

CUSTOM 1:1 COACHING PROGRAM:

# UNLEASH YOUR PERSONAL BRAND

Stand Out. Sink the Competition. Savor Success.

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## THE SITUATION

We now live in a globally and socially connected world, where competition is fierce and attention spans are short.

- As the working world becomes even more virtual, employees need to find new ways to demonstrate their value. Being virtual means working harder to be visible.
- When it comes to managing your career, it's up to you to identify your next role and impress the right people in an organization to make it happen.
- Automation is real. Jobs of the past are disappearing. Jobs of the future don't exist. If your experience and skills remain relevant, you need to make sure the right people know about it.
- The employment timeline of the future will include alternating, intermittent periods of being employed, being a contractor and/or being a solo-preneur. **You need to know how to sell yourself.**

## THE SOLUTION

In today's fast paced, attention-challenged world, powerful personal brands enjoy benefits that others simply don't. They command higher fees, are referred more often, haggle less over price, if at all, and are thought of first as the "go to" person for what they know and who they are. This 6-week customized coaching course will help you:



Learn to leverage everything that makes you remarkable and uniquely you: your natural talents, strengths, skills, experience, personality, values, style.



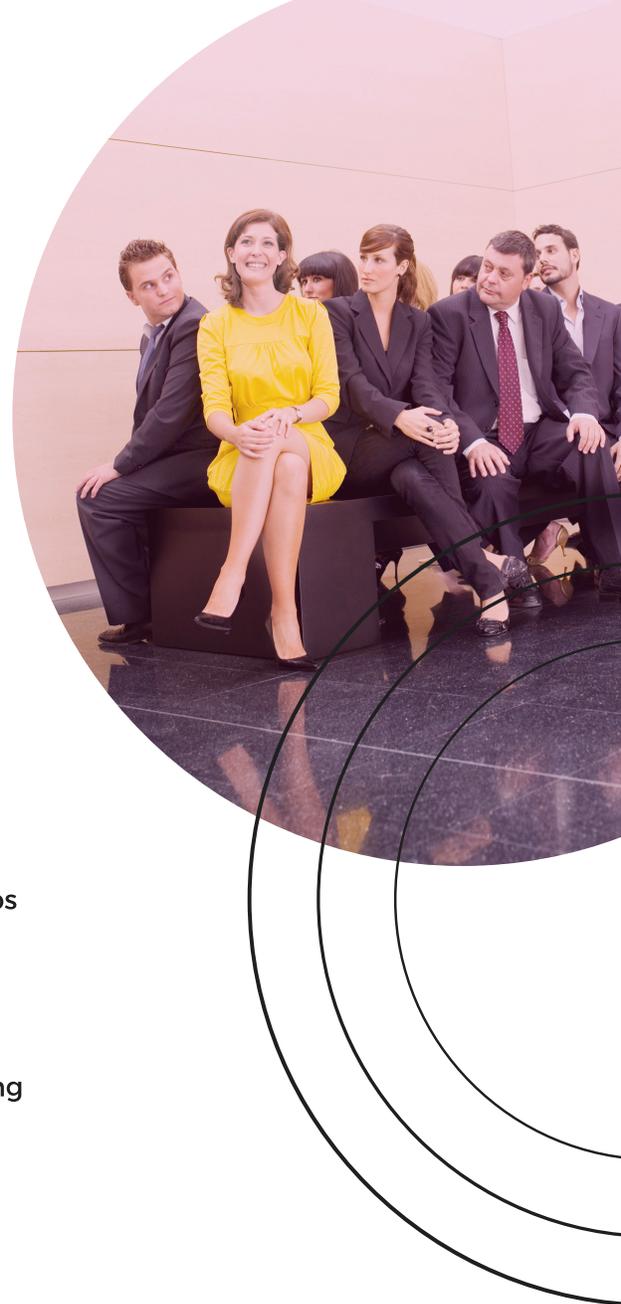
Communicate your brand with confidence and influence. Build trust and credibility to attract (vs chase!) more of the opportunities you need and desire to succeed.



Get laser focused on who you serve and how you meet their needs to position yourself in ways that differentiate you from others.



Create a system for ongoing brand maintenance and to expand and nurture a proactive referral network.



PEOPLE DON'T BUY HOW GOOD YOU ARE AT WHAT YOU DO, THEY BUY HOW GOOD YOU ARE AT WHO YOU ARE...

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WHO ARE YOU?

## PROGRAM OUTLINE

### Declare

Learn why and how the "Attention Economy" is driving the need for personal branding. Understand the value, appreciate the time and effort required, and make the commitment to become a valued brand. Set your goals for the program.

### Discover

Explore and uncover all that makes you unique and special through self-reflection, candid interviews, and commercially available assessments. Zero in on your target audience and how you serve them to give you clarity and focus. Know your unique-NESS.

### Develop

Go through a step-by-step Personal Branding Tool Kit to bring key components of your unique brand to life (both offline and online) conveying a positive image that makes you stand out.

### Demonstrate

Once you've developed what makes you the rock star that you are, it's time for people to know why they need to take notice. Learn to walk the talk - both online and offline. Put your personal brand into targeted action.

### Deepen

Learn to leverage your personal brand in more ways including important business and personal situations - networking, collaboration, events, job hunting, client prospecting, relationship building, leadership growth. You prioritize.

### Do's & Don'ts

Learn tips, tools and desired habits for making continuous progress in maximizing your amazing personal brand to build confidence, capture attention and attract opportunity.

