

# BR&

THE BUSINESS MODEL FOR MODELS.



# what is a **brand**?

**A** brand is the way a product, company, or individual is perceived by those who experience it. The individual then develops a feeling associated to the brand. The feeling ultimately leads to action, or non-action.

**Branding** is the act of forming a positive perception. This is done with a strategic plan that forms a personality with which the targeted consumer will identify, interact and engage with.

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personal branding

Competence.  
Connection.  
Courage.  
Character.  
Credibility.

CAM BRAND

creating your **brand.**

[cambrandx.com](http://cambrandx.com)

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# CAM BRAND steps of **success.**

To help develop your brand, Cam Brand X uses a seven-step approach. Because you are essentially your brand, this strategy simply presents you to consumers in a way that encourages them to pay for the value of your performances. As a collaborative process, your vision and objectives will be planned with a clear direction to achieve them. Much like using GPS when driving, this journey has the goal of reaching your desired destination.

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seven steps to success

1. Build the foundation.
2. Identify your target audience.
3. Create irresistible content/offers.
4. Develop your digital presence.
5. Identify the content strategy.
6. Create visibility strategy.
7. Build your audience.

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step one: **foundation.**

# the **foundation**

As with anything that is built, whether it be a house, a friendship, a marriage, or a business, the stronger your foundation, the higher your chances of success become.

The core of your brand's foundation is how **authentic** you are. While as a webcam model you are, in essence, an actor, this is still vital. This is not to suggest that you make your whole life accessible. It is only to say that you as a webcam model shouldn't be completely different than when you aren't working.

In order to lay the foundation, it is necessary to identify those parts of you that will help in creating your brand.

## Your skills & talents.

Identifying your skills, talents, and strengths will help to form your value – your edge up on other webcam models.

## Your passions & interests.

By incorporating what you are interested in and passionate about, it will be easier to identify and interact with your target demographic. Shared interests also provide insight on motivators, etc.

## Your core values & limitations.

It is crucial that you've identified what you believe in and what you don't. What you are willing to do in a performance, and what you're not. This is necessary for consistent brand messaging.

**With these components, we will form the brand's vision, mission, messaging, and personality.**

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step two: **target audience.**

# the **target audience**

The most widely made mistake by new brands is trying to appeal to everyone. It is impossible. **Everyone will not want your service.** Once this is understood, it is important to identify who you/your brand will appeal to.

To best identify who your target audience is, or will be, we will help you build a "client avatar". Once formed, this will develop a profile of your ideal customer. Your brand's architecture is then built using the foundation and melding it with the characteristics of your target audience. Basically, it matches your strengths with who those strengths attract. This is valuable insight for the next steps. It provides answers to many of the questions on how to go forward and get your brand out there – efficiently and successfully.

## **Audience demographics.**

A demographic is basically a specific sector of people. We will look at sectors of age, gender, education, relationship status, income, and profession.

## **Desires and aspirations.**

We will gain an understanding of what the audience is looking to accomplish. What do they want now, in the near future, and in the future? This allows a short and long-term strategy to be created.

## **Pain points and challenges.**

This looks at what they don't like and what prevents them from getting what they want. With this understanding, we can work to create solutions to overcome obstacles for a better chance of earning their trust and business.



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step three: **content/offers.**

# the **content/offers**

Now we know what you are the very best at. We also know who your audience is and how they think, act, what they want, and what prevents them from getting what they want. Now, it's time to look at all of these factors together. When considered as a whole, we will be able to create content that gives us the best chance to attract our customer. We release that content in places that we know the audience will set eyes on it. And then we create an offer that motivates them to act and engage with it until we reach our goal of generating earnings from them.

The content we create and offers that we extend need to prove to the target audience that you are simply the best. They will consider hundreds – if not thousands – of other webcam models. Our job is to attract them – silently – within 3 seconds and get them to act.

## **Formula for success.**

The formula is simple. We take what you love to do, what you're best at doing, and what your audience wants the most. These are the ingredients that form the perfect content and offer to attract the audience.

## **Part I: What you do.**

This is called your value proposition. It is what you offer the audience in exchange for making payment.

## **Part II: How you do what you do.**

This is how we create the process and methods of offering your show. There are several structures that can make you unique and offer something different. This allows you to stand out among the many competitors trying to attract the same audience.

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step four: **digital presence.**

# the digital presence

This step to success is designed to transform you from a webcam model on a multi-cam website, like *Chaturbate* or *OnlyFans*, into a web personality with your own identification.

By creating a website and optimizing it for organic growth on major search engines like Google and Bing, we create a destination to which your audience can travel for you – and just you. This is, perhaps, where most of the brand's growth and scale will occur.

Through our process, we drive your audience from the large cam sites on to your own. With this effort, you increase the money you earn – no commissions to the other sites, get the data needed for future strategy, and open up other revenue streams like merchandise, memberships, and personalized content. This will help to create an omni-channel brand presence and maximum earning opportunity.

a presence that presents success.

- Identify goals
- Plan the website's scope
- Create sitemap and wireframe
- Create brand identity: logo, tagline, etc.
- Polish the brand's look, tone, voice
- Develop & test the customer's journey
- Test website functionality & UX (user experience)
- Publish & monitor user activity
- Retain data for ongoing strategic positioning
- Ongoing evaluation of brand and website's market strengths, weaknesses, opportunities, and threats (SWOT)



step five: **content strategy.**

# the **content strategy**

Although creating compelling content for the original launch of the brand, it is an ongoing process. The strategy of creating and distributing brand content is an ever-changing but planned process. The content that we create must reflect changes in the audience's behavior, feedback that improves engagement, responses to know demand, and preparation for forecasted trends or repeated behavioral and spending cycles.

The content we create will be a mix of content types, topics, beneficial search keywords, niche interests of which we can take advantage, and other factors when looking at the overall strategy – like days, seasons, times, geographics, language, etc.

**Content is king. Cam Brand X is the king of content.**

## Content types.

- Articles
- Videos
- Podcasts
- Webinars
- Online events
- Lists, rankings, opinions
- Infographics
- Slideshows
- Misc. engaging posts, etc.

## Medium types.

- Own website
- Directories
- External sites (Pornhub, Youporn, etc.)
- Affiliate sites
- Social media
- Email
- Partner models & Cam Brand X outlets



step six: **visibility strategy.**

# the **visibility strategy**

This strategy encompasses those developed for digital and content. It defines what platforms and mediums are most effective. It looks at who else presents to your audience, how we access these entities, through what media, and with what content we've created.

Basically, this strategy defines where people can find you – what medium. How we communicate the brand's value proposition – images, videos, bio, etc. – and what call to action we motivate them to take – go to website, give email address, answer poll, etc.

A part of the omni-channel approach, it homes in on other venues that may be beneficial to your brand. It focuses on what we want, monitors its performance and is scaled up or eliminated based on results and data. It forms how the audience sees you, how accessible you are, and venues with which the brand is aligned.

## Channels of visibility.

- Cam sites
- Porn sites
- Erotic merchandise sites
- Adult blogs
- Partner / joint venture platforms
- Social media platforms
- Search engines
- You tube channels
- Industry influencer platforms
- Directories / listings
- Review sites





step seven: **audience building.**

# the **audience build**

A never-ending and always important step is continuing to build your audience. Creating a community around you, in other words. The more people who become part of your audience – the more community members you have – the better, obviously.

Let's face it: you're in sales. You are selling your brand, your look, your message, your performance, etc. The more people who engage, the better your chances of making more and gaining more attention through referrals, repeat business, attention from major outlets, etc.

It is important though, that the brand continues to give the audience what they got to motivate their engagement. The more opportunities they have to get what they want – the better chance of them spending money you have.

## Audience building blocks.

- Social media groups
- Live events
- Limited opportunities
- Engagement channels – Q&A, chat, etc.
- Partnerships with other models – joint building
- Unique opportunities
- Giveaways / contests
- Many more methods

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