

The Power of Personal Brand

Want an easy way to take your business to new heights?

Years ago superior skills, great resources and specialized knowledge were enough to be a competitive advantage in the workforce. Today, these are just the requirements for entry. Now, you need a unique “trademark” to really get ahead.

Your brand – ***the emotional connection you make with your audience*** – is what differentiates you from your competition. Those with the best brands win! We like to think we make decisions with our brains, but really it’s our hearts that rule the day. People take action based on emotion – the stronger the emotion, the stronger and sooner the “yes.”

Personal branding is not an option. You already have one; it’s either working for you or against you. The key is to clarify, define, nurture and live the brand that is truly yours.

This workshop is designed to help you define your brand and learn how to use it to forward your success in any endeavor. No matter where you are in the process, you’ll know yourself better and have new tools and distinctions for being a more powerful, more effective you.

Who is this course for?

The Power of Personal Brand is for anyone who depends on their relationship with others for business success. Entrepreneurs, business owners, sales people, service professionals, managers, and anyone wanting to get promoted are great examples of people who benefit from this course.

What will we be doing?

Course content includes

- ✓ Understanding personal brand
- ✓ Exercises for clarifying and defining yours, both in the session and afterward
- ✓ Resources and suggested next steps for building and maintaining your brand

Why should I attend?

Benefits include:

- ✓ Increased confidence in yourself and your ability to deliver
- ✓ Stronger brand, stronger connection to your brand
- ✓ Power to use your brand for greater success



About the instructor

Patty Binns Farinola is an experienced speaker and seminar leader who specializes in empowering men and women to create happy, fulfilling and successful lives through powerfully connected relationships. Patty pulls from her own personal experience and her many levels of training to provide coaching and classes that have clients look deeply into their patterns of attraction and help open them up to the true possibilities of success. Her professional history includes executive-level management, marketing, sales and client management experience with industry-leading Fortune 100 corporations and privately held firms. She has worked for such companies as Coca-Cola, Bank South, S1 Corporation and Georgia Natural Gas.

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