



KATY GOSHTASBI, JD
OWNER + FOUNDER

PERSONAL BRANDING BOOT CAMP

Stand Out – Increase Self Confidence – Increase Revenue

GROUP PERSONAL BRANDING A COST-EFFECTIVE, FLEXIBLE WAY OF LEARNING ABOUT AND IMPLEMENTING YOUR PERSONAL BRAND

This is our classic program helping you define your vision for your future, business and personal life, in a group atmosphere where you can learn from and contribute to your peers' personal brand success. The program consists of 7 key elements that will transform your life by helping you create your own personal brand and Unique Selling Propositions.

Change is always hard and never easy. Our program offers simple guidelines to help you embrace why personal branding is so important in helping you stand out amongst your competition. You will graduate with enhanced self confidence, excellent networking skills and a knowledge of how to consistently communicate your personal brand and what is unique about you to everyone.

7-MONTH PROGRAM:

MONTH 1: PERSONAL BRANDING ESSENTIALS

MONTH 2: VISUAL BRAND

Why It Matters, How To Deliberately Create A Visual Brand Congruent With Your Personal Brand

MONTH 3: UNIQUE SELLING PROPOSITION

What Is It? What Is Yours? How To Turn It Into A Story That Sells You.

MONTH 4: MARKETING MATERIALS

Target Market Basics And Analysis / Website Usage Fee Structure Strategy / Surveys

MONTH 5: NETWORKING YOUR PERSONAL BRAND

**MONTH 6: COMMUNICATION & NEGOTIATING YOUR
PERSONAL BRAND**

**MONTH 7: COMBINING YOUR PERSONAL BRAND INTO YOUR
BUSINESS BRAND**

WHEN: Seven-month program commitment. Classes meet for two hour sessions monthly. New groups forming regularly. Call or email for latest group forming. Miss a session? No worries, since groups run constantly, you can always make it up.

BONUS: Includes a networking portion at beginning and opportunity to network throughout.

Classes fill up fast. Sign up now to reserve your spot! Call 949.274.6423.
