



**Thank you for your interest in Doug Dvorak's**  
**B.Y.O.B. Build Your Own Brand – How to Harness the Secret**  
**Powers of Personal Branding!®**

**Keynote Address or Workshop**

***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 Brand*.

*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. We are the CEO’s of our own companies: Me Inc. To be in business today, our most important job is to be the head marketer for the brand called YOU!”***

***Tom Peters***  
***Management Guru***

## **Who Needs a Personal Branding Workshop?**

- 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

## **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 MSN 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 your brand
- How to create your brand
- How to 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

## **Workshop Deliverables:**

- How to develop a clear brand direction and focus
- How to develop a clear brand message
- How to develop and maintain a motivated and reinvigorated team
- How to develop a clear foundation for strategic brand decisions
- How to develop a key brand visuals
  - A foundation for applying the brand across all customer touch points

## **Duration:**

One-hour keynote **OR** half-day abridged version is delivered in a 3-4 hour format **OR** complete version may be delivered in a 6-8 hour format.

## **Equipment Required:**

- Overhead / LCD projector and screen
- Wireless lavalier microphone

## **The program can be customized for any event including:**

- Breakout Sessions
- Breakfast / Lunch / Dinner Events
- Association and Corporate Meetings
- Management Conferences
- Corporate Retreats
- Special Events

## **Program Fee:**

- \$5,000.00
- Travel expenses billed separately

**We look forward to working with you and your organization**

