



# BUILD YOUR OWN BRAND

## SALES & MARKETING PROGRAM

## How to Harness the Secret Powers of Personal Branding!

What is Personal Branding? Your personal brand is the values that your friends, family, co-workers, and the marketplace associates with your name. What values do you stand for? How do you make that clear to the world around you? How do you achieve your goals by being clearer and more visible? By developing your Personal Branding.

Personal Branding describes the process by which individuals differentiate themselves through identifying and articulating their unique value proposition (UVP) to achieve a specific goal. Many other people bring the same products, services and skills to the marketplace that you do. So why is it that some people just seem to stand out? Chances are, consciously or unconsciously, they have created their own unique personal brand. Personal Branding is not about applying a thin layer of veneer. It's about getting in touch with your authentic self – what's true and real and genuine about you. It's about harnessing the values you live by and the passions that drive you and presenting the real you to others. "Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of personal branding.



### Program Goals

#### What you will learn:

- ✔ Recognize the importance of a personal branding
- ✔ Understand what a brand is and is not
- ✔ Learn the key steps in building a personal brand
- ✔ Begin your personal branding journey
- ✔ How to leverage and harness the powers of the internet and search engines such as Google, Yahoo and Bing to build and enhance your personal brand

#### Understanding the nature of Personal Branding:

- ✔ Techniques for managing your personal brand
- ✔ Recognize techniques that will enhance your personal brand
- ✔ Avoid personal factors that inhibit you from being authentic

#### Understanding the Personal Branding Process:

- ✔ How to discover, create and maintain your brand
- ✔ How to differentiate yourself from the competition
- ✔ How to gain confidence in your abilities
- ✔ How to increase your visibility and presence in the marketplace
- ✔ How to achieve your goals and objectives



#### Who should attend?

- ✔ Individuals or organizations that are interested in developing or revitalizing their brands
- ✔ Individuals or organizations just starting out that need to create a strong personal brand
- ✔ Individuals or organizations experiencing confusion among employees about their brand
- ✔ Individuals or organizations not quite sure how to explain to people what they do
- ✔ Individuals or organizations that want to motivate themselves and build momentum and excitement around their own unique personal brand



#### Duration

- 45-60 Minute Keynote
- 2-4 Hour Breakout Session
- 6-8 Hour Full Day Training

This program can be customized for any event including:

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|------------------------------|--------------------------|
| ✔ Breakfast / Lunch / Dinner | ✔ Management Conferences |
| ✔ Recognition Ceremonies     | ✔ Corporate Retreats     |
| ✔ Sales Meetings             | ✔ Special Events         |