

Branding & Marketing YOU

Research has proven that individuals who develop a personal brand and marketing approach outperform those who don't. Available as half-day or full-day packages, the Branding and Marketing YOU workshops give participants a solid grounding in how to create and market their personal brands effectively to achieve business success.

Outcomes

Participants will

- Understand why personal branding is so important in today's business environment
- Conduct a personal brand and marketing audit, highlighting opportunities for improvement
- Learn how to brand, position and better package themselves
- Understand the common mistakes professionals make in marketing themselves
- Gain insight into the pillars of personal marketing:
 - Create an awesome impression
 - Build and protect your reputation
 - Nurture and build relationships
 - Embark on a personal visibility campaign
 - Use others to promote WOM advertising about you
- Determine the most effective and practical ways of marketing themselves

Delivery Method

In-house Workshop

Public Workshop



Tools Of Greatness
resources for the craftsmanship of living

Facilitator

Donna Rachelson

Donna, a branding and marketing innovator, is focused on South Africa's client-service-based businesses. She combines her contagious passion and 25 years' experience in strategy, marketing and change management to empower people, teams and businesses to achieve breakthrough results. Through her consulting, authoring and training, she's known for empowering others to practically incorporate branding and marketing principles in their businesses and lives. She has an MBA and her driving motto is "Making a marketing difference every day."

in association with

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