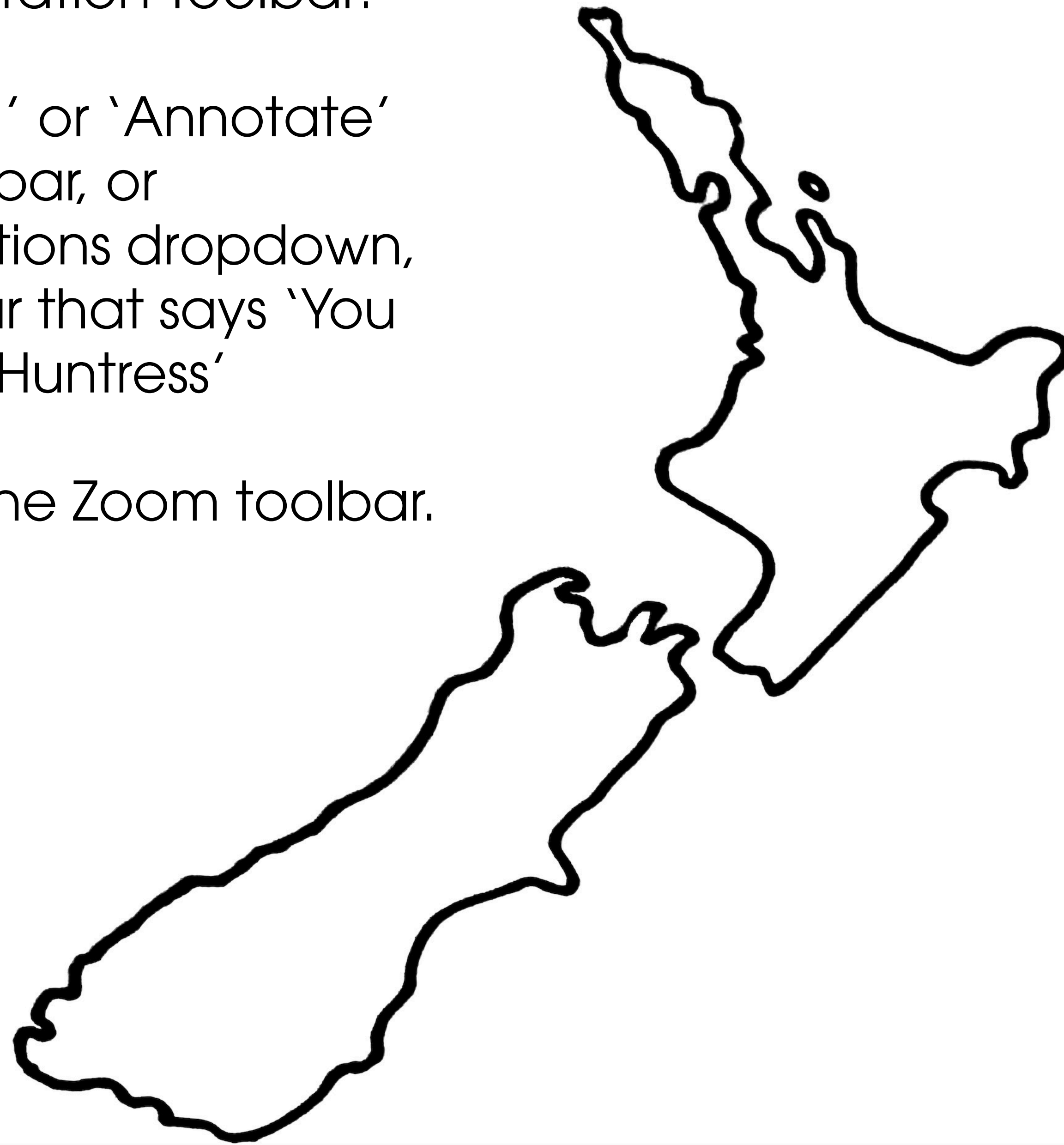


To open the Annotation Toolbar:

- Select 'Whiteboard' or 'Annotate' from your Zoom Toolbar, or
- Go to the View Options dropdown, next to the green bar that says 'You are viewing Caelan Huntress' screen,' or
- Click on 'More' in the Zoom toolbar.





QUESTION

What's the hardest
thing about
marketing yourself?

Marketing Yourself Masterclass



Presented by
@CaelanHuntress

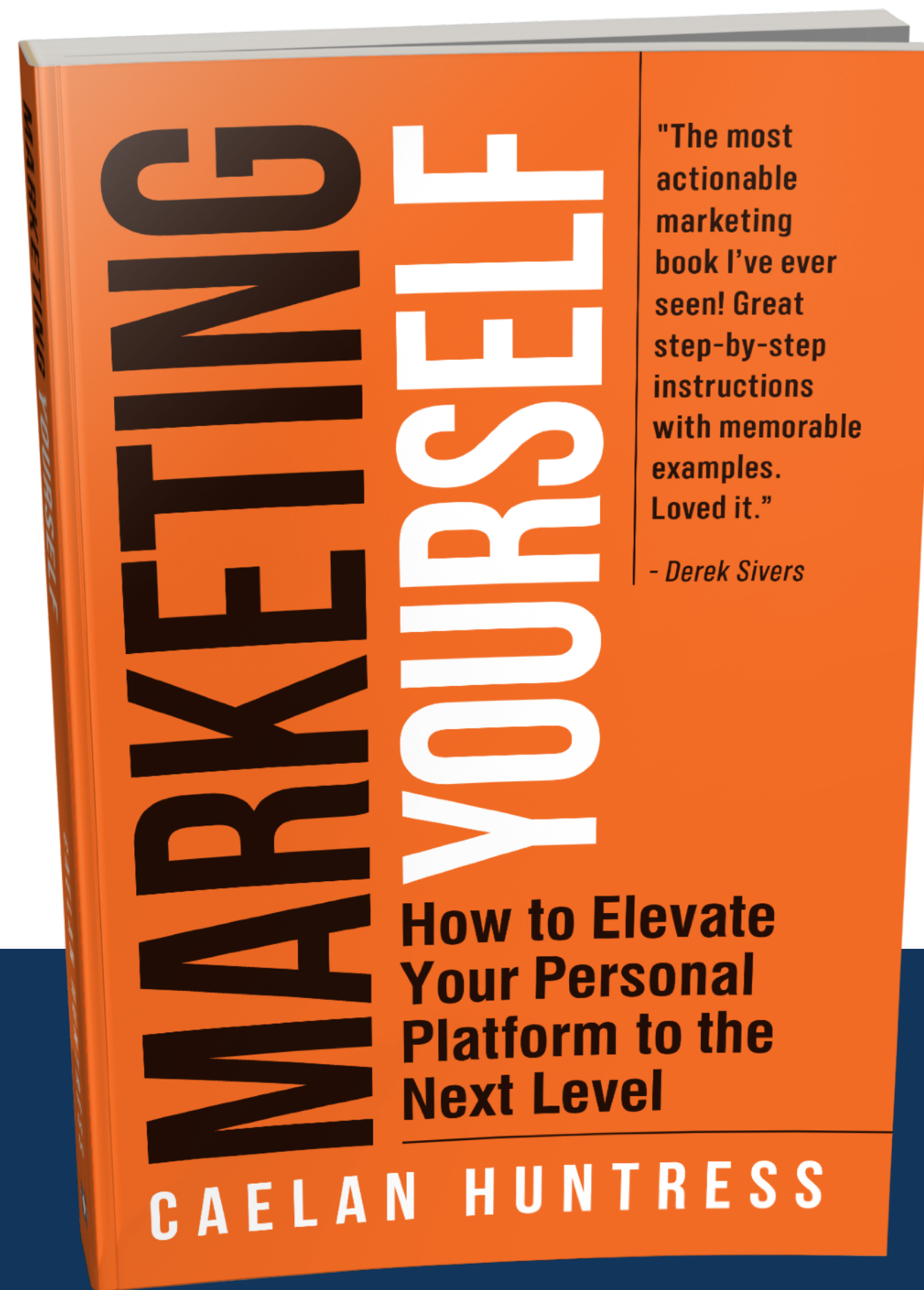


STELLAR
P L A T F O R M S

caelanhuntress.com/masterclass/marketing-yourself/

AGENDA

1. Craft a compelling personal statement to stand out from the crowd
2. Handle impostor syndrome and battle self-censorship
3. Create content experiments that gather feedback from your audience
4. Elevate your personal platform by building up the 4 cornerstones



BONUS

Stand Out and Shine



Impostor Syndrome



"I am not a writer. I've
been fooling myself
and other people."



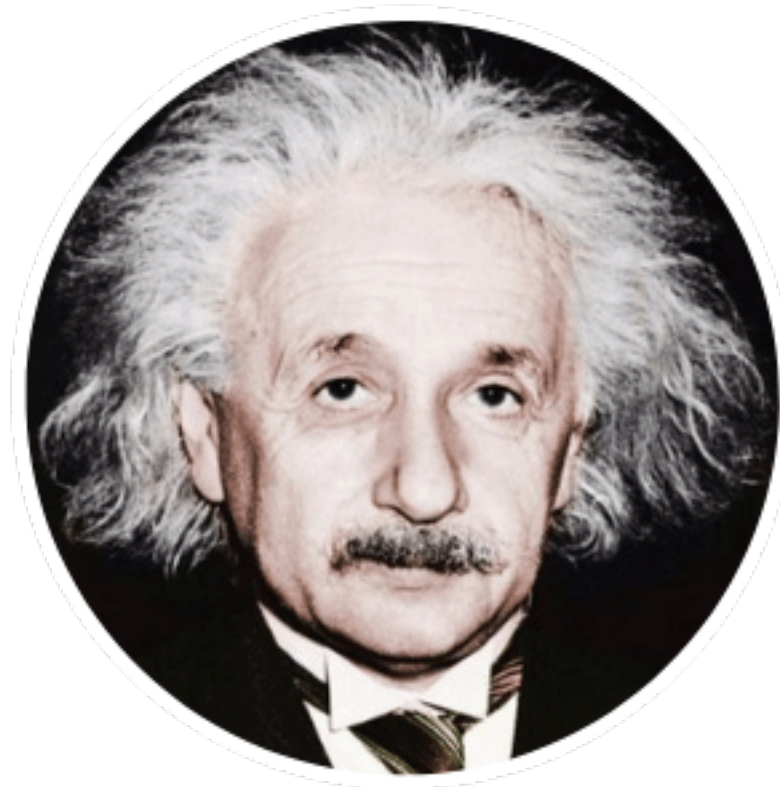
John Steinbeck

“I have written 11 books but each time I think 'Uh-oh, they're going to find out now,' I've run a game on everybody, and they're going to find me out.”



Maya Angelou

“The exaggerated esteem in which my lifework is held makes me very ill at ease. I feel compelled to think of myself as an involuntary swindler.”



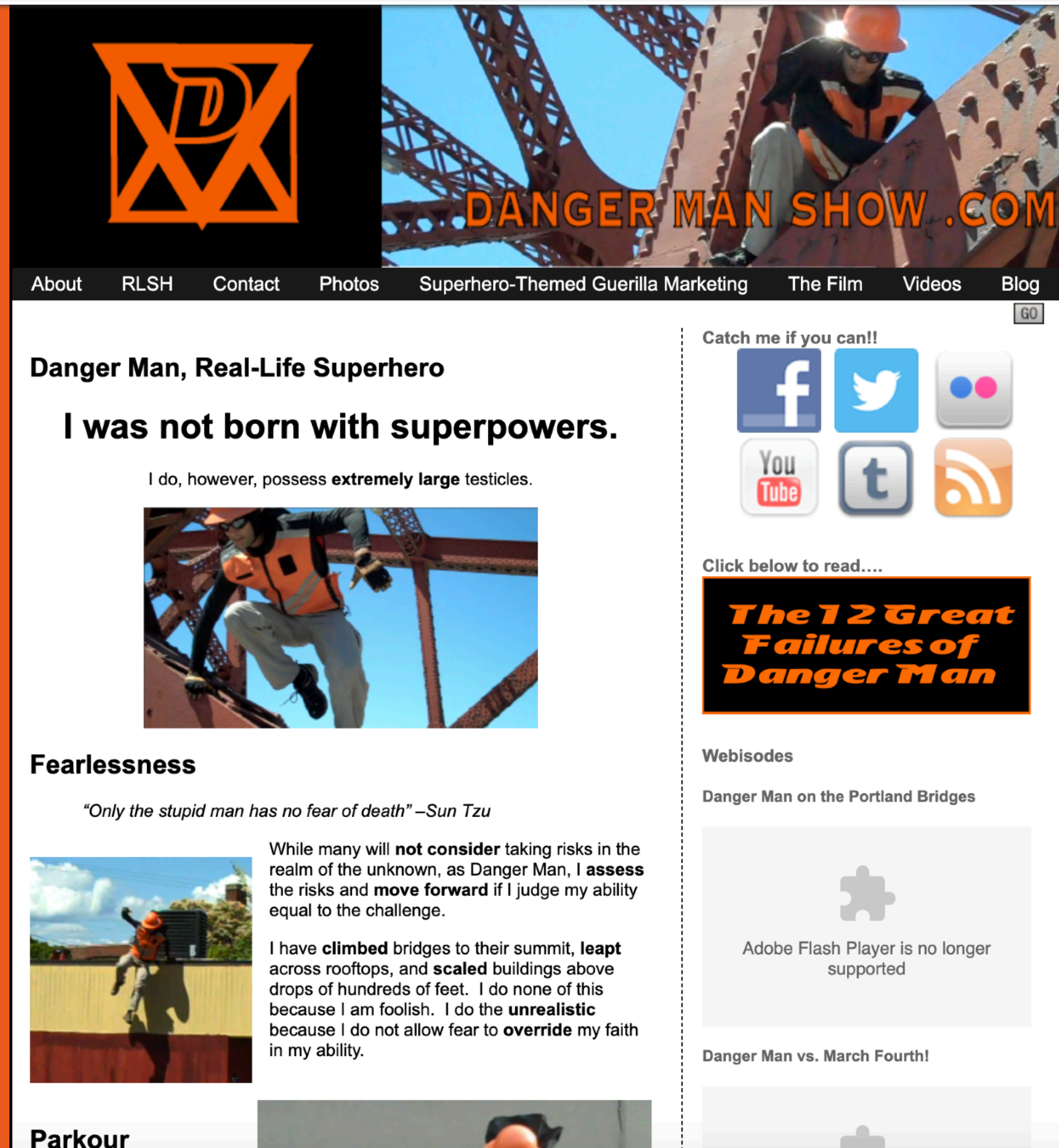
Albert Einstein

Impostor Syndrome





Multiple Platforms



The screenshot shows the homepage of the Danger Man Show website. At the top left is the logo, a stylized orange 'D' inside a square with an 'X' through it. To the right is a banner image of a person in a red and black outfit climbing a bridge structure, with the text 'DANGER MAN SHOW .COM' overlaid. Below the banner is a navigation menu with links: About, RLSH, Contact, Photos, Superhero-Themed Guerilla Marketing, The Film, Videos, and Blog. The main content area features a headline 'Danger Man, Real-Life Superhero' followed by the text 'I was not born with superpowers. I do, however, possess extremely large testicles.' Below this is a photo of the character climbing a bridge. A section titled 'Fearlessness' includes a quote from Sun Tzu: 'Only the stupid man has no fear of death' and a paragraph about the character's philosophy on risk-taking. A 'Parkour' section is partially visible at the bottom. On the right side of the page, there are social media icons for Facebook, Twitter, YouTube, and RSS, and a section titled 'The 12 Great Failures of Danger Man'. A 'Webisodes' section is also present, with a placeholder for a video that says 'Adobe Flash Player is no longer supported'.

Multiple Platforms



BETHEBETTERDAD.COM

[Home](#) [About](#) [Manifesto](#) [Blog](#)

Every Dad makes better choices when he's balanced.

Get the Dad Balance Workbook

by subscribing to receive monthly updates from BeTheBetterDad.com

Your Name:

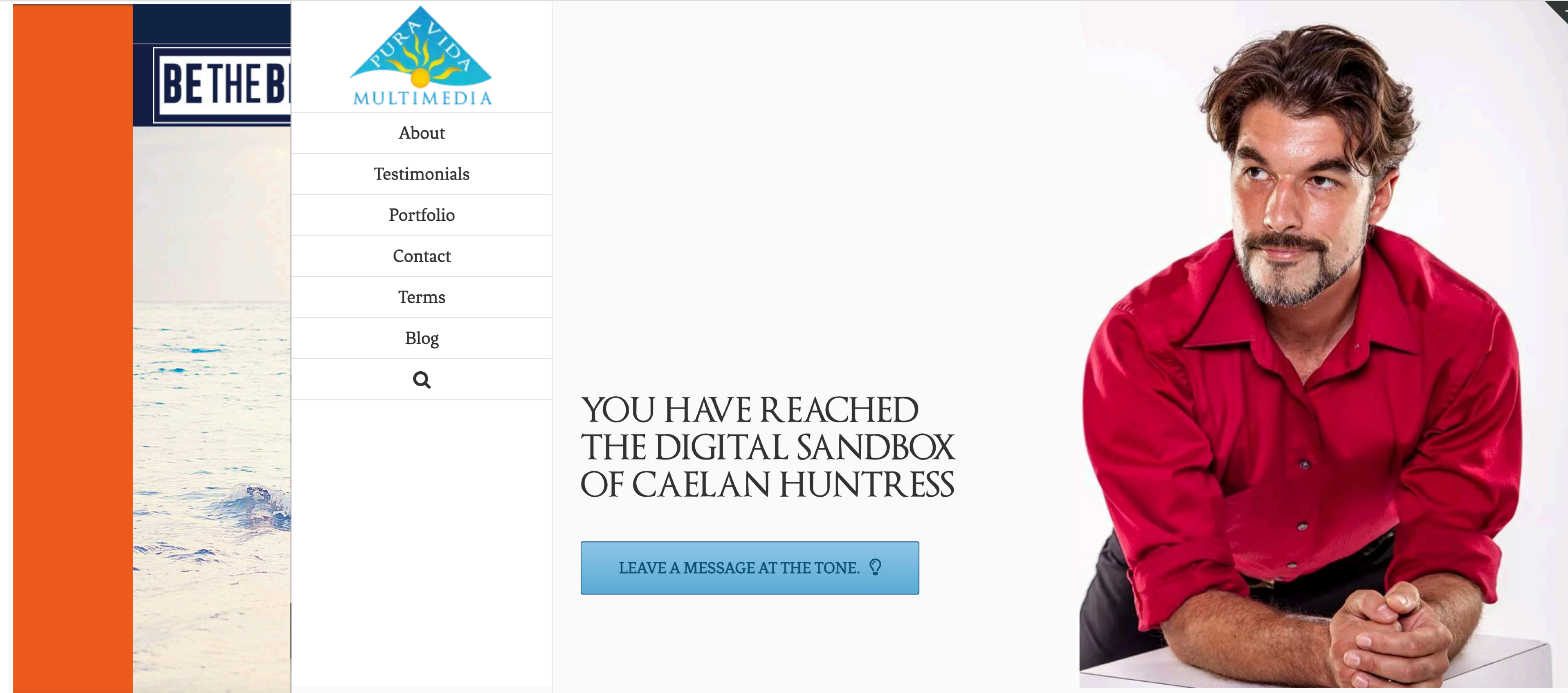
First name or nickname, daddy-o

Your Best Email Address:

GET THE WORKBOOK



Multiple Platforms



Multiple Platforms



About

Testimonials

Portfolio

Contact

Terms

Blog



[Start Here](#)

[Testimonials](#)

[Portfolio](#)

[Contact](#)



Hi. My name is Caelan Huntress.

I started *Wellness Website Design* so I could help naturopathic doctors and other holistic practitioners with their digital marketing.

I'm a Capricorn, so I feel comfortable working simultaneously in two different worlds. The sea-goat, we are told, is one who can not only survive, but can thrive in drastically different environments.

The World Wide Web is very different from the biology of the gut. In order to describe your medical knowledge through the medium of the Internet, it takes someone with a vocabulary that straddles both worlds.

I speak both code and astrology, and I can describe the difference between a *chakra* and a *dan tien* in a Pinterest-friendly infographic.

I can also get you onto the first page of Google, if you're interested.



LET'S GET STARTED.

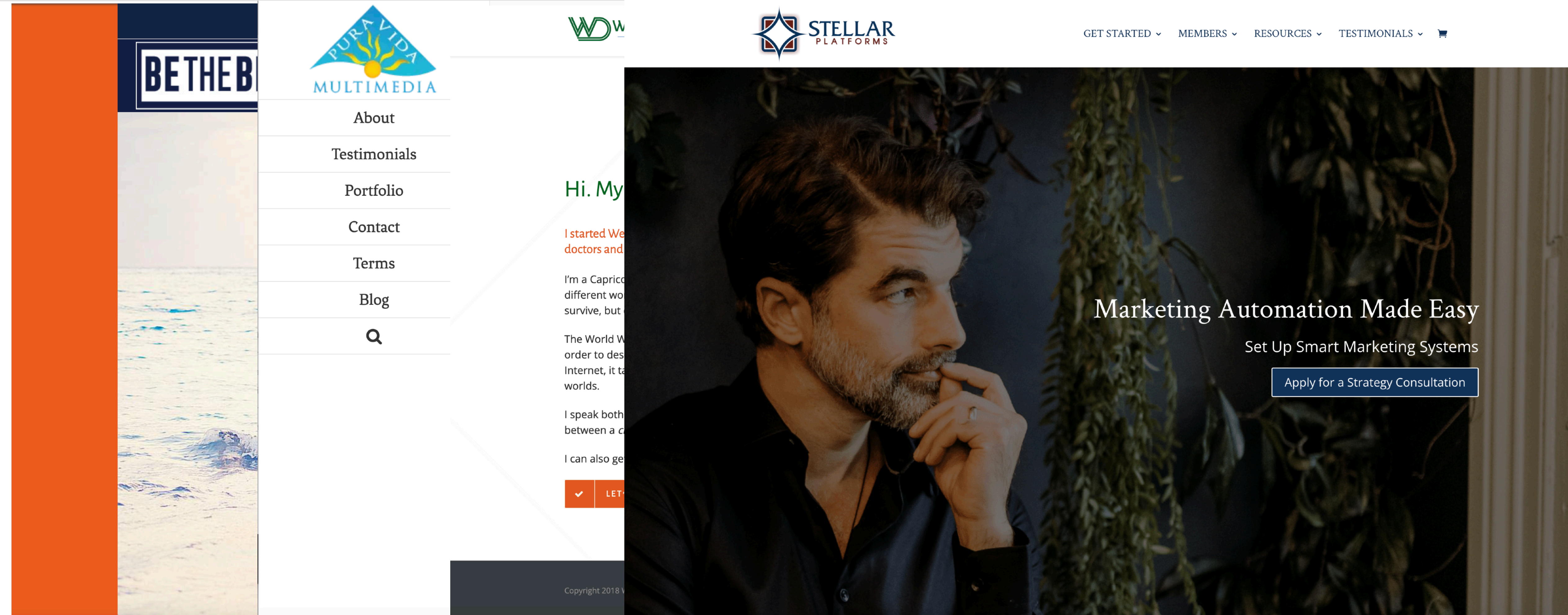


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@CaelanHuntress

Multiple Platforms



"Anything new is
accomplished by
unqualified people."



James Clear

Fake It Till You Make It



Tall Poppies





Crabs in a Bucket



Thick Skin



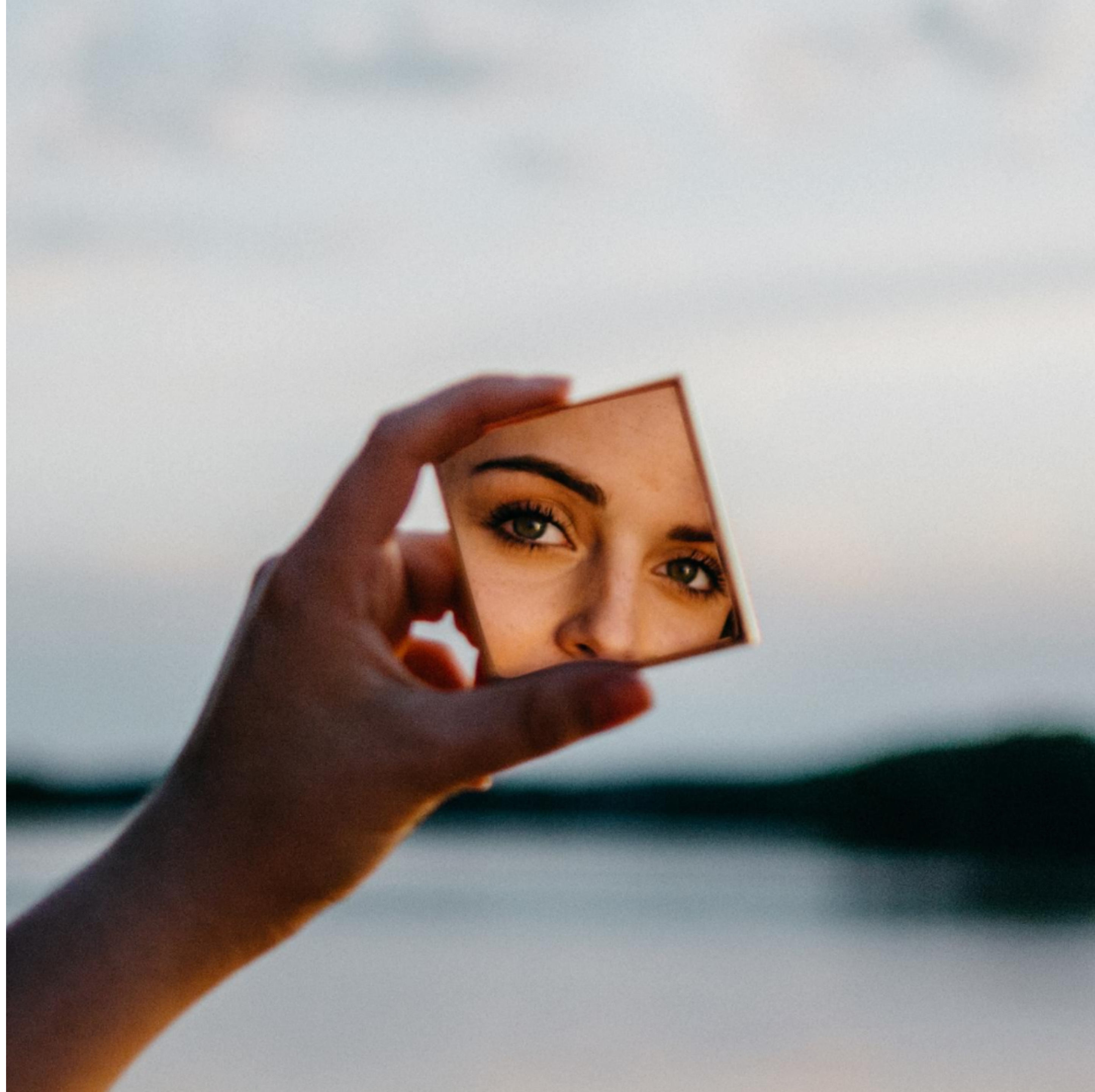
Stand Out and Shine



“The truer the angle
of your edge,
the more you feel
impostor syndrome.”



Matt Church



Platform



Personal Platform



Something to

SAY

Something to

SELL

4 Levels of Platforms:



4.

3.

2.

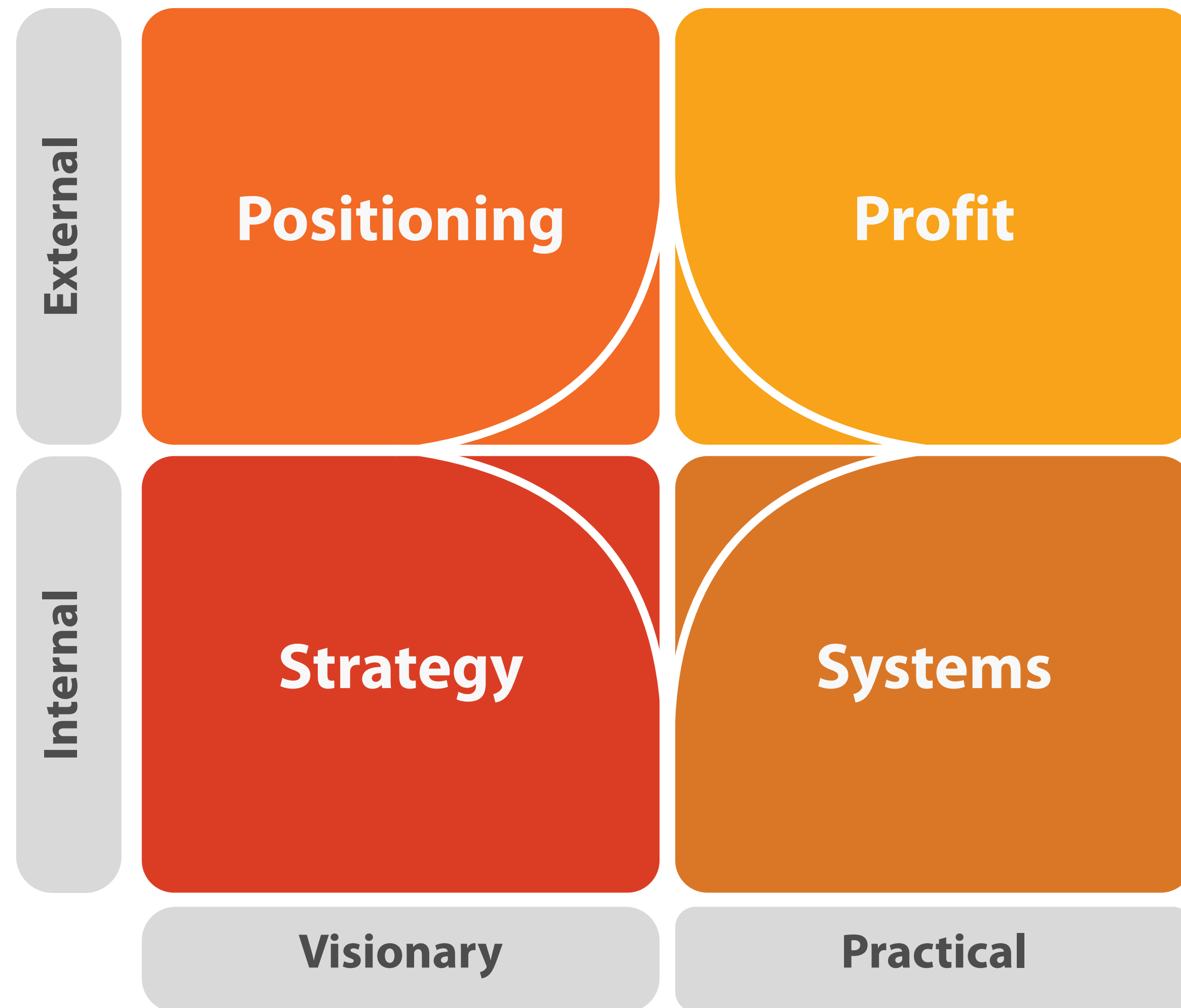
1.

4 Levels of Platforms:

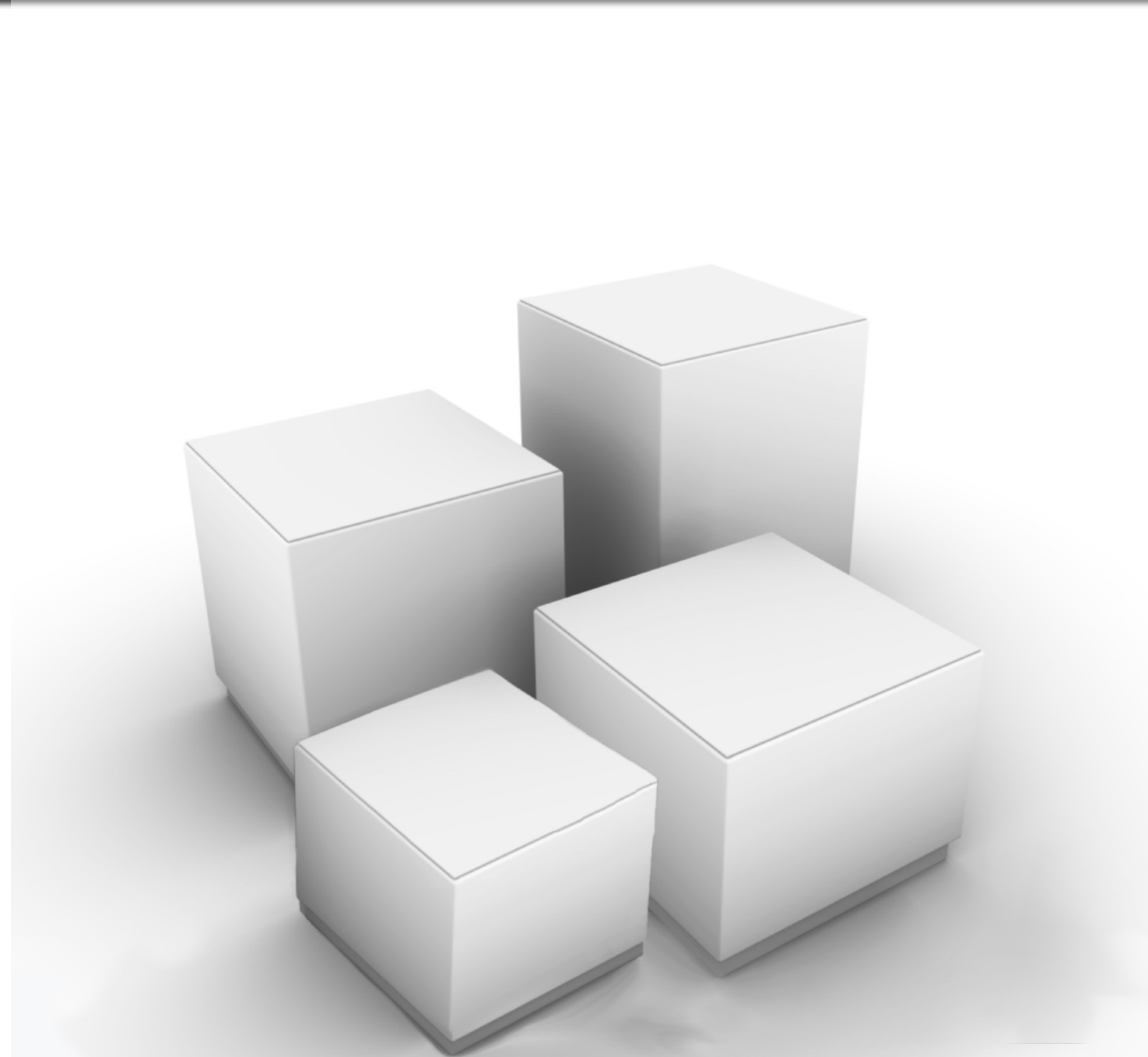


4. Stadium
3. Stage
2. Showroom
1. Soapbox

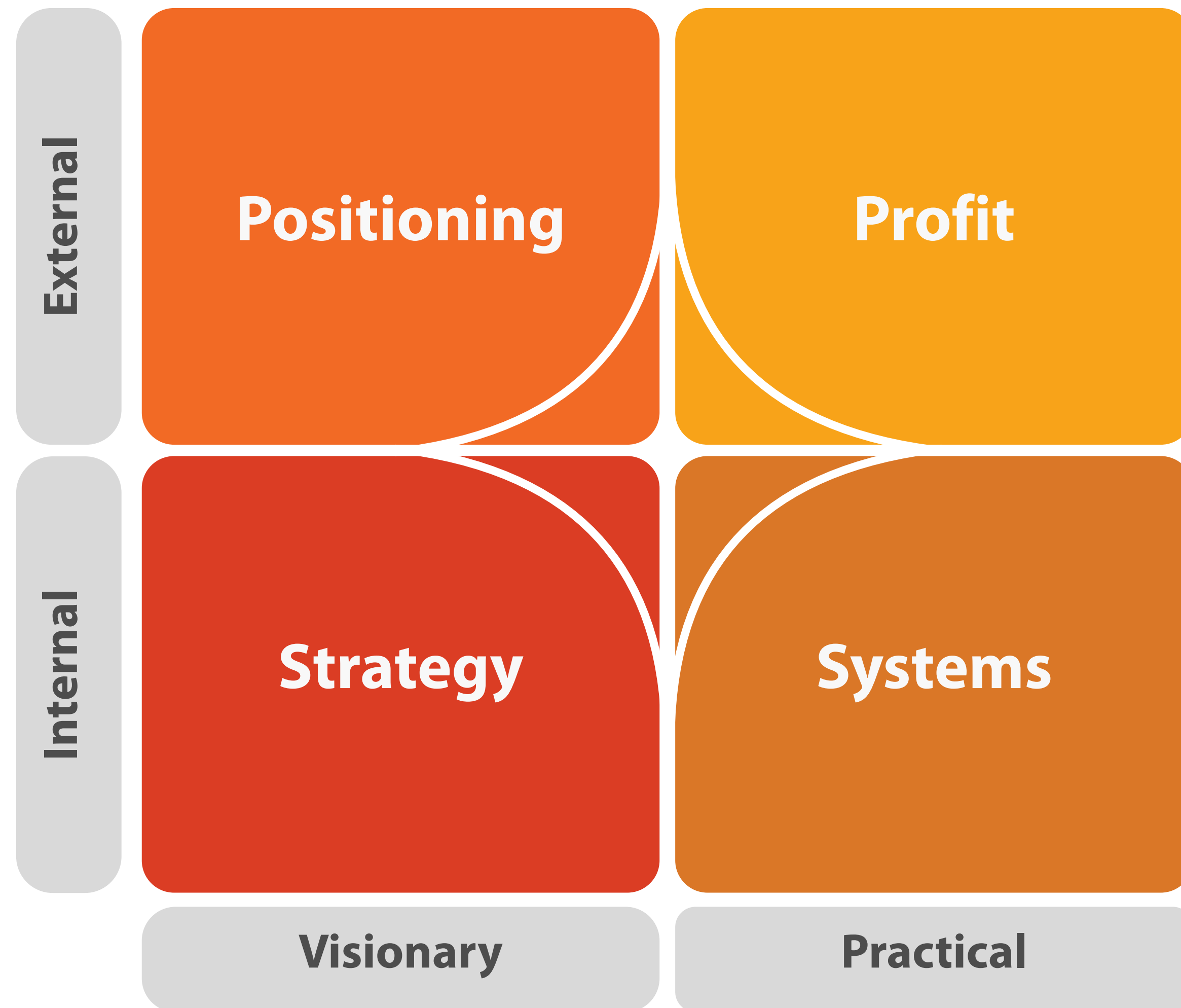
4 Cornerstones



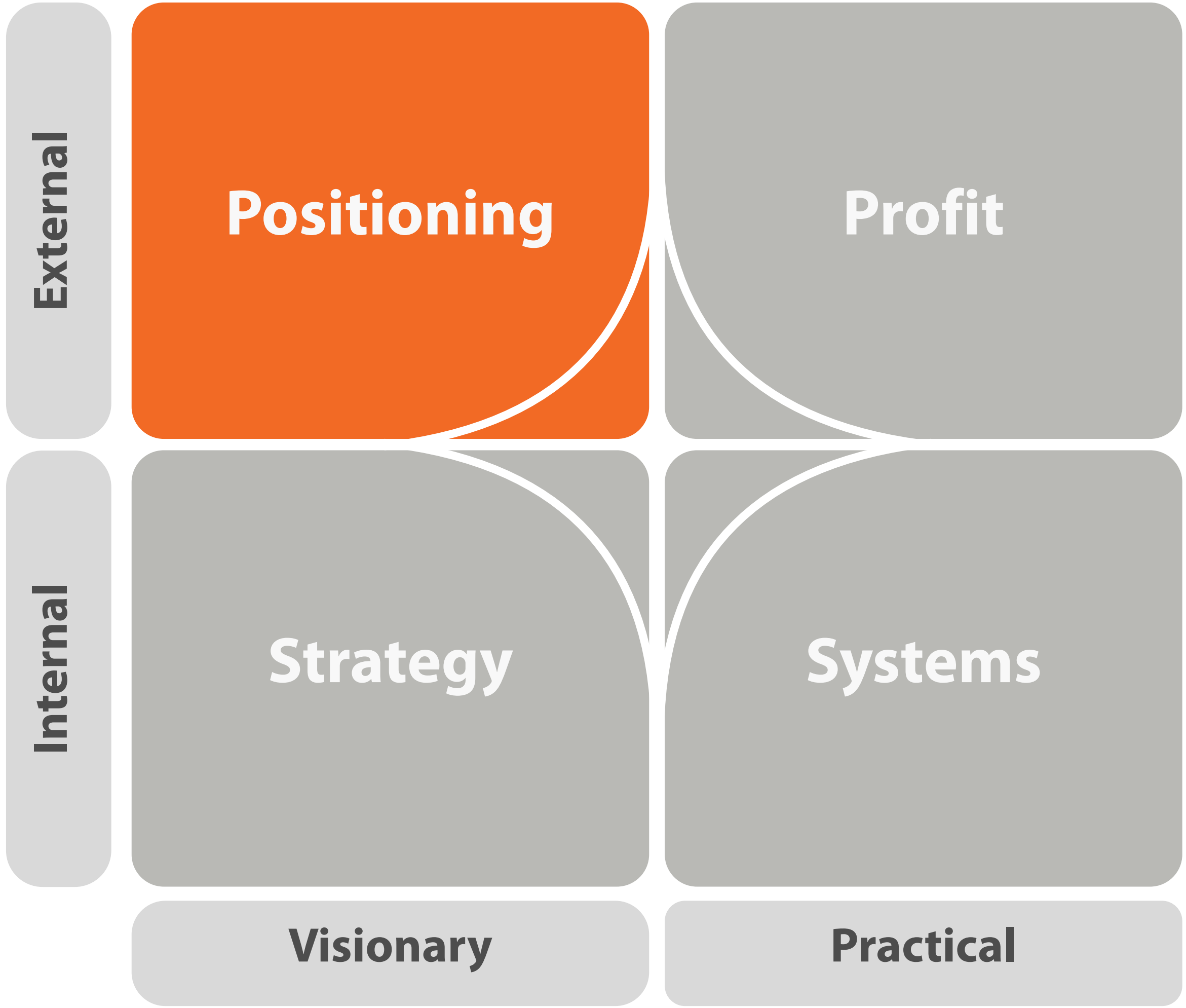
4 Cornerstones



4 Cornerstones



What You Say



“Always be yourself.
Unless you suck.”



- Joss Whedon



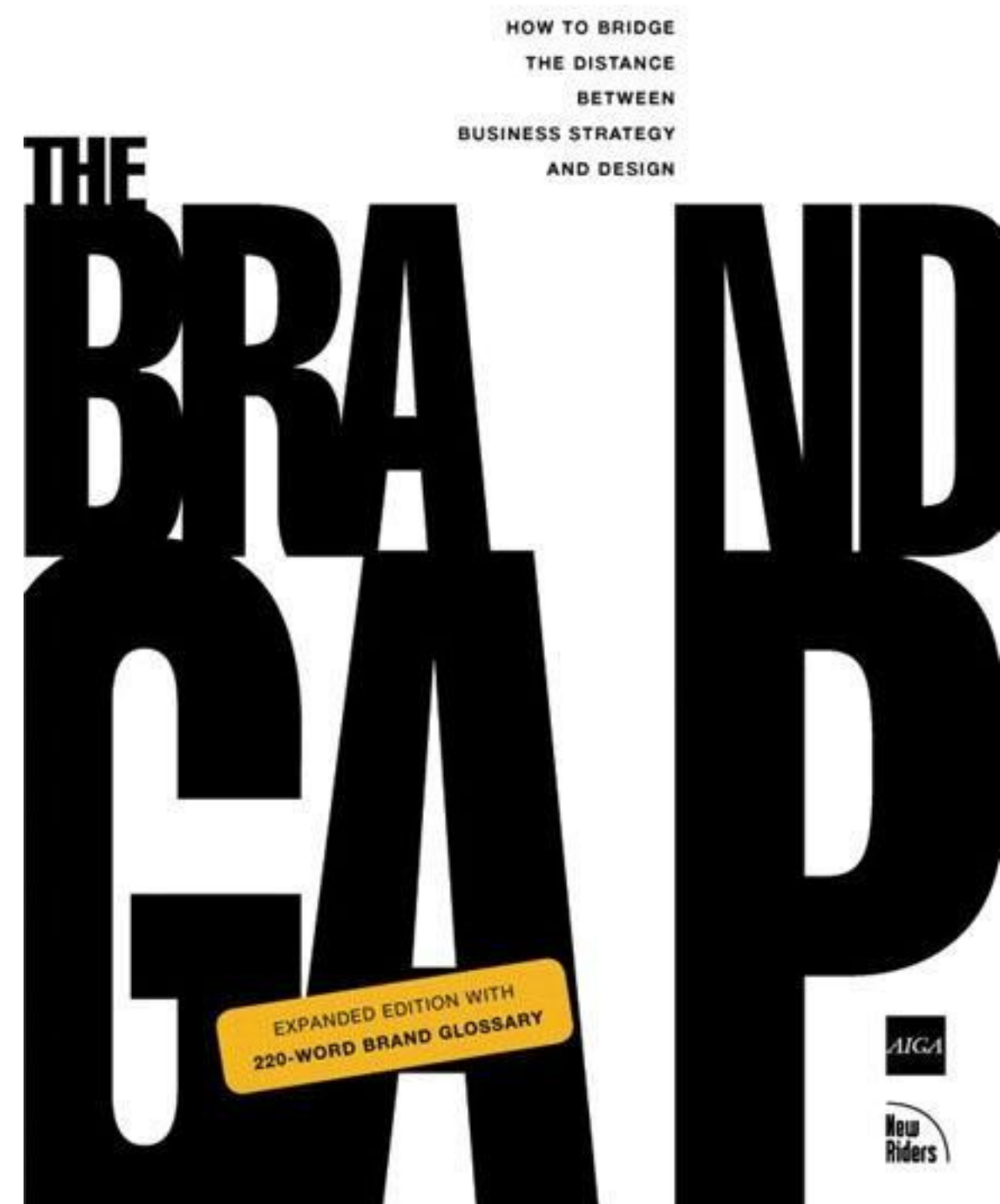
Personal Brand vs Business Brand





Your Brand Should Answer:

A WHITEBOARD OVERVIEW BY MARTY NEUMEIER



Who are you?
What do you do?
Why does it matter?

Elevator Pitch



Personal Statement



Personal Statement

- Cory Huff



Personal Statement

I help artists
sell their
work
online.

- Cory Huff



Personal Statement

I help artists
sell their
work
online.

- Cory Huff

Sticky

Clear

Short

Personal Statement

I help artists
sell their
work
online.

- Cory Huff

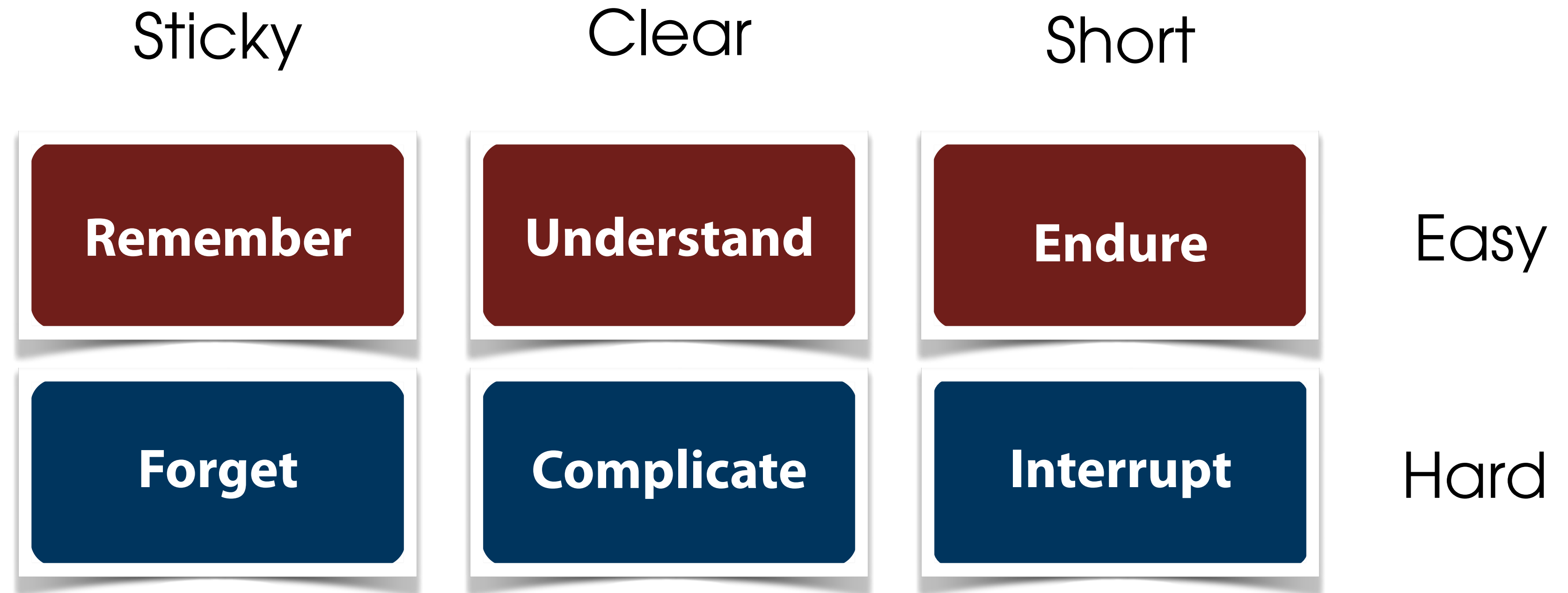
Sticky

Clear

Short



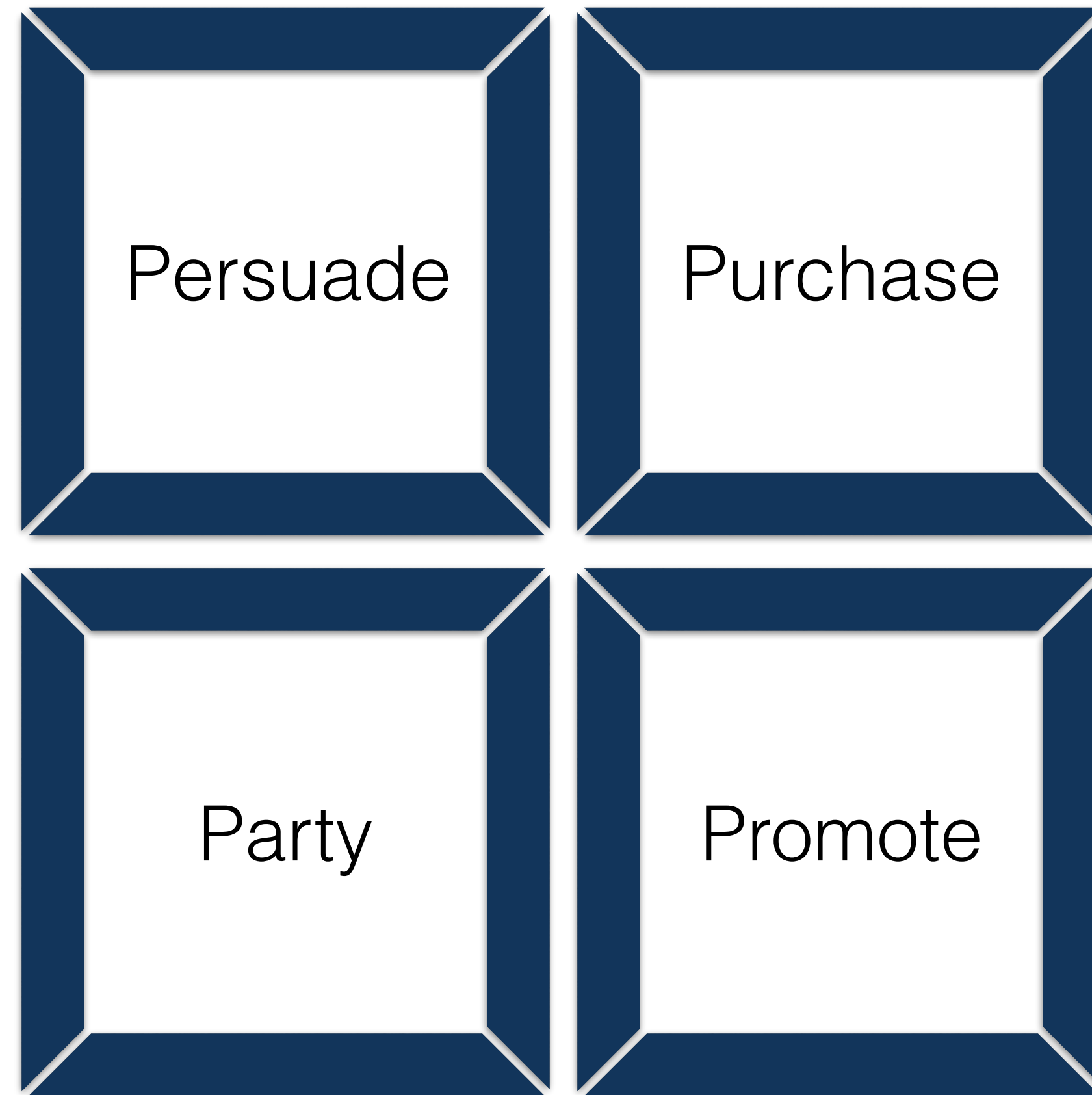
Personal Statement



Personal Statement

“I help [these people] *Sticky*
dealing with [this problem] *Clear*
by [this solution].” *Short*

Content Marketing



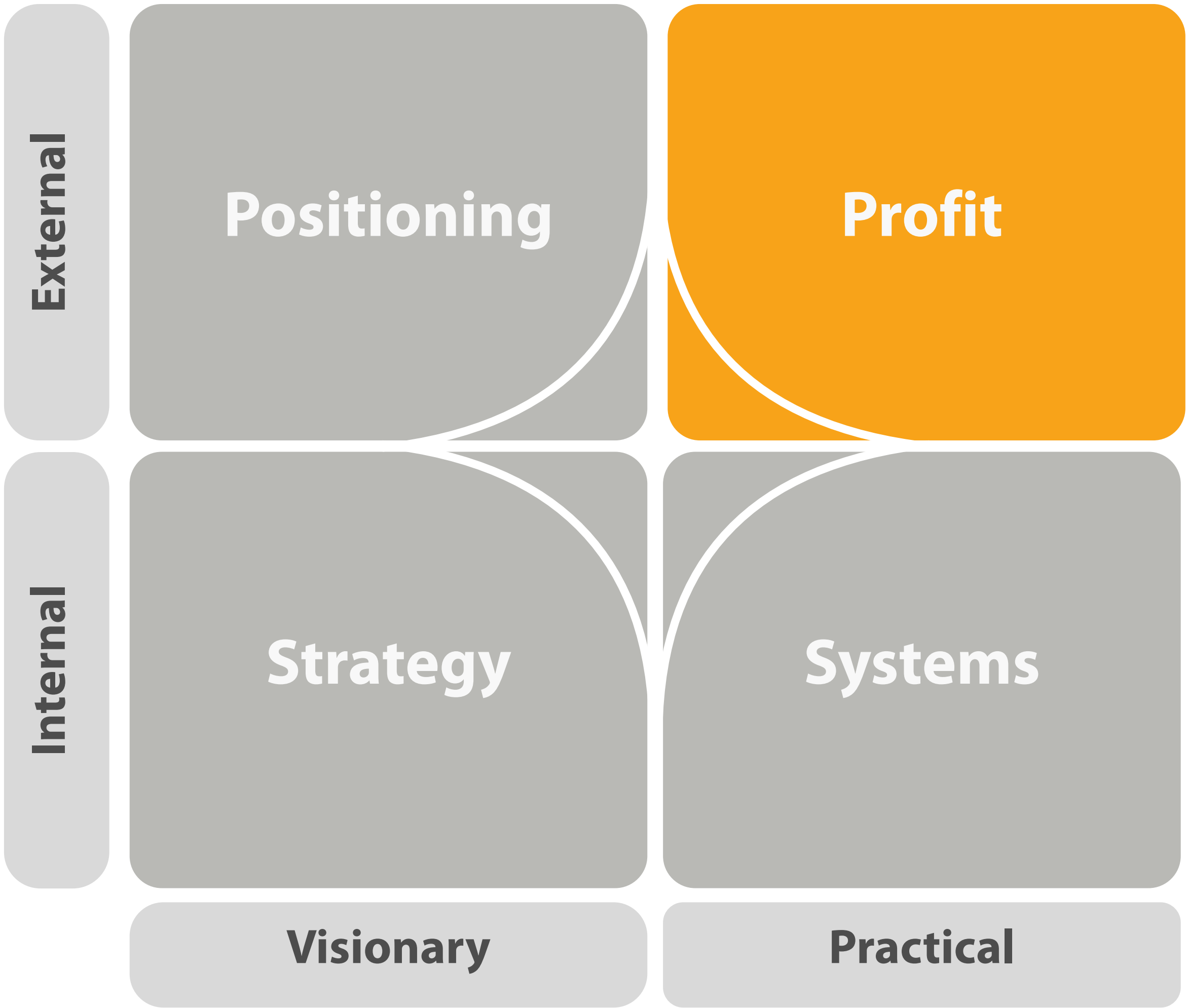
Educate

Entertain

Relationship

Revenue

What You Sell



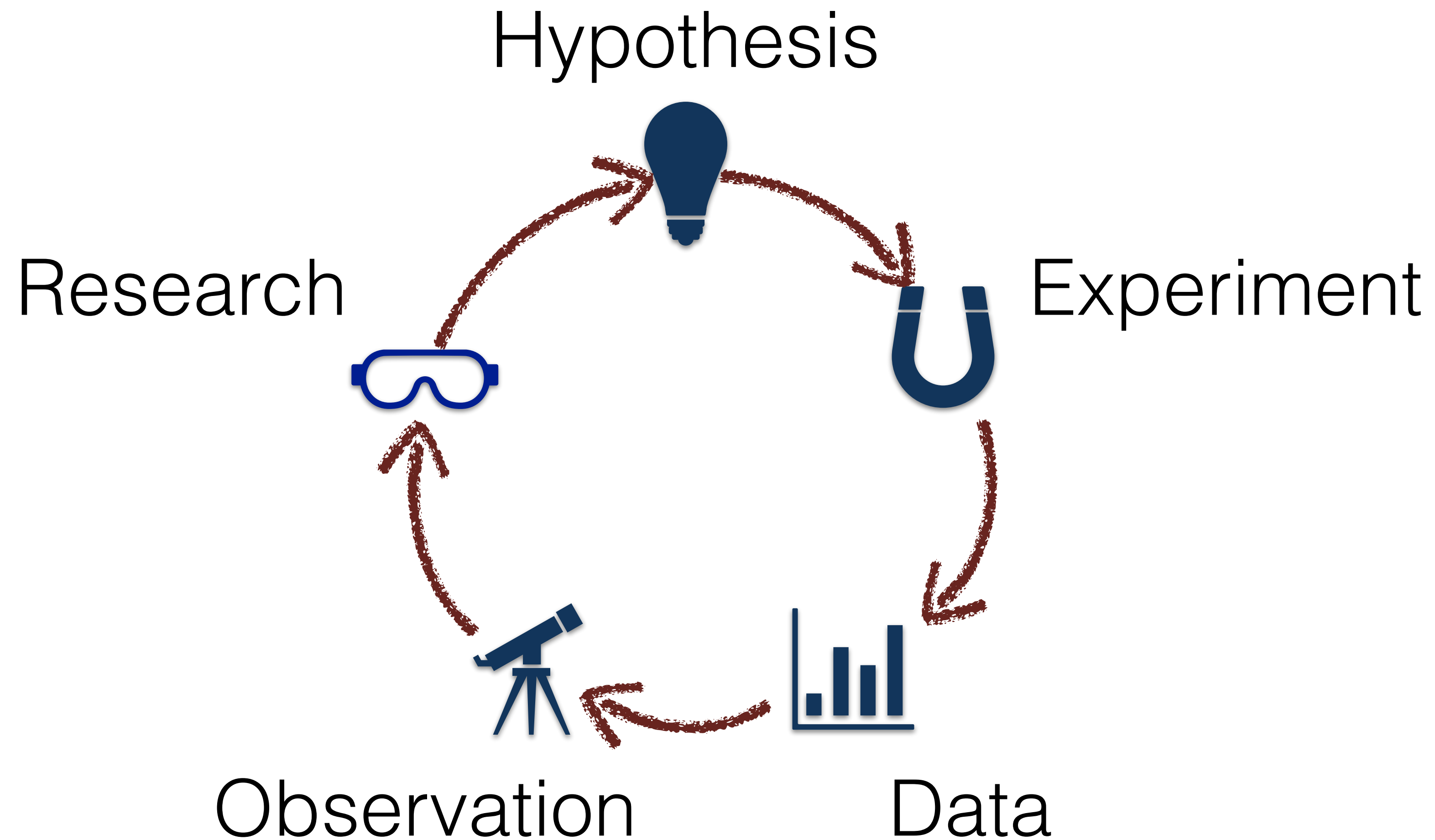
“Build an audience,
and sell them
what they
want.”

- Derek Halpern





The Scientific Method









+5 WISDOM
+9 SPEED
+8 ENERGY



$\lambda = \lambda m$

e^2

$\sqrt{2}$

B

E

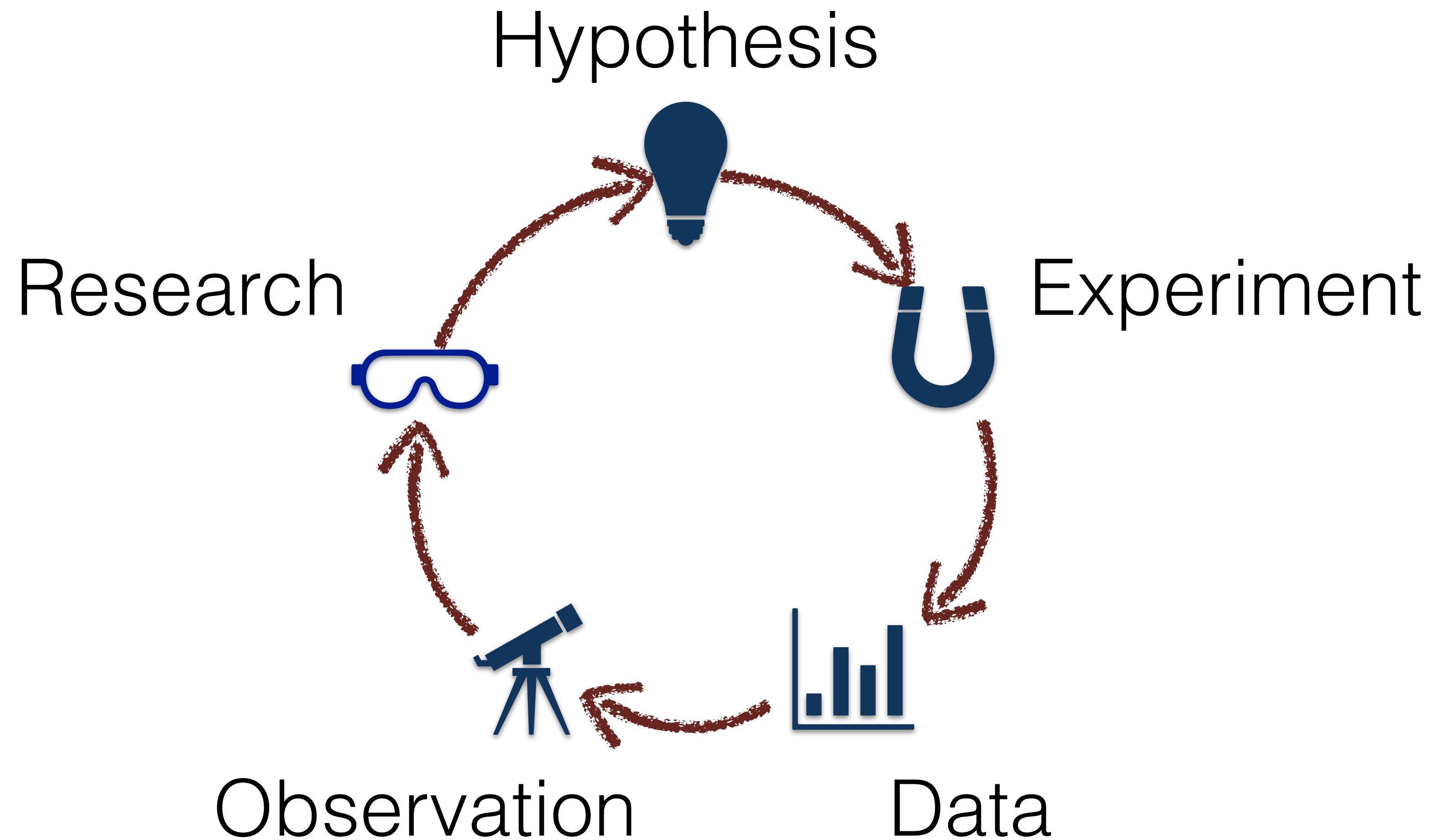
ST4

H

C

C

The Scientific Method



QUESTION

What's the hardest
thing about
marketing yourself?

The Royal Society





“Most funnels don’t work when you launch them. Even if you’re a pro, it may take two, three, four, or ten tries until you get it right.”

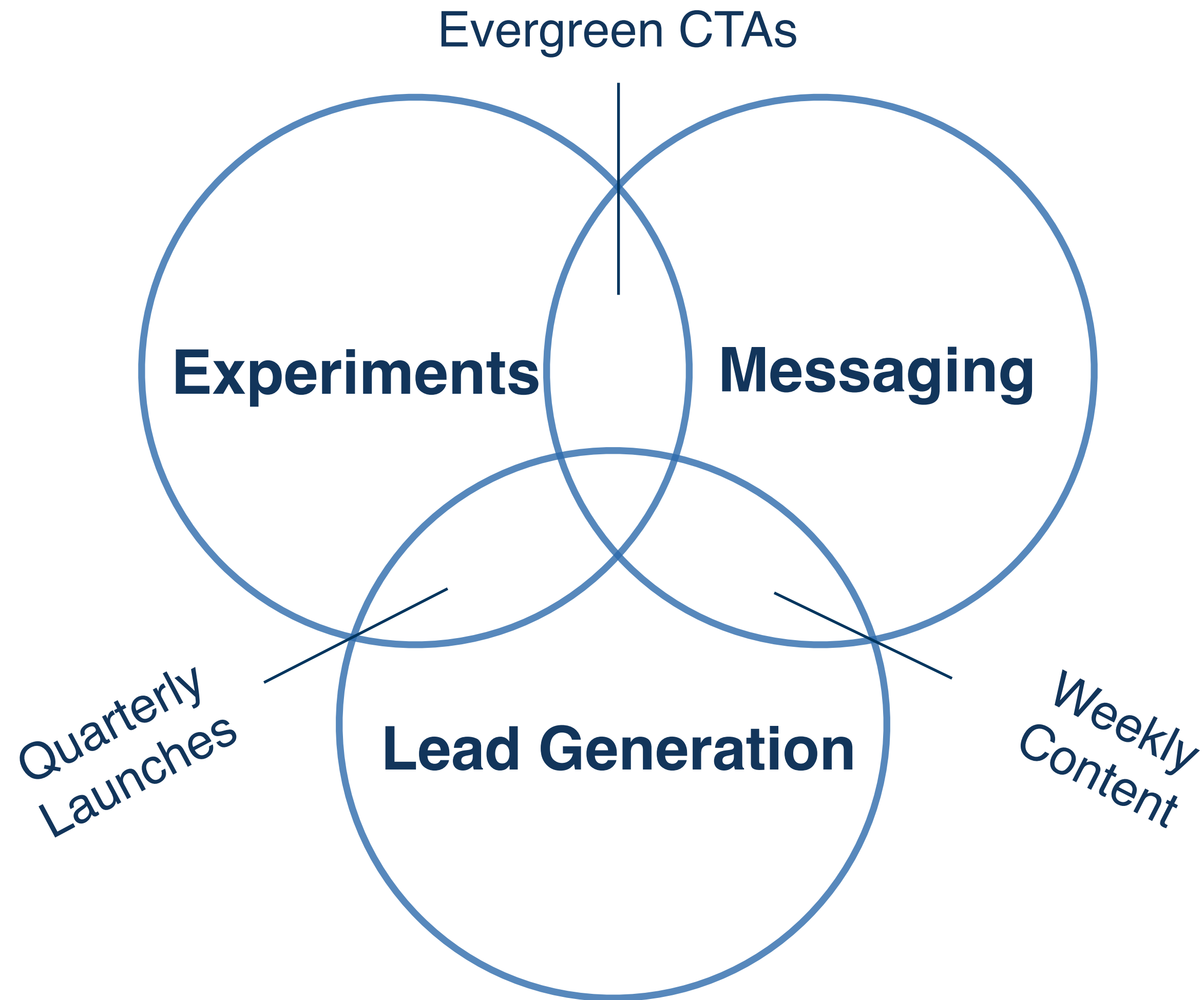


- Julie Stoian

Thick Skin

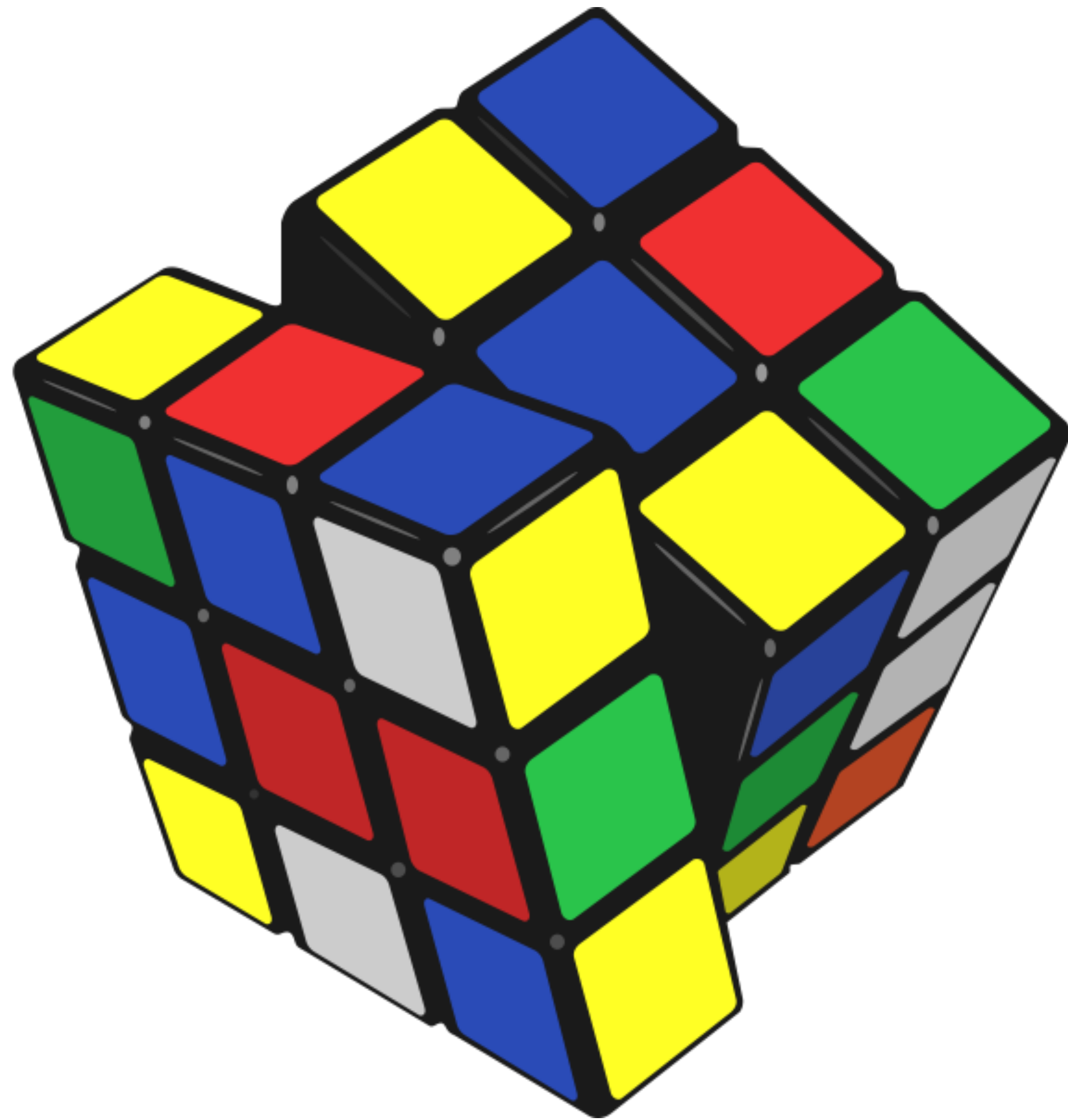


Marketing Yourself



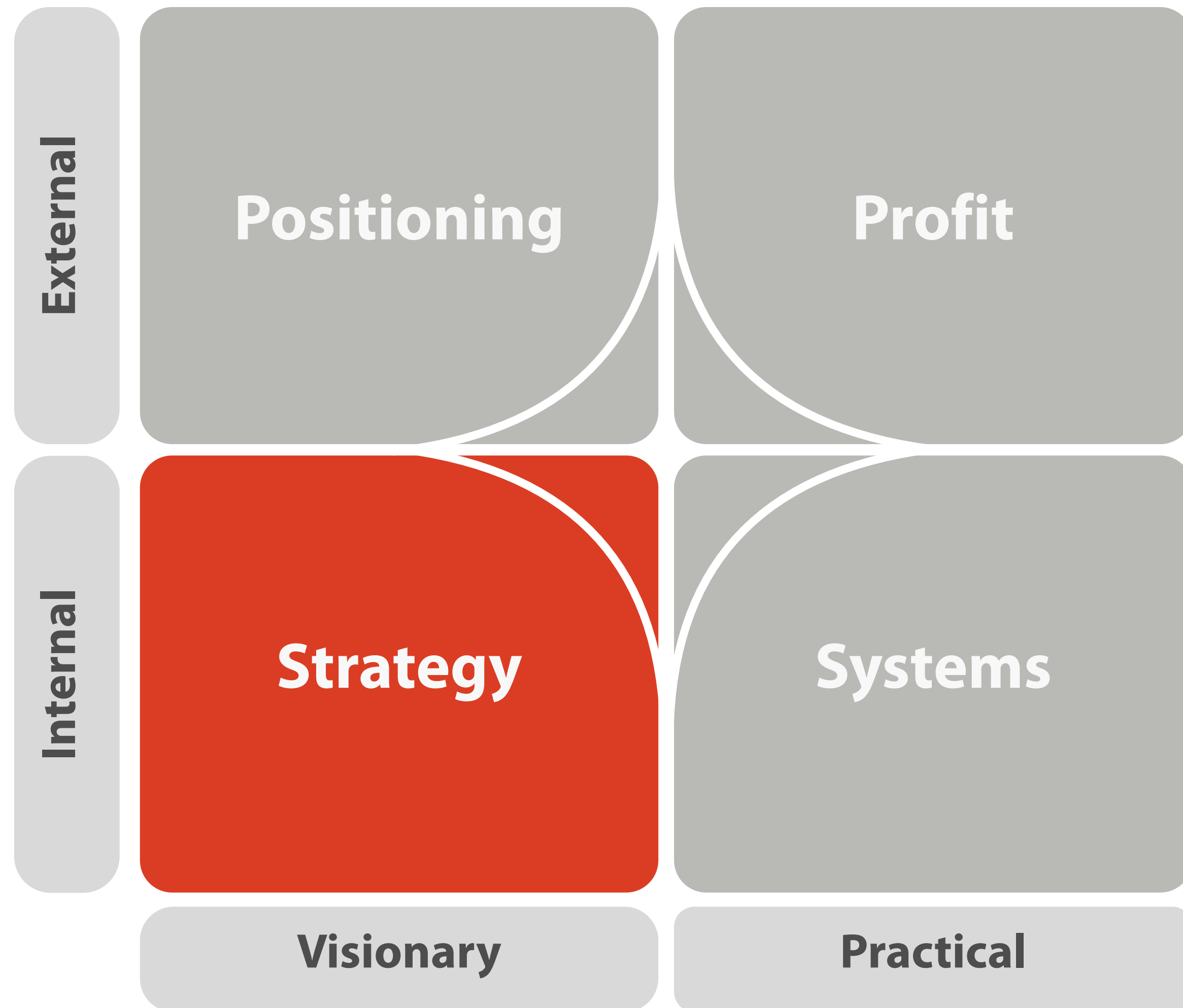




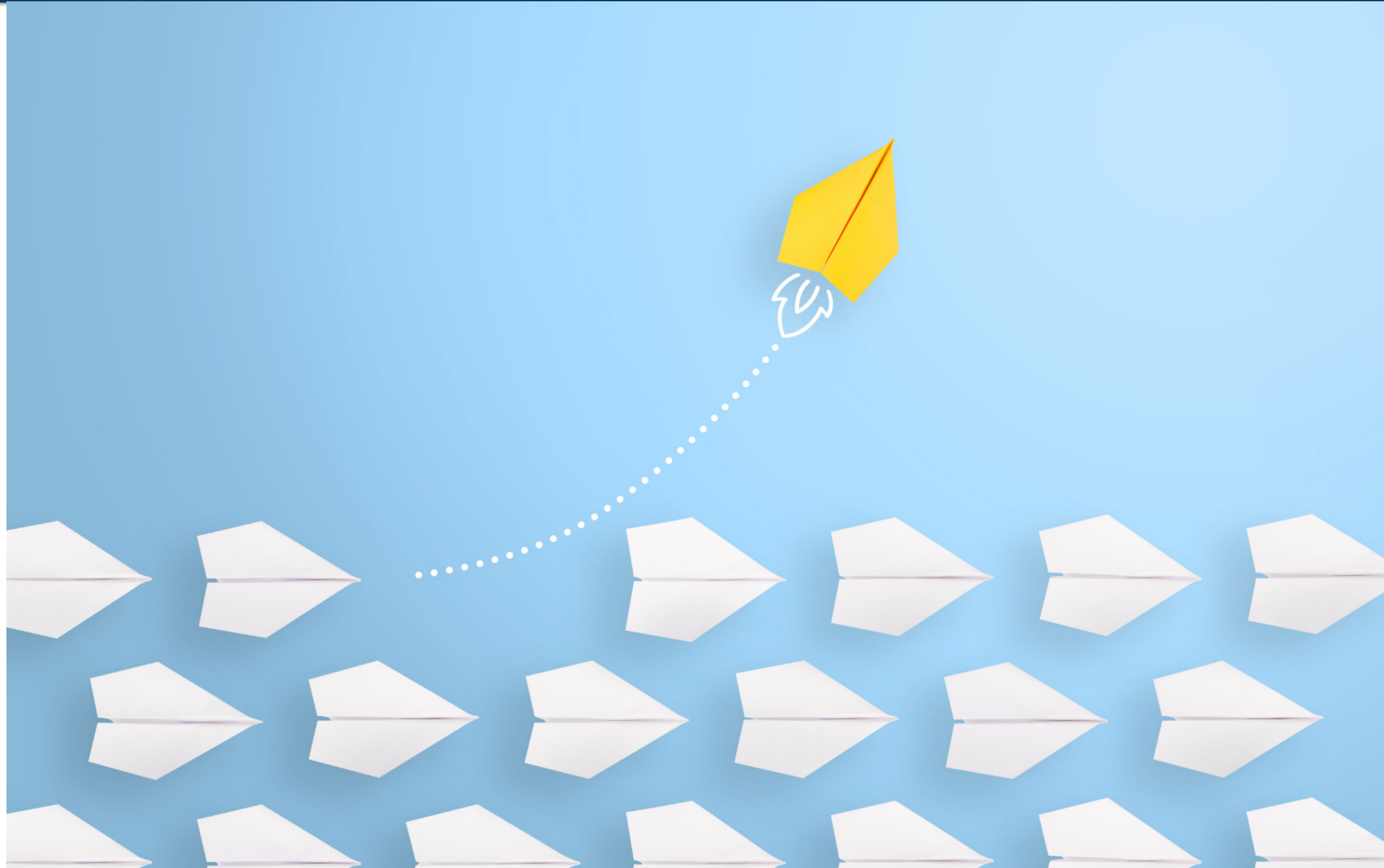




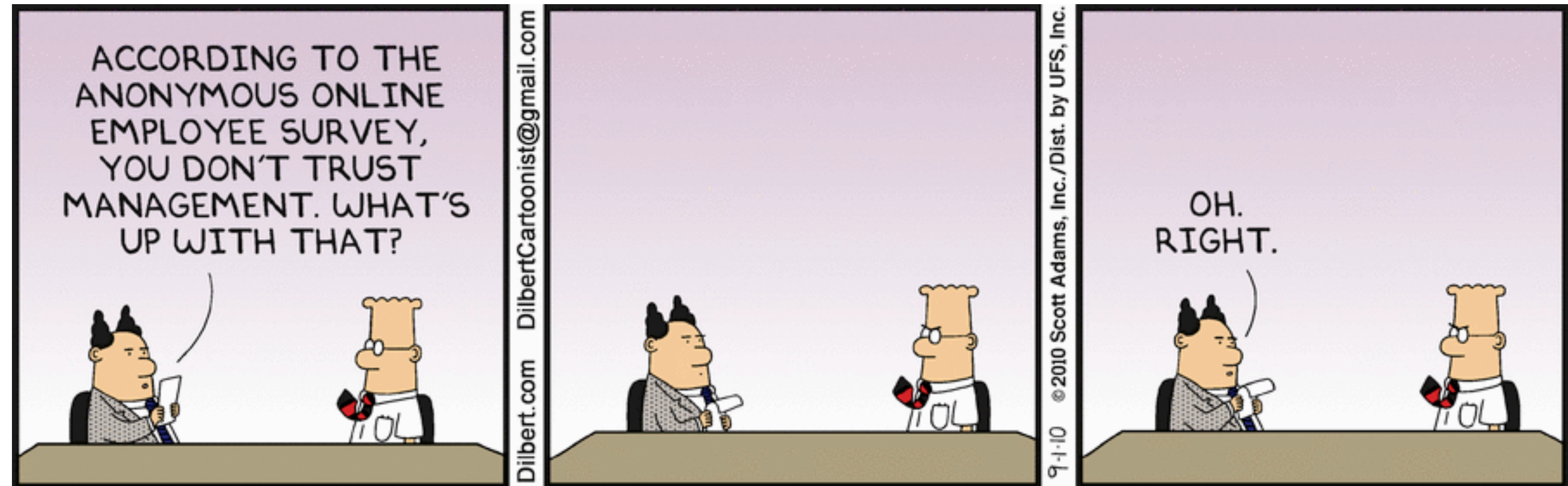
What You Decide



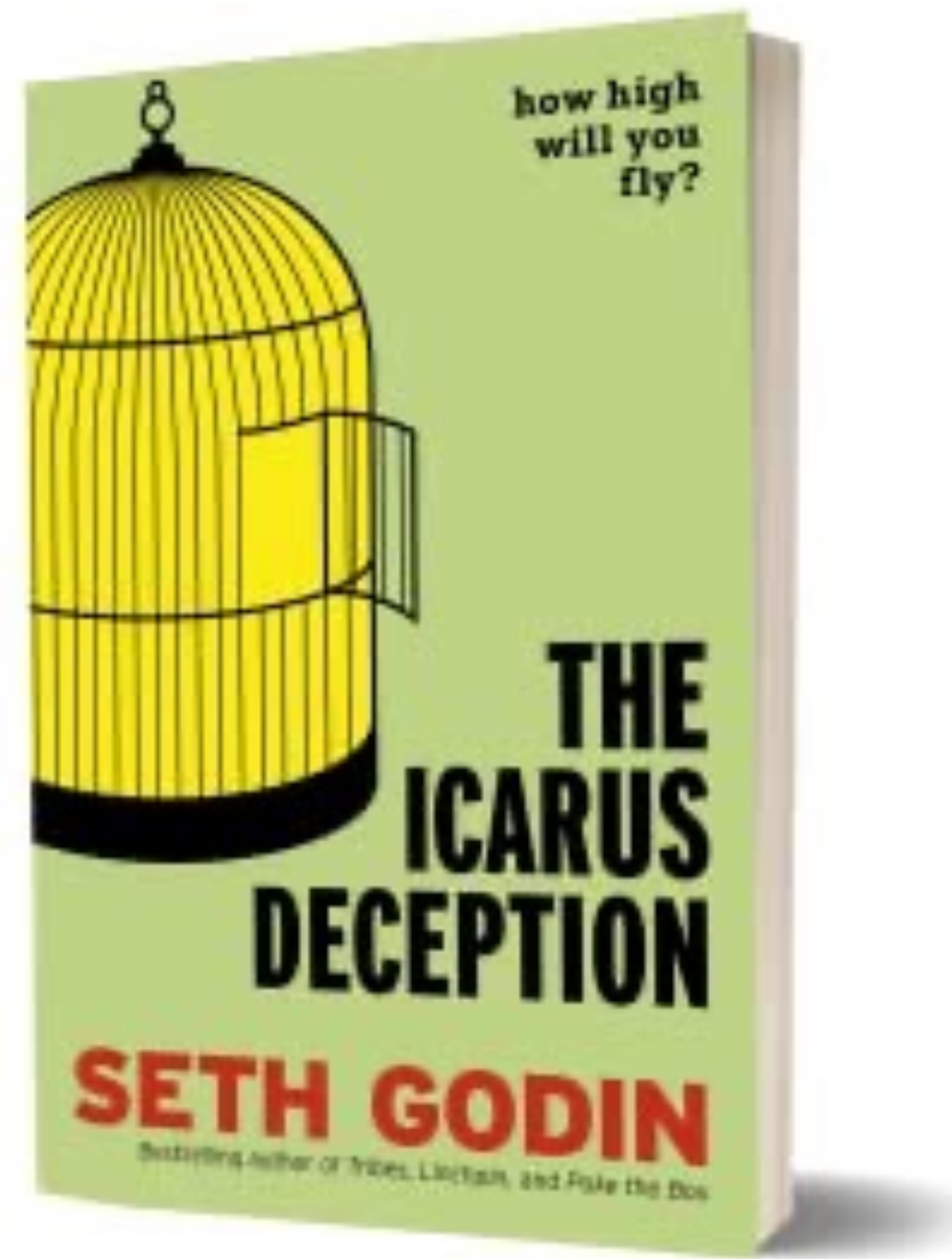
Your Uniqueness



Your Uniqueness



Don't Fly Too Low



“The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.”

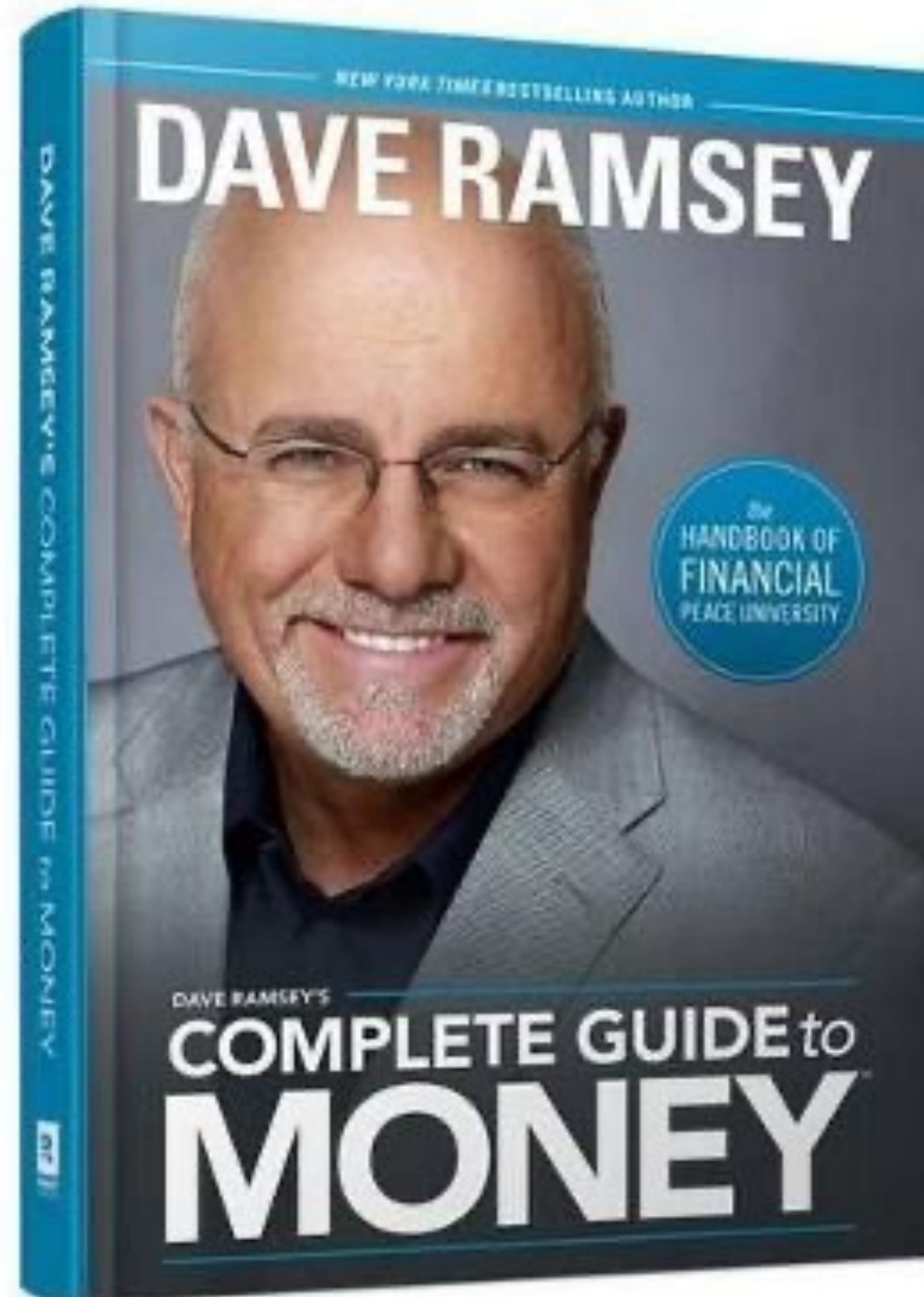


Michelangelo

Your Message

Mess+Age

Mess+Age



Distance Gives Perspective



Take Time to Compost



“I don't share my
wounds, I share the
wisdom of my wounds.”



Andrea Leda

Your Message

Mess+Age

Secrecy



“It is worth being shot at
to see how much
one is loved.”



Queen Victoria

What do you share?



Is it in service?



thought leaders

BUSINESS
SCHOOL



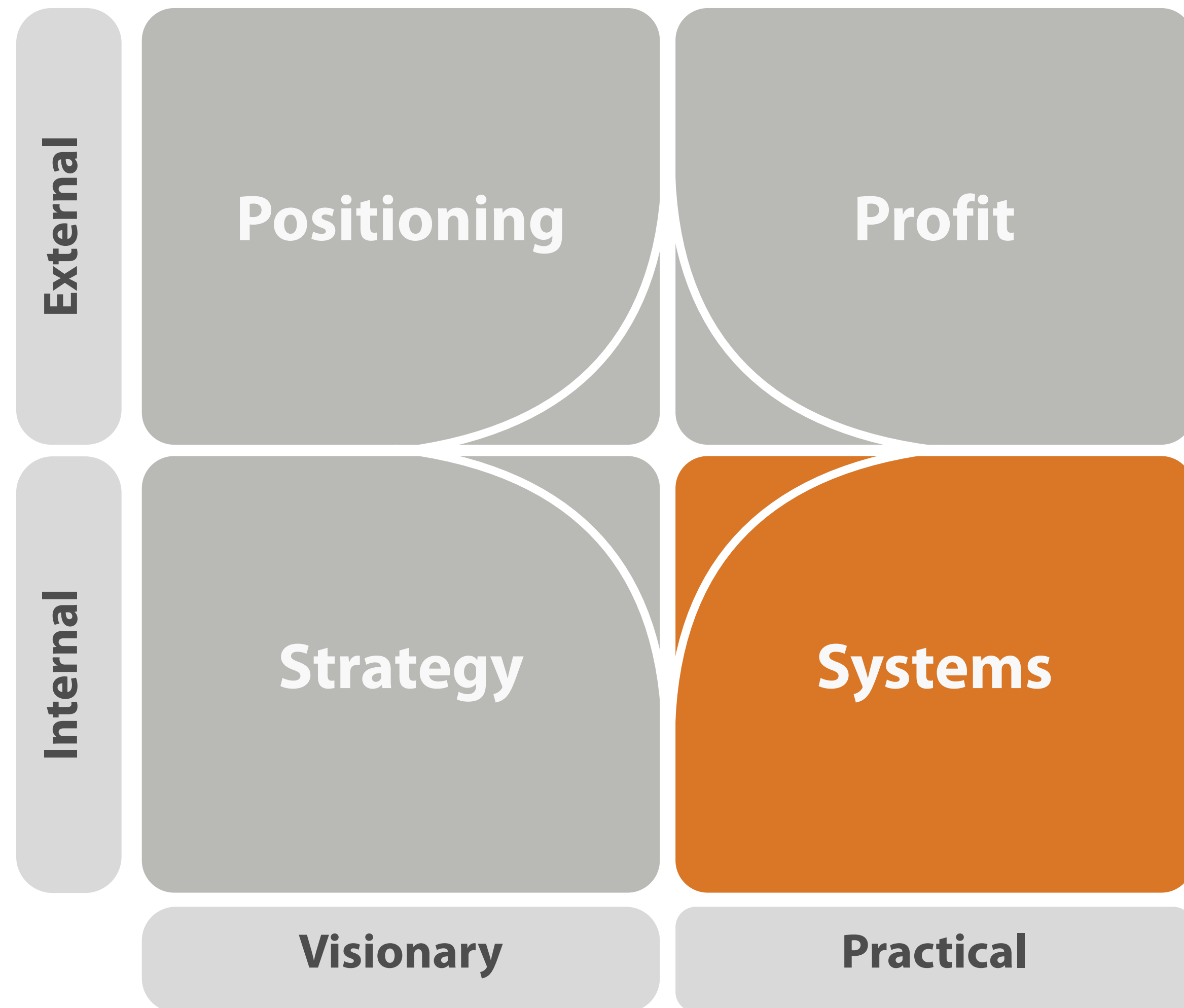
Matt Church

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us.”

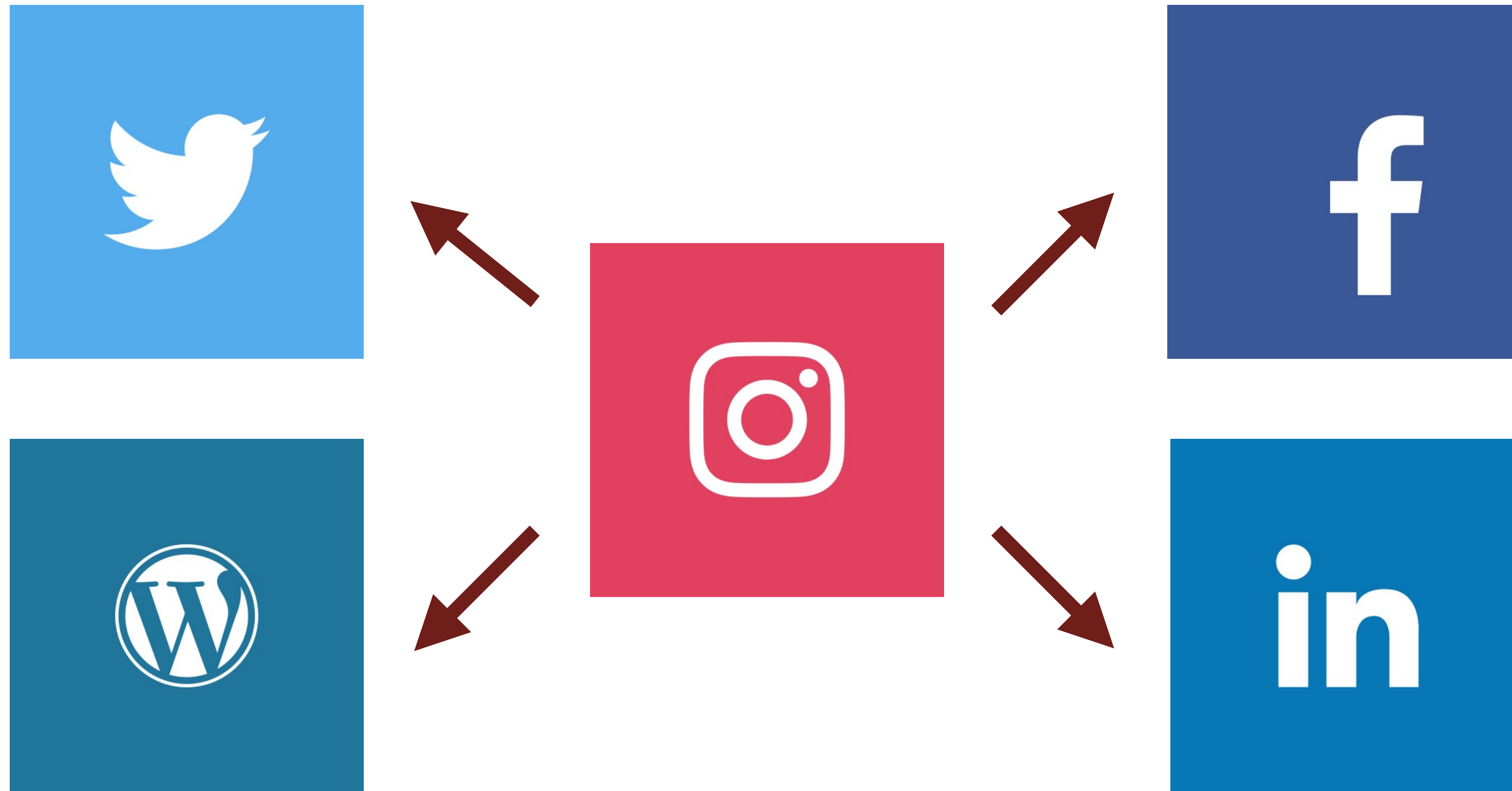


- Marianne Williamson

What You Automate



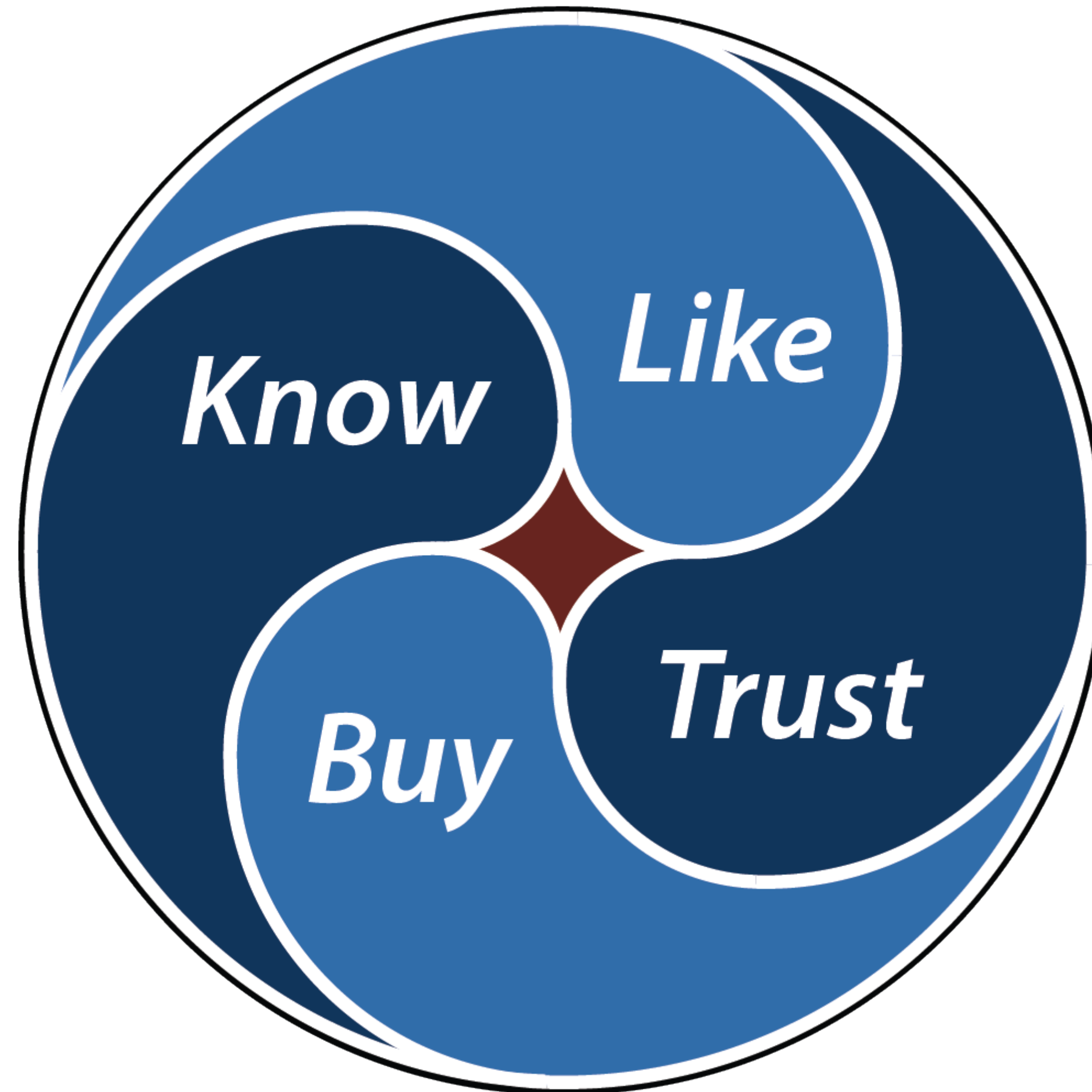
Pick one platform, automate the rest



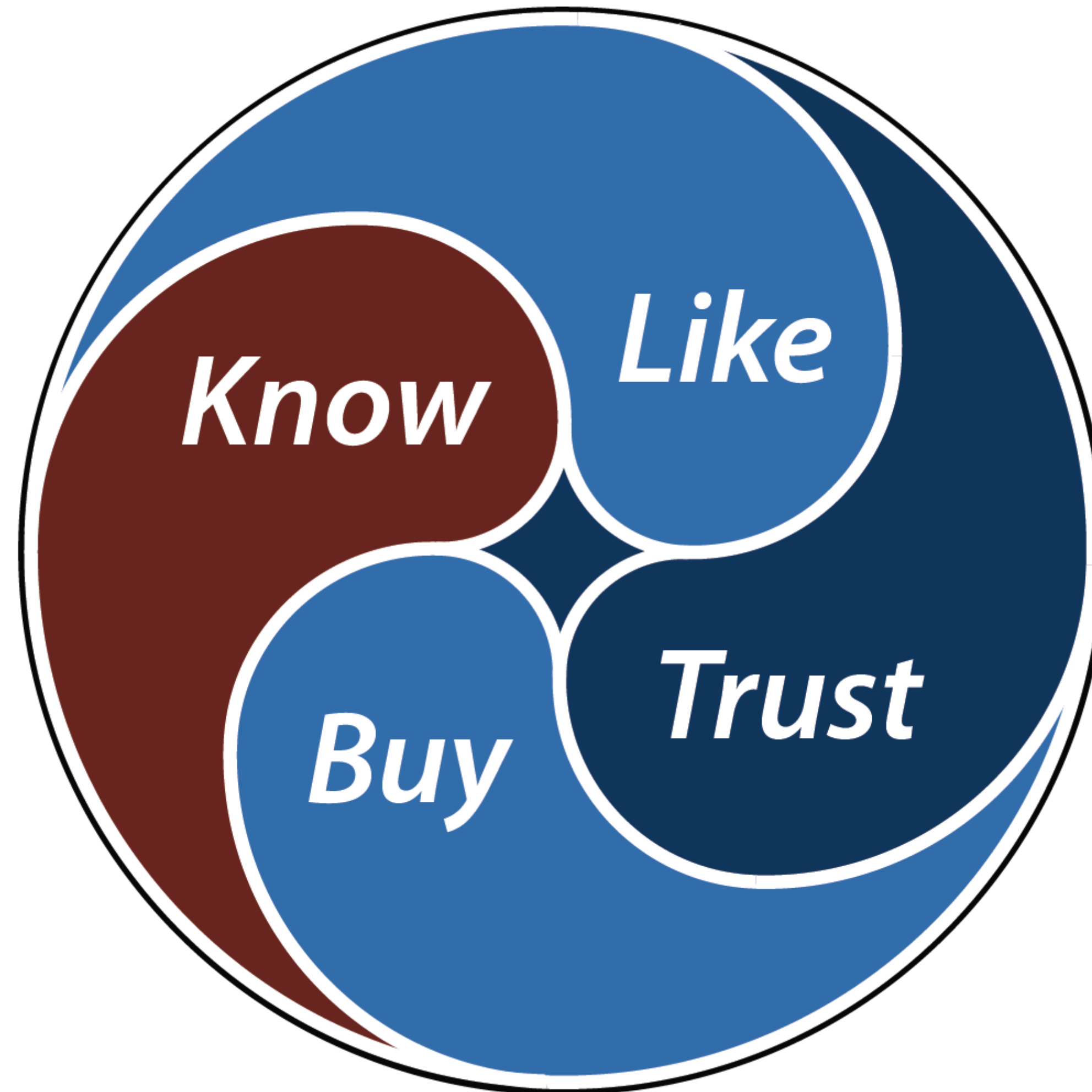
Post Solo



4-Step Marketing Cycle



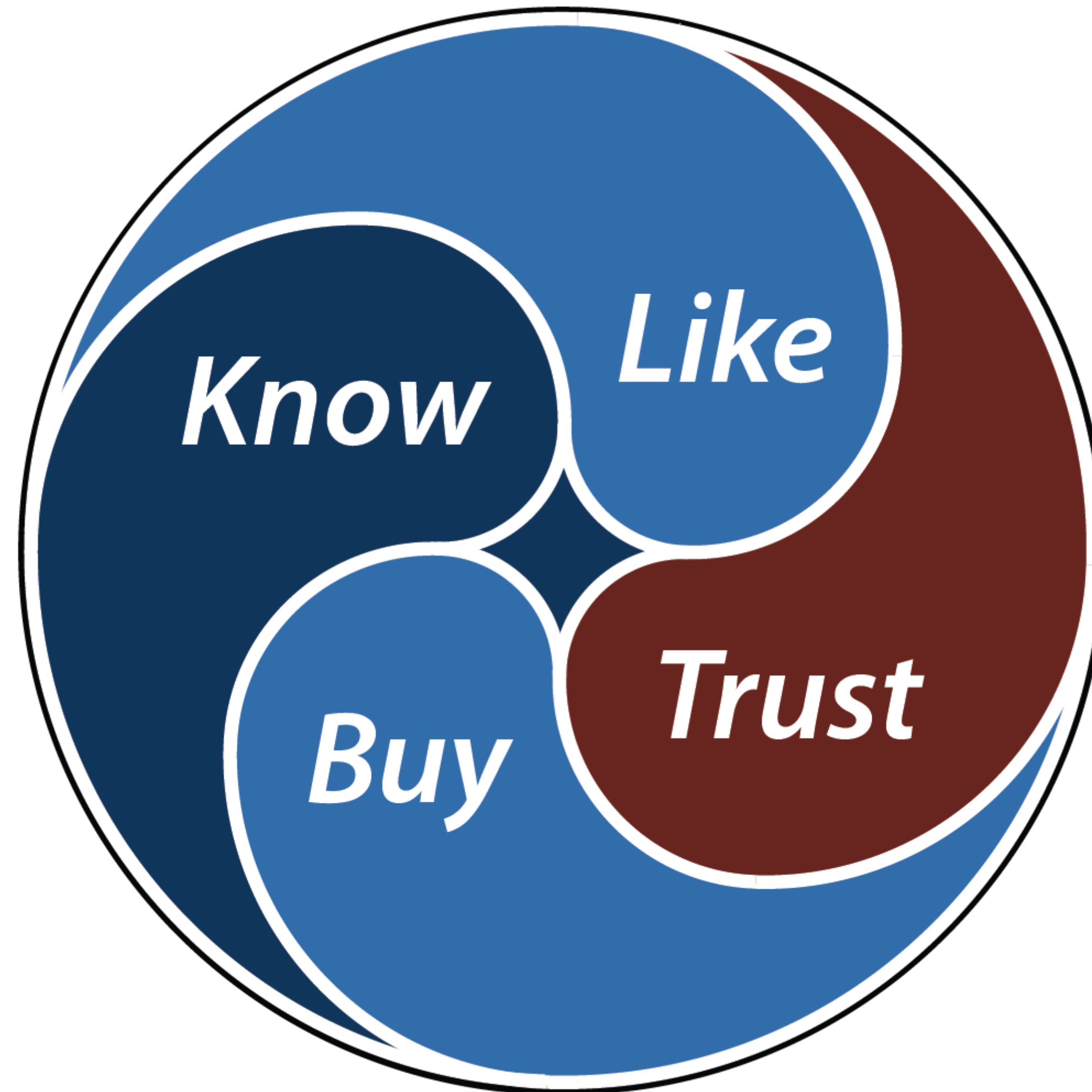
4-Step Marketing Cycle



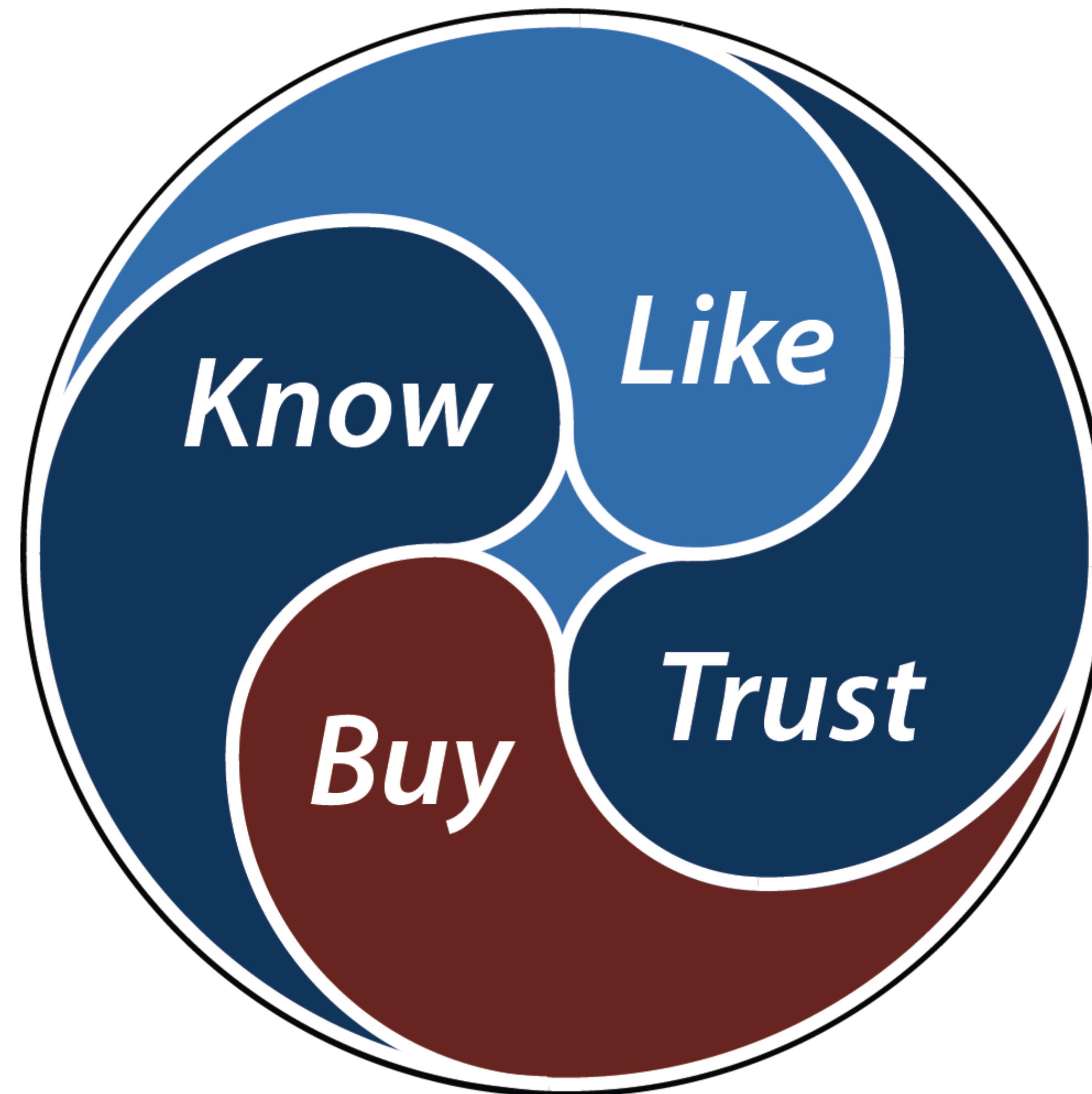
4-Step Marketing Cycle



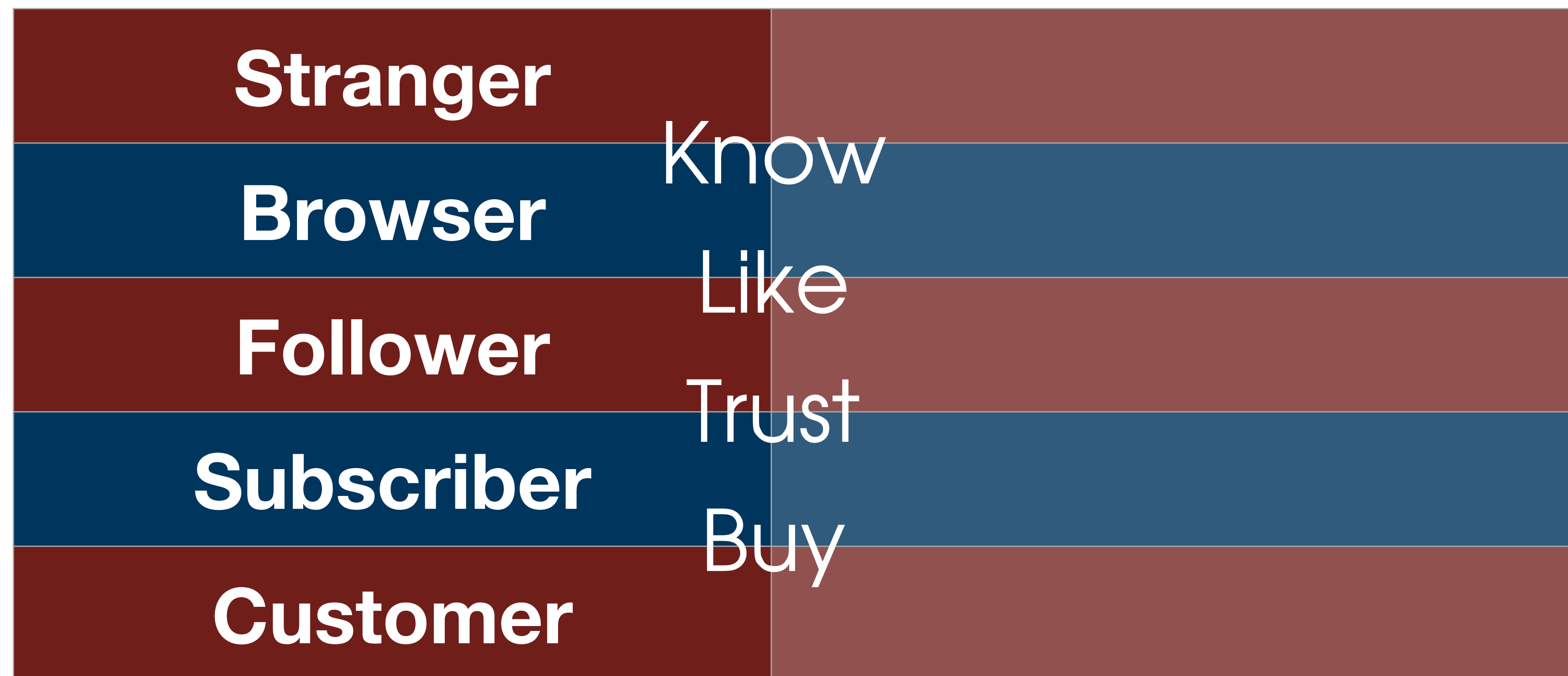
4-Step Marketing Cycle



4-Step Marketing Cycle



From Stranger To Customer



From Stranger To Customer

Stranger		Website Traffic
Browser	Know	Subscribe Rate
Follower	Like	Open Rate
Subscriber	Trust	Click Rate
Customer	Buy	Purchase Rate

“What gets measured
gets managed.”



- Jim Rohn

Conversion Study

Only 15% of website inquiries
convert right away.

Over 50% of website inquiries
convert within 18 months.

Conversion Study

Only 15% of website inquiries
convert right away.

35%

Over 50% of website inquiries
convert within 18 months.

Sales Funnel



Sales Funnel



Campaign Monitor Study

Email marketing produces \$44
for every \$1 spent



Campaign
Monitor

320% more revenue
is driven from automated emails
than non-automated emails

Email Automation





LinkedIn Study

11.4 Pieces of Content Need To
Be Consumed Before a Purchase



Case Study - ClairePells.com

“When I finally bit the bullet, upgraded to a paid plan with Mailchimp, and sent new subscribers a series of emails that shared my top blog posts, my story, and links to my services and course pages, I started getting a lot more clients and customers.”



- Claire Pelletreau

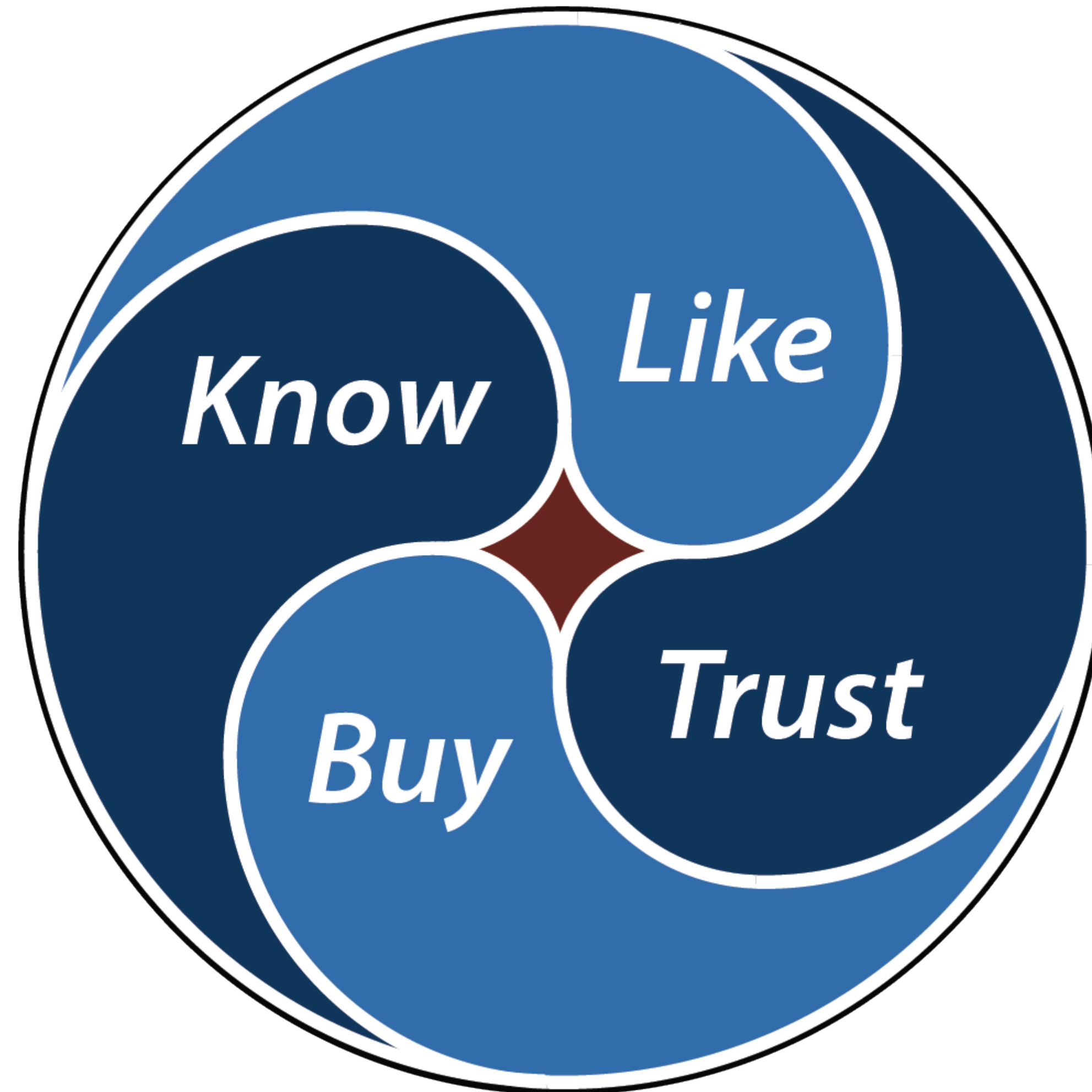
[@CaelanHuntress](#)

Case Study - ClairePells.com

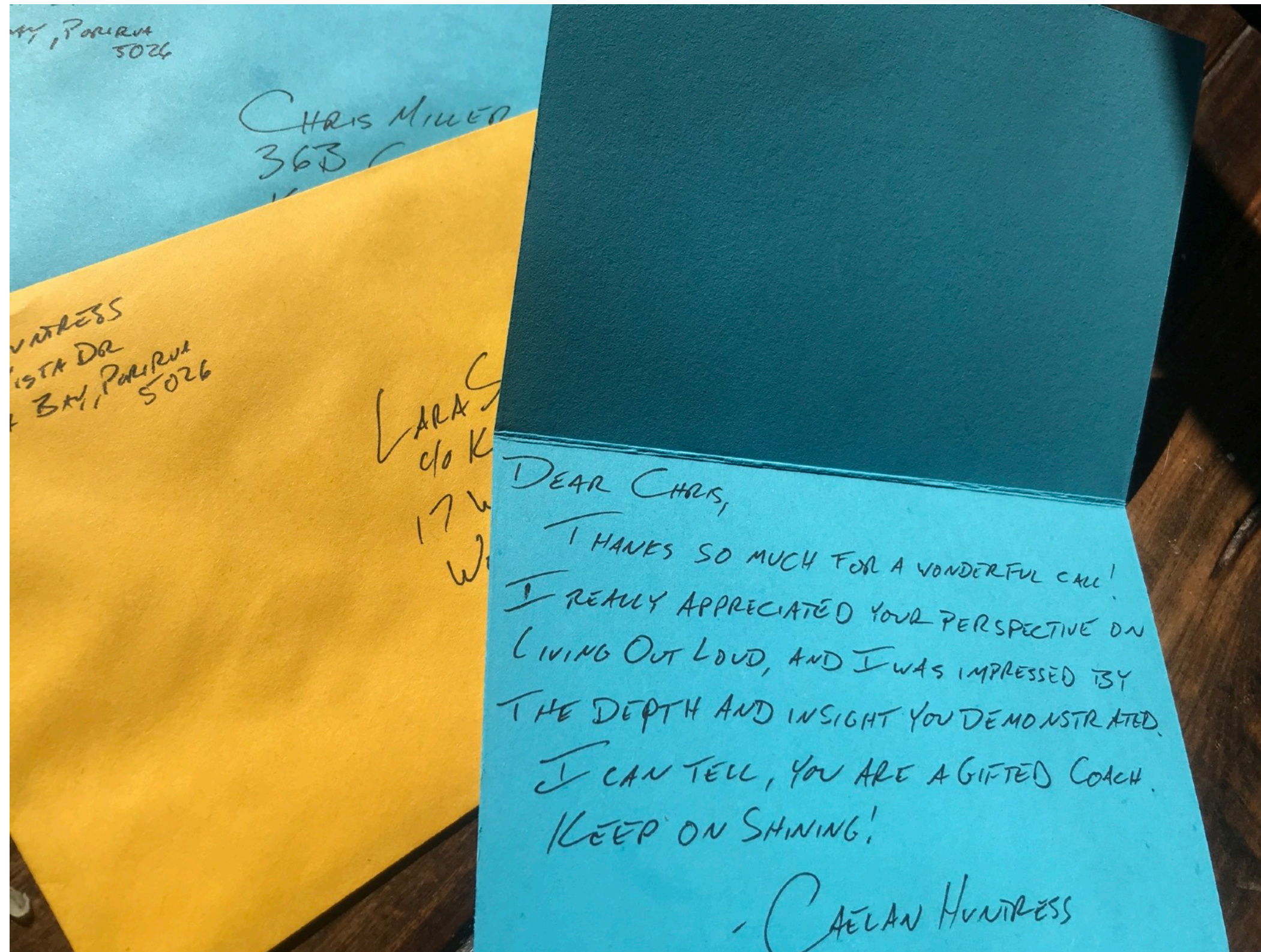
Evergreen Funnel A: 10 emails total

1. PDF delivery + pitch for tripwire, includes countdown timer in email
2. K-L-T email
3. K-L-T email
4. K-L-T email
5. 2nd pitch for tripwire, includes countdown timer in email
6. K-L-T email
7. K-L-T email
8. K-L-T email
9. 1st email pitching the bundle, includes countdown timer
10. 2nd email pitching the bundle, includes countdown timer

4-Step Marketing Cycle



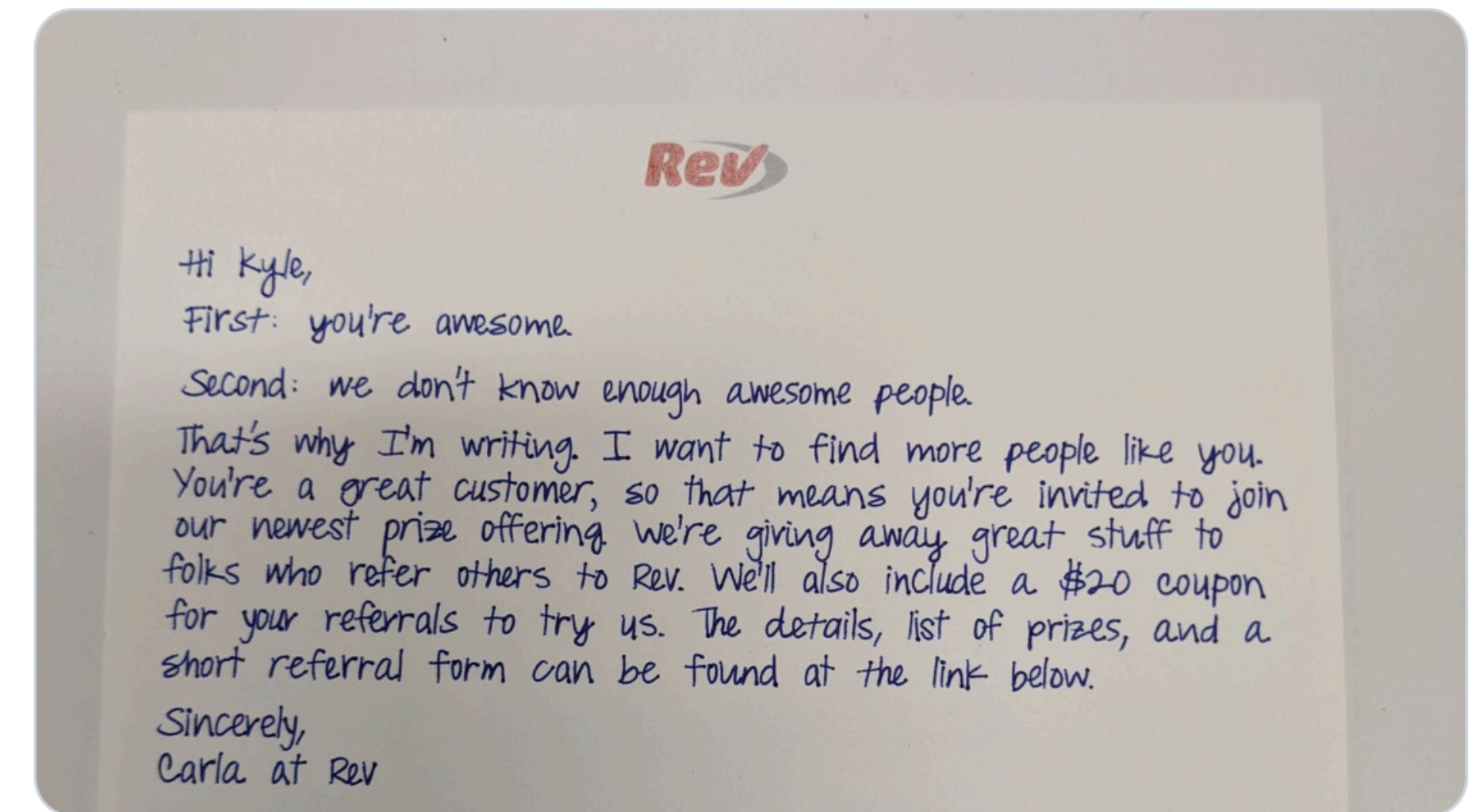
Authenticity vs Automation



Pe:p Laja @peeplaja · 1h

Real handwriting, or fake?

OBVIOUSLY fake. So it's backfiring. If you can't do a real handwritten letter, don't try to fake it. So lame.



8



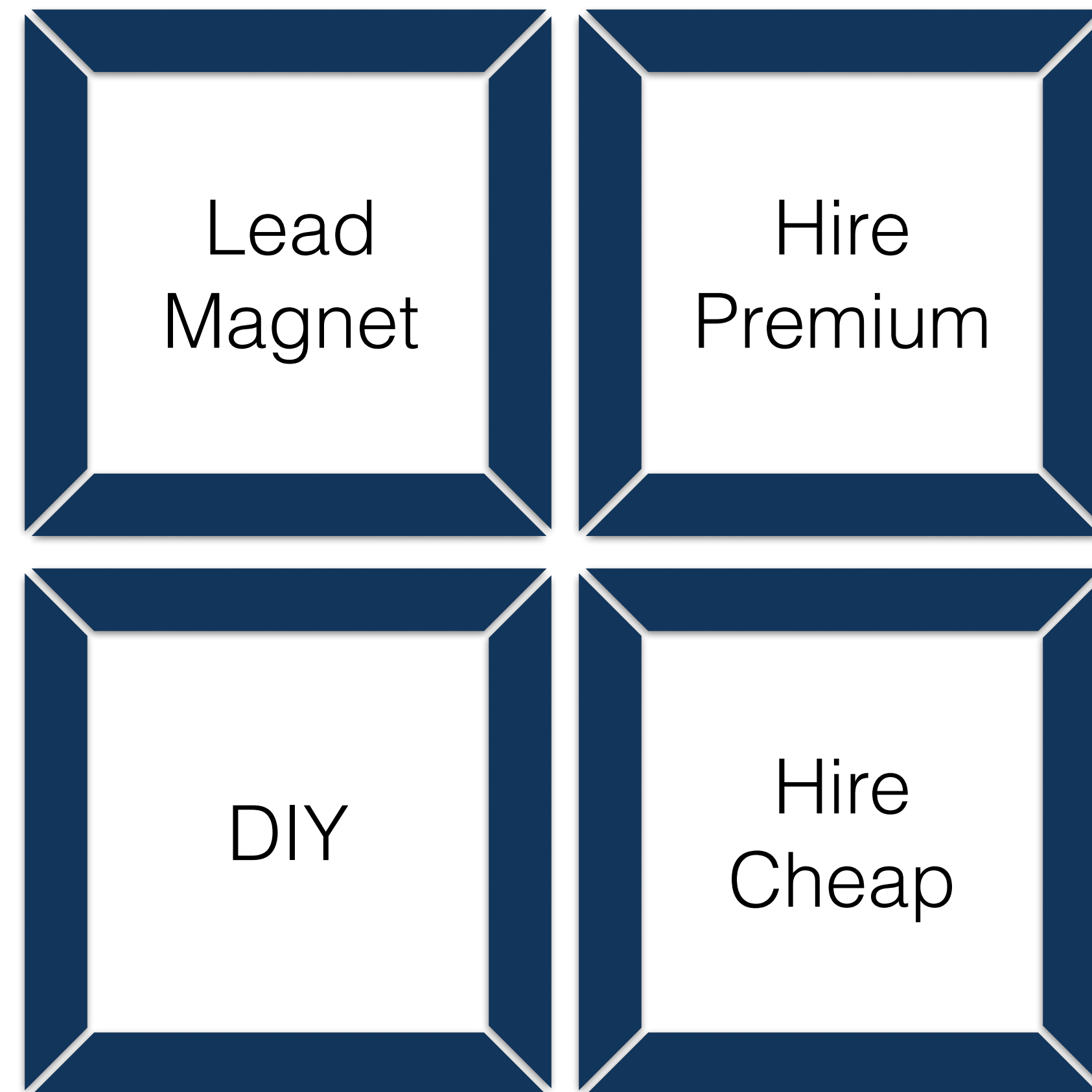
8



Difference: time and effort



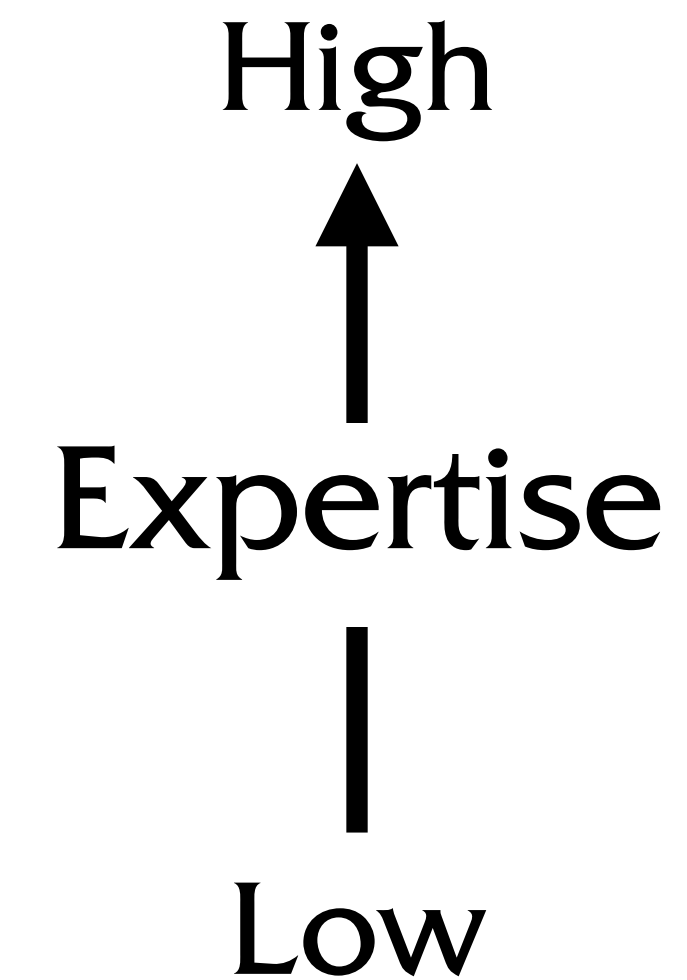
Solving Problems



Low

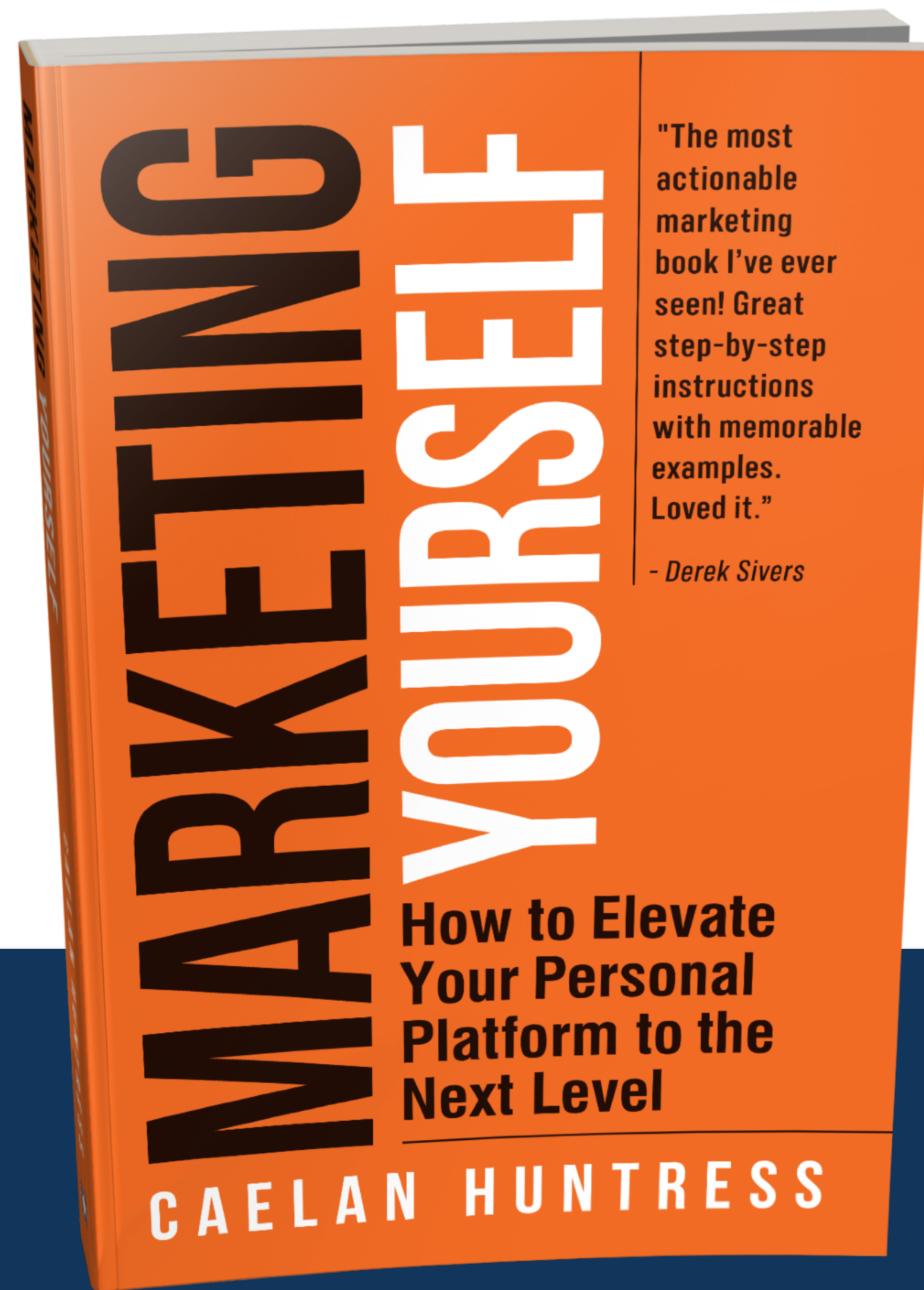
High

— Difficulty →





FREE
SAMPLE

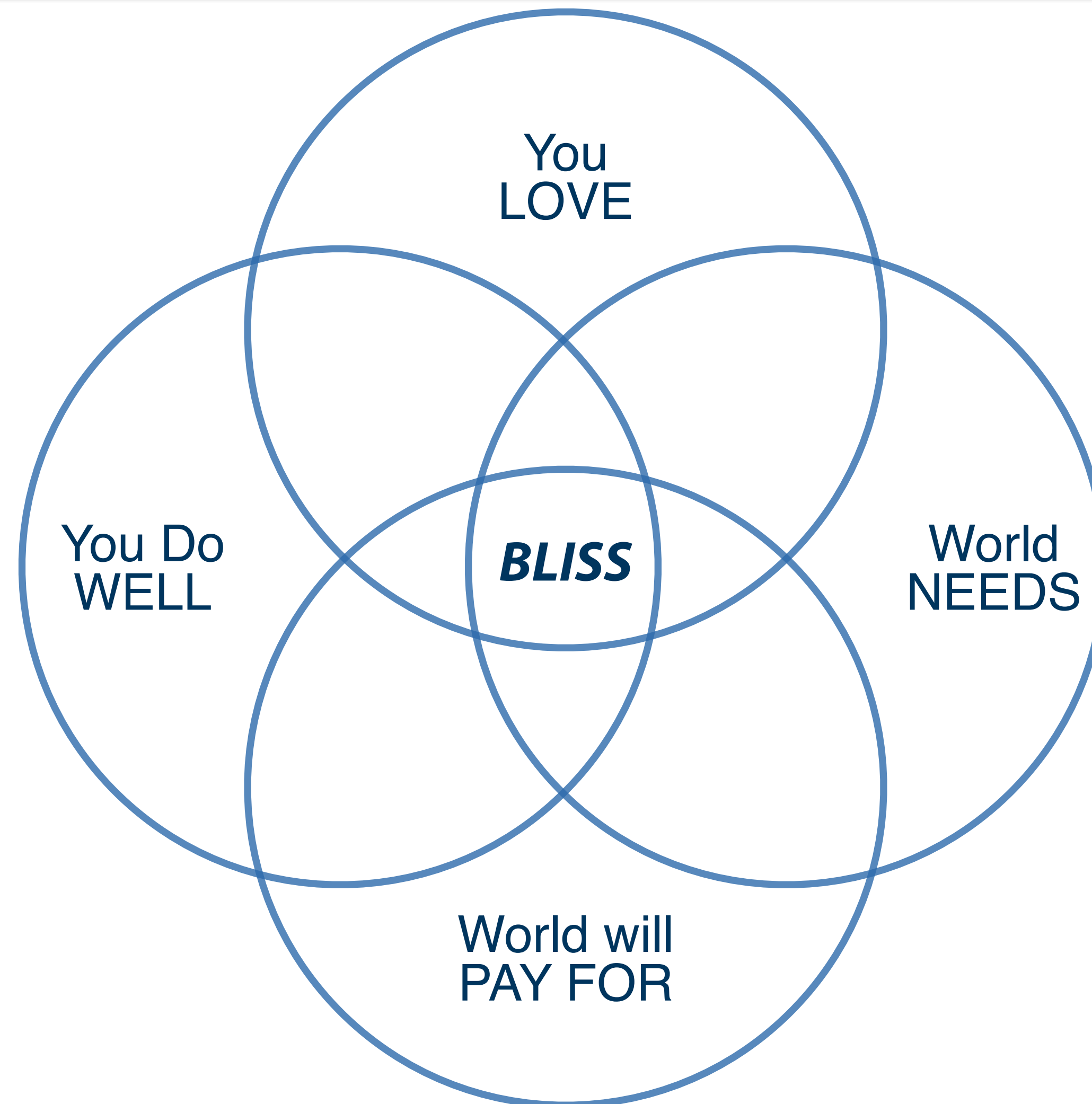


BONUS

生きがい

Ikigai

Ikigai



Ikigai



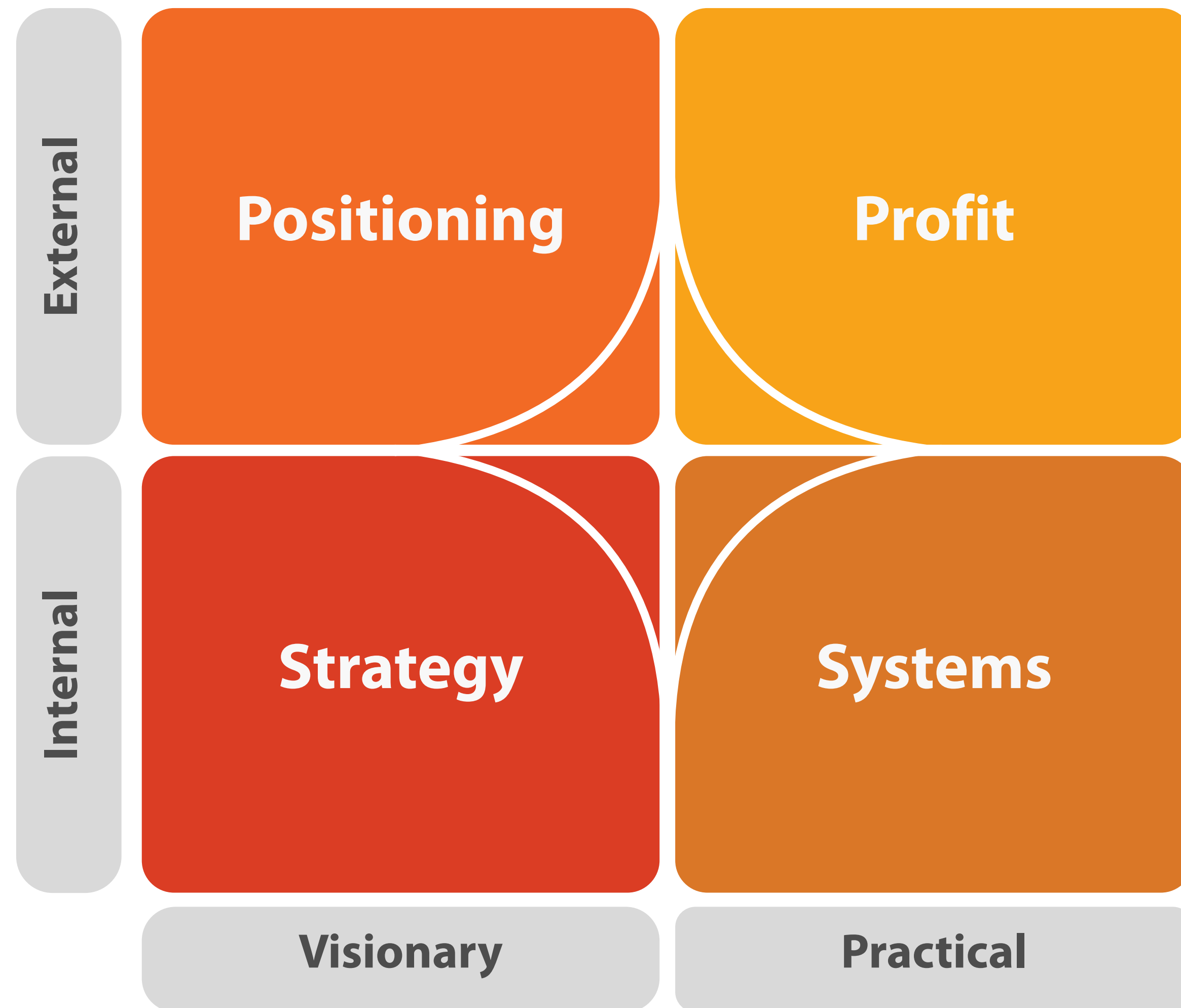
Ikigai



AGENDA

1. Craft a compelling personal statement to stand out from the crowd
2. Handle impostor syndrome and battle self-censorship
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4. Elevate your personal platform by building up the 4 cornerstones

4 Cornerstones



Marketing Yourself Intensive

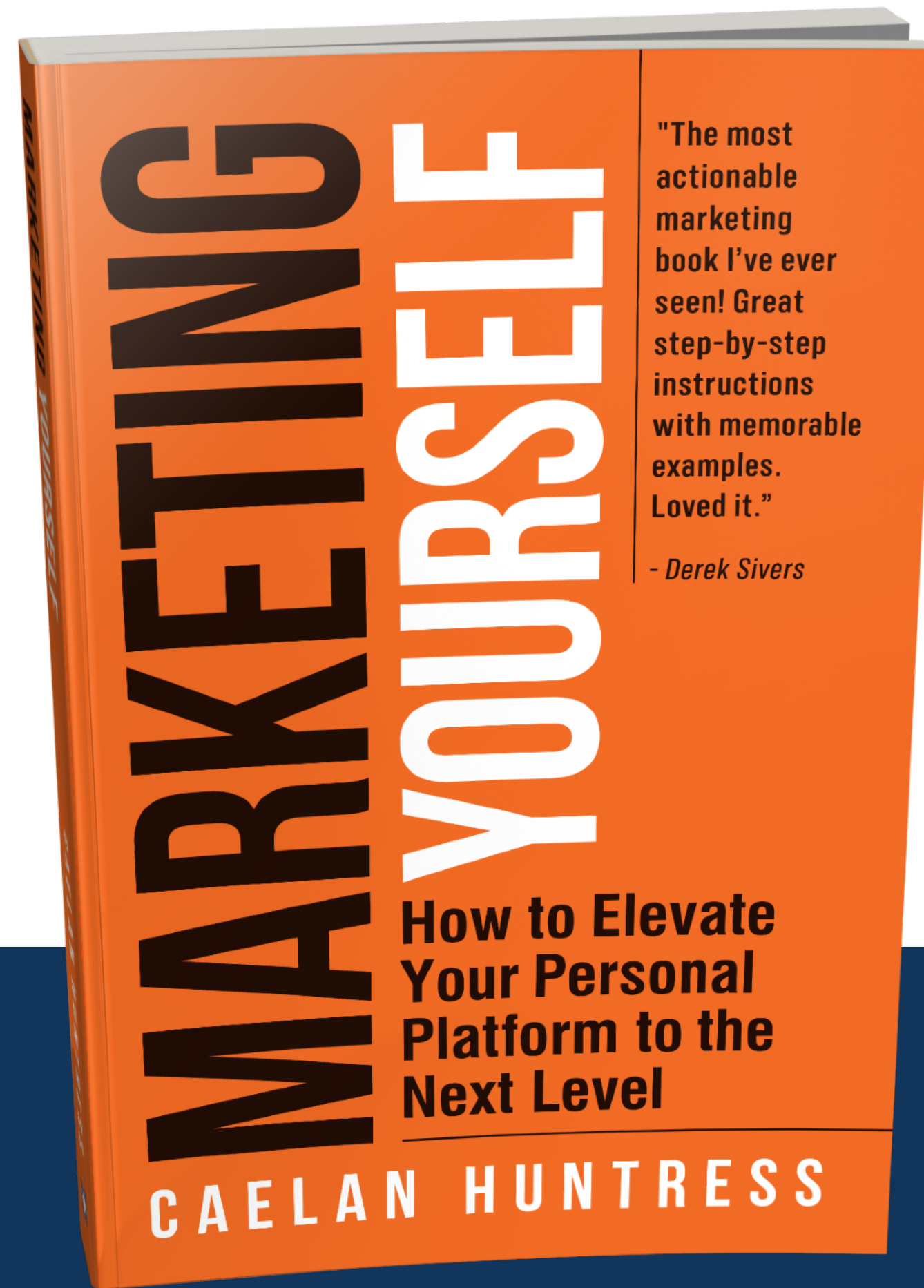


Pomodoro Technique



Marketing Yourself Intensive





BONUS

Marketing Yourself Intensive

Create repeatable systems delivering authentic messaging that converts leads into customers automatically, freeing your time for your best work

Marketing Yourself Intensive

16 Cornerstone Workbooks
6 x weekly group coaching sessions
2 x 1-on-1 coaching calls

MarketingYourselfBook.com/Intensive

Marketing Yourself Intensive



Marketing Yourself Intensive

16 Cornerstone Workbooks
6 x weekly group coaching sessions
2 x 1-on-1 coaching calls

MarketingYourselfBook.com/Intensive

Upgrade Yourself



“Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do.”



- Marianne Williamson

Stand Out and Shine



Marketing Yourself Masterclass



Presented by
@CaelanHuntress



STELLAR
P L A T F O R M S

caelanhuntress.com/masterclass/marketing-yourself/