

Personal Branding

To Build Your Career and Business



Join Shelley Taylor-Smith as she covers:

- One page profile which positions your Champion brand
- Build your belief in YOU Inc
- Be an exceptional expert at something that has real value
- Becoming a business person who walks the talk
- Elevator pitch that is short, clear and memorable
- Feel comfortable in your own skin
- The Passion Pyramid
- Effectiveness versus Efficiency
- The secret to enhancing your charisma and powers of attraction
- Techniques that will transform your goal setting failure into success
- Conquering your fears of selling you
- The proven power of systems
- Blueprint for success

Have you ever considered that you are the CEO of You Inc! Do you realise you are the 24/7 head of Marketing at You Inc. Now is the time to get over the traditional notion that your education and credentials dictate your career and realise you are not defined by your job title. It is time to create your Champion brand YOU! During this one day workshop you will discover some simple techniques that will demonstrate how you communicate you and your brand and as a result have your clients clamouring for your business. You will learn and recognise the true value of establishing your own brand.

Learning Outcomes:

- Discover your brand attributes
- Learn what makes You, your product and your service different
- Identify your Champion assets
- Learn what value you promise that sells you (an is not your product & services)
- Discover your "feature-benefit model" that you offer?
- Learn what your first impression is, that is your lasting impression
- Uncover the source of poor focus and how to overcome it
- Define a brand solution in search of your customer with a need
- Unearth the personal blocks that get in the way of you standing up and standing out and blast them to smithereines
- How to communicate that adds remarkable, measurable, distinguished, distinctive value.

What's included:

- Instruction by an expert facilitator.
- Comprehensive Workshop Workbook.
- Personalised certificate of attendance.
- 1 Day Workshop

Interested in attending this program?

contact Morton Learning on 1300 855 417 or email info@mortonlearning.com.au.
Or book online at www.mortonlearning.com.au