



The Truth About Personal Branding Series

November 2012

The Truth About Personal Branding

Find Out What Nobody Ever Tells You About Personal Branding, in this Free 3-Part Teleclass Series

Part #1 Thousands Have These 3 Priceless Gifts, Yet Never Discover Them

~ Have You Discovered Yours?

Take this quick quiz and find out now!

1. Can you clearly articulate how you solve peoples' problems and meet their needs?

Yes ___ No___ Unsure___

2. Do you understand why you do (and don't) get chosen?

Yes ___ No___ Unsure___

3. Do you consistently leverage your strengths?

Yes ___ No___ Unsure___

If you didn't answer "yes" to all three questions, register for this free class and find out...

- How to put the benefits and value you deliver, into words
- How to figure out what makes other people choose you
- How to leverage your strengths to make your life easier and more enjoyable

When you learn how valuable these gifts can be, you'll be eager to start using them, every day!

But wait, there's more...

Class #1 Bonuses:

- 1 We'll send you class notes in advance, and a few thought provoking questions.
2. There will be a live Q & A session at the end of the class, plus the option to ask your questions privately, by phone or email.
3. You'll get key point summaries, after the class, to ensure you didn't miss the "good stuff."
4. Surprise Bonus #1 will be sent to you by email, a few hours after the class.
5. Surprise Bonus #2 will be sent to you by email, 2 days after the class.
6. Surprise Bonus #3 will be sent to you by email, 5 days after the class.

Date: Wednesday, November 14, 2012.

Choose one of 2 times: 3-4 pm OR 9-10 pm Eastern.

Cost: No Charge.

Led by: Rosemary Davies-Janes; 20 year marketing and branding veteran, Founder of MIBOSO® Authentic Personal Branding, Inventor of the 26-step Authentic Personal Branding System.

To Register: Go to <http://authenticpersonalbranding.com/classes/> and follow the instructions.



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Part #2: 18 Reasons it Would Have Paid you to Brand Yourself 12 or 24 Months Ago

~ That Are Still Sitting on the Table!

Most people agree that branding yourself is beneficial, but few can name even 3 hard core benefits that a personal brand delivers consistently, year after year.

Our Clients Say, "My Personal Brand..."

1. Gives me deeper, more fulfilling relationships, both at home and at work.
2. Gets me promoted, increases my salary and maximizes my bonus.
3. Increases the levels of respect and love others show me.
4. Boosts my credibility and reputation, in both my personal and professional communities.
5. Convinces my employer to count on me for consistent results, which enhances my job security.
6. Increases my vacation time and the quality time I spend with my family / enjoying my hobbies.

How Do Your Personal Brand Expectations / Experiences Stack Up?

Join us to find out how your Authentic Personal Brand can measurably...

- Increase your confidence, satisfaction, happiness, income, security, focus and productivity
- Pinpoint opportunities as they arise
- Clarify your goals, and how you'll achieve them
- Reduce your stress, frustration, and self-doubt
- Enhance your impact, reputation, memorability, relationships, career and business

Class #2 Bonuses:

- 1 We'll send you class notes in advance, and a few thought provoking questions.
2. There will be a live Q & A session at the end of the class, plus the option to ask your questions privately, by phone or email.
3. You'll get key point summaries, after the class, to ensure you didn't miss the "good stuff."
4. Three Surprise Bonuses will be sent to you by email, in the week following the class.

Date: Monday, November 19, 2012

Choose one of 2 times: 3-4 pm OR 9-10 pm Eastern.

Cost: No Charge. **Led by:** Rosemary Davies-Janes; 20 year marketing and branding veteran, Founder of MIBOSO® Authentic Personal Branding, Inventor of the 26-step Authentic Personal Branding System.

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Part #2: 5 Questions Other Personal Brand Experts Hope You'll NEVER Ask Them

Most of the buzz about personal branding is general. You're encouraged to "*Harness the Power of Personal Branding*" to "*Grow Your Business*," "*Advance Your Career*," even to "*Become More Authentic*."

Some Personal Brand Experts promise that they'll inspire, engage and educate you. Others try to get you on board by talking about themselves, their education and experience.

But they don't talk about the nitty gritty specifics: ***the results your brand should deliver***. They're not drawing lines in the sand, or saying, "*Here's where the rubber hits the road*."

Would you invest in a new computer, smart phone, (or anything else) without knowing how it will make your life easier, save you time or money?

We wouldn't either! So join us to get answers to...

The 5 Questions Other Personal Brand Experts Hope You'll NEVER Ask Them

1. How much money will my personal brand earn me?
1. How much time will my personal brand save me?
2. How much money will my personal brand save me?
3. How can I measure the results?
4. What return on investment (ROI) can I expect my personal brand to deliver today and tomorrow?

Class #3 Bonuses:

1. We'll send you class notes in advance, and a few thought provoking questions.
2. There will be a live Q & A session at the end of the class, plus the option to ask your questions privately, by phone or email.
3. You'll get key point summaries, after the class, to ensure you didn't miss the "good stuff."
4. Surprise Bonus #1 will be sent to you by email, the day after the class.
5. Surprise Bonus #2 will be sent to you by email, 2 days after the class.
6. Surprise Bonus #3 will be sent to you by email, 3 days after the class.

Date: Tuesday, November 27, 2012 **Choose one of 2 times:** 3-4 pm OR 9-10 pm Eastern.

Cost: No Charge. **Led by:** Rosemary Davies-Janes; 20 year marketing and branding veteran, Founder of MIBOSO® Authentic Personal Branding, Inventor of the 26-step Authentic Personal Branding System.

To Register: Go to <http://authenticpersonalbranding.com/classes/> and follow the instructions.