought to her clients.

Not wanting to be perceived as a "small fish in a big pond", Marcia turned to Randi for help. Randi was instrumental in helping her find the right resources she needed to create a branded website, leverage LinkedIn (which was relatively new at that time) and then pinpoint the right branding identity elements that would resonate positively with her target clients.

The final piece of the puzzle was how to set appropriate pricing to reflect the value she could deliver as well as allow Marcia to work fewer nights and weekends and have more time for family. Randi worked intensively to help her create a new pricing strategy and also to position the value Marcia delivered for the price.

As a solo-preneur, time was a precious commodity. Randi ensured that Marcia's personal branding process was broken down into smaller, actionable steps, allowing Marcia to stay on track and reach her goals.

## The Results

Marcia gained more confidence to present her consulting services as a solo-preneur. The results? With Randi's help she was able to reduce her work hours while increasing revenue. Ever since her work with Randi, Marcia has been landing new customers and existing customers keep coming back for more.

The best part was that she was able free up enough time to write a book on retirement planning for women, boosting her visibility and credibility even more. Marcia's company has passed its 10th anniversary milestone and continues to gain market share. Meanwhile, Marcia enjoys a better quality of life and more time with her family.