

# Rule Your Realm!

*12 Pillars To Rule Your Realm...*

*By*

*Paul Cooley*

# Pillar #1

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## *Define Your Brand*

A Brand is the message you want to express to your target market....Which leads to a belief system about you. When you create a belief system, you create a brand people can believe in and find purpose in.

You **MUST** have a clear understanding of your brand. This includes, who you are, what you offer, what you stand for and why you are different from all of your competitors.

It's more than just a logo, color or tagline...

# Pillar #2

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## *My Perfect Target Audience*

Having a clear definition of your perfect target audience is also a MUST. Don't make the mistake many others do... Drill down and get specific.

- What makes them happy.
- What do they fear?
- Where do they hang out.
- What frustrations are they having?
- What's their mindset?
- Etc.

To Rule Your Realm, also means being able to say “no” to your “Not Perfect Target Audience”

# Pillar #3

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## *Drawing The Line*

You have to draw your line in the dirt where none of your competitors dare... You do this with a USP (Unique Selling Proposition). By having a killer USP, you can position your brand as the authority and have your target audience choose you over your competitors.

You MUST come up with a special USP or promise for your product or service that blows your competitors out of the water. Dominos did this years ago with their USP.. *“We deliver if 30 minutes or less, or it’s free!”*

# Pillar #4

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## *Focus, Grit & More Focus*

Having focus and pure determination is huge! Not allowing your negative emotions and stress get in your way can produce massive results in your brand. Not only will you keep moving forward, but you will keep your team on the right track as well.

It is also important to allow yourself to rest and renew. If you are working yourself to death, you will never Rule Your Realm, because you will be getting ruled by tiredness, stress and cloudiness of mind.

To Rule Your Realm can be a lot of work, so make sure you are giving your body and brand a chance to relax!

When working, don't allow distractions! Distractions are anything that will take you away from the desired result you are working towards.

# Pillar #5

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## *Free Your Time By Hiring The Right People For Me*

Don't get trapped in the never ending tornado of doing "everything" in your business. You **MUST** hire a team that is right for you. Or at the very least outsource the non-profit making tasks, so you can focus on the profit making tasks.

Having the freedom will also allow your brain to have a break and stay fresh and focus on your marketing & branding. If you haven't hired someone or outsourced yet, don't be afraid... You can start out easy by giving someone a few tasks that will start to free up your time.

# Pillar #6

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## *Checkmate*

Just like in the game of Chess, business is all about strategy. Being strategic is the only way to *Rule Your Realm*. You **MUST** come up with the right strategies that will produce the results you are wanting.

There are a ton of strategies to consider, such as...

- How you are going to get traffic to your web site, landing page, Facebook page or storefront.
- What you are going to do once you get that traffic. Such as, a special offer, a free report, some kind of incentive.
- How you are going to get them to a place to buy. And any up-sells you plan on offering.
- How you are going to keep those customers coming back to you.
- How you are going to turn those customers into raving representatives for your brand. There is nothing like walking billboards all showing off your brand!

You get the idea, your strategies need to be very well thought out in order to be effective.

# Pillar #7

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## *Color Outside The Lines*

Expressing your brand in unique, creative and cool ways can do wonders for your brand. In many Industries, all the brands look the same. Like they have spent their time copying everyone else. You will never stand out from the masses and *Rule Your Realm* that way!

Don't be afraid to do things differently and color outside the lines of the "norm". It's okay to be different as long as it is expressing your message in the way your target audience will respond and take action to.

So it's time to get creative!

# Pillar #8

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## *Your Battle Cry!*

Having a strategic “Battle Cry” is Ruling Your Realm and stepping it up a notch. It’s not just expressing your brand, it’s making your mark in your Industry in a way where even your competitors know who you are and tremble... It’s expressing your brand in a way that says *“I’m here, I have drawn the line and I will serve and protect my Tribe!”*

It’s not picking a fight, but it’s not being afraid of one either. As your brand gets more exposure, you gain more authority. With that authority, you are able to call it like it is and people listen. It’s protecting your clients, customers, fans & even prospects from the lies that your Industry is producing.

Most will not be comfortable doing this, but like I said... It’s Ruling Your Realm and turning up the heat. The results that come from doing this can be monumental.

# Pillar #9

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## *Be Social - Do Social*

While a big focus of your brand might be digital, it's important to be Social too. To *Rule Your Realm*, it's a good idea to have a combo of "High-tech" & "Hight-touch". Meaning, you can't just relay on technology and automation, you much be social. This can include:

- Sending out Holiday Cards to your clients & customers.
- Taking time to learn about them and not just sell. Basically, making about them and not you.
- Respond to Tweets, updates, blog posts, emails & phone calls.
- And much more.

Be creative and don't be shy. Have a good Social Media Marketing Plan in place and stick to it.

# Pillar #10

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## *Make It About Your Tribe*

It's important to remember, unless you are a brand like Apple, people are not loyal to logos, they are loyal to people. When it comes to Social Branding, it's not about selling. It's about building a "tribe" or community of loyal fans & followers, then converting them over into customers and clients.

As you *Rule Your Realm*, you are building, growing, nurturing and protecting your tribe. Think about ways that you can do this in a genuine kind of way. You get this and you will have clients and customers for life!

This is why Pillar #2 is so important.

# Pillar #11

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## *Tweak & Adjust*

With every strategy you implement, you need to pay attention to the metrics. You **MUST** know your numbers and know when you need to tweak & adjust your strategies and so on.

You will never Rule Your Realm if you don't know your metrics. If you don't, you will go broke!

Make sure you are always testing, split-testing, monitoring and adjusting your messages, campaigns, headlines, sales copy and what you share through Social Media platforms.

Use the tools that are available to you to track links, gather analytics from your web site and so on. It's a must!

# Pillar #12

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*Don't Settle... Raise The Standard!*

A powerful way to get greater exposure, change lives and Rule Your Realm all at the same time is to never settle for mediocrity. Never compromise your beliefs and standards. When you stand for something and raise the bar, you will stand out from everyone faster than anything!

If you see something that isn't right in your Industry, stand up against it and you will be a hero to your perfect audience. Hold yourself and your business to a higher standard in every area and your brand will reap the rewards.

Make your brand more than just a business. Make it have a great purpose and change lives and your brand will live past you.

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