Building Your Brand
Social Media and Beyond

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1. Branding Identifiers
   - Colors
   - Fonts
   - Logo
   - Tagline
   - Personality/Language
   - Point of view
   - Website/social media pages
   - Photos/Images

2. Branding Steps
   - Step 1: Know what you stand for
   - Step 2: Define Your Niche and Ideal Client
   - Step 3: Develop Your Message
   - Step 4: Choose name, logo, colors/fonts, mission statement
   - Step 5: Align across all sites

3. Re-Branding
4. Branding Do’s and Don’ts
   • Don’t:
     o Be dissuaded by the opinion of others
     o Imitate others
   • Do:
     o Stay true to yourself
     o Build a brand you believe in
     o Be authentic

Social Media Branding

1. What platforms should you be on?

2. Before you start:
   • Know you purpose
   • Know your audience – niche/IC
   • Know and follow competitors + industry influencers
   • Clean up your accounts

3. Social Media Basics:
   • Cohesion: style, tone, colors, messaging
   • Good Bio: Who you are, what you do, why you do it, and some champagne
   • Informative Handle: Photo + handle are deciders
   • Good Profile Photo: Get a pro photo
   • Consistency: Choose quality over quantity
   • Call to Action: Tell people what you want them to do.

4. Instagram Branding
   • Write a strong bio
   • Have a good photo
   • Learn photo editing
     • PS Express, VSCO, Snapseed
     • Consistency - recipe for photos
     • Be selective
   • Use consistent messaging
     • Show it to 5 people
• Use Stories + Video+ Live
• Use hashtags properly
• Use highlights

Resources

• Hubspot.com
• SethGodin.com
• Branding books:
  • Building a Story Brand, by Donald Miller
  • Positioning: The Battle for Your Mind, by Al Ries
• Colors:
  • Coolers.co
  • brandcolors.net
• Fonts: Fontpair.co
• Dietitian Entrepreneur Mastermind Retreat –
  www.alissarumsey.com/mastermindretreat
• Free downloads and other resources –
  www.alissarumsey.com/healthprofessionals