

THE BRAND OF YOU™

ONE ON ONE WORKSHOP



RETOOLMARKETING.COM

OUR TIME TOGETHER

DID YOU KNOW?

Less than 15% of people have truly defined their personal brand and less than 5% are living it consistently; however 70% believe they have defined it and 50% believe they are living it.

FORBES.COM

The Brand of YOU™ workshop is designed to help you define a personal brand that aligns with who you are, what you believe, and how you wish to show up. By completing this course, you will get really clear on YOU and will be armed to communicate that clarity outwardly to garner better results in your personal and professional life.

Our time together will include:

- Defining who you are
- Articulating the value of what you do
- Identifying why you (differentiators)
- Crafting how others will perceive you (brand message)
- LinkedIn profile audit and updates
- Curating physical evidence about why you are credible

You will be assigned homework ahead of the workshop so you can show up prepared to dig in. This workshop is interactive, fast-paced and collaborative in nature.

DELIVERABLE

The final outcome of the workshop is to leave with a fully executed brand and messaging platform... an architecture of your personal brand.

YOUR FACILITATOR

Kelly Lucente has facilitated this workshop with individuals who are interested in defining their personal brand so they can live it every day. She has 35+ years of branding and marketing experience and specializes in differentiating people and businesses.

ATTENDEE FEE

\$5K

**FOOD
FOR
THOUGHT**

TBOY™ COACHING ONE ON ONE

This one on one concentrated session includes working on image, voice, and promise for a single individual. We will cover personal image, verbal and non verbal communication skills and attitudes, and re-tool elevator pitch, LinkedIn profile, and social presence.

**"THERE IS A CLEAR
CORRELATION
BETWEEN SUCCESS
AND BRANDING."**

- FORBES

Entrepreneur Magazine says:

5 STEPS TO A PERSONAL BRAND

- Identify what makes you unique
 - -What are your core values?
 - What is your personality?
 - What is your expertise?
 - What is your story?
 - What is your WHY?
- Gain clarity on your target audience
- Figure out your brand descriptors

TO LEARN MORE...

more@retoolmarketing.com

Rates are subject to change without notice. Prices guaranteed upon final contract approval.