



KATY GOSHTASBI, JD
OWNER + FOUNDER

BRANDING BOOTCAMP SUPPORT CIRCLES

Connect with one another - Get Support - Give Support- Increase Self-Confidence
Reduce Stress - Increase Your Career Success - Learn How To Market Yourself Best

What if there were a way for you to develop your gifts and abilities with a supportive internal group of colleagues that leads to increased ease in your work flow, more satisfying relationships and job satisfaction?

Branding Bootcamp Support Circles provide a nurturing atmosphere of information where you will:

- **Learn about marketing** and how to sell your abilities as a competent lawyer
- **Reduce stress** in both your work and private lives
- **Develop more business** while having more fun
- **Develop your story** - uncover and develop your story of who you are, why you practice law, and why people should hire you
- **Learn how to utilize competition** to benefit everyone in the firm
- **Develop tools** for supporting one another so that everyone succeeds

"Branding bootcamp has helped me immensely both professionally and personally. I now talk about my brand differently, introduce my services differently and am much more strategic about my interactions. It is a no brainer because our image and brand is what people see every single time they see us, yet most people don't invest even a couple of hours being strategic about it. If you commit to the process, it will change how you communicate, present and think about your brand and image personally and professionally."

- A.K., San Diego, CA

"An experience not to be missed. The growth that I've experienced has led to a solidarity that leaves me so very grounded. I now have a platform to move forward in a very different and exciting way"

- D. Dupree, San Diego, CA



BIOGRAPHY

Katy and her family immigrated to the United States with 2 suitcases. She went to law school because she really wanted to be of service. Katy practiced securities law for 14 years until two years before the recession she realized her true calling and purpose was to be of service in a different way based on her natural talents.

Katy collaborates with lawyers to develop their individual brands: uncover and develop their hidden talents and abilities in order to have them emotionally resonate with their target markets and audiences.

Katy is an international trainer and public speaker on this subject. Katy has authored two books on this subject. Her company is certified as a Women-Owned Business Enterprise for diversity reasons. Katy has offices in San Diego and Austin. She is the vice-chair of the ABA Law Practice Division of the American Bar Association (ABA).