

THE BRAND OF YOU™



TEAM WORKSHOP



RETOOLMARKETING.COM

OUR TIME TOGETHER

DID YOU KNOW?

Less than 15% of people have truly defined their personal brand and less than 5% are living it consistently; however 70% believe they have defined it and 50% believe they are living it.

FORBES.COM

The Brand of YOU™ workshop is designed to help you define a personal brand that aligns with who you are, what you believe, and how you wish to show up. By completing this course, you will get really clear on YOU and will be armed to communicate that clarity outwardly to garner better results in your personal and professional life.

Our time together will include:

- Defining who you are
- Articulating the value of what you do
- Identifying why you (differentiators)
- Crafting how others will perceive you (brand message)
- LinkedIn profile audit and updates
- Curating physical evidence about why you are credible

You will be assigned homework ahead of the workshop so you can show up prepared to dig in. This workshop is interactive, fast-paced and collaborative in nature.

DELIVERABLE

The final outcome of the workshop is to leave with a fully executed brand and messaging platform... an architecture of your personal brand.

YOUR FACILITATOR

Kelly Lucente has facilitated this workshop with individuals who are interested in defining their personal brand so they can live it every day. She has 35+ years of branding and marketing experience and specializes in differentiating people and businesses.

ATTENDEE FEE

\$15K

TBOY™ WORKSHOP GROUP SESSION

Includes a full-day session for up to 12 people either virtually or in person (travel not included), workbook for each attendee and a copy of StrengthsFinder 2.0 as a companion piece to the course.

**FOOD
FOR
THOUGHT**

**"THERE IS A CLEAR
CORRELATION
BETWEEN SUCCESS
AND BRANDING."**

- FORBES

Entrepreneur Magazine says:

EMPLOYEES VS. COMPANY

- 561% more reach if the company shares the company brand message.
- Brand messages are shared 24 times more frequently by an employee than the company.
- Employees have 10 times more followers.
- Employees receive 8 times more engagement on a shared post.

TO LEARN MORE...

more@retoolmarketing.com

Rates are subject to change without notice. Prices guaranteed upon final contract approval.