

## Personal Branding Workshop

Personal Branding is identifying your assets, characteristics, strengths, and skills as an individual. Understanding Personal Branding will provide advantages in your participant's personal and professional lives. Branding is a mix of how you present yourself and how others see you. It is important to be aware of how you are viewed.

With our Personal Branding course your participants will be able to share their vision and passions with others in your company. Utilize this knowledge through Social Media to define and influence how others see you. You are your brand so protect it. Live it.

### Workshop Objectives:

- Define your image.
- Control your image.
- Understand how to sharpen your brand.
- Use social media appropriately.
- Manage your brand in a crisis.
- Develop a professional appearance.



For more information or to reserve your spot in this workshop, please contact:

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## CLASS CONTENT

### **Module One: Getting Started**

Workshop Objectives

### **Module Two: Defining Yourself (I)**

If You Don't, They Will

Brand Mantra

Be Real

SWOT Analysis

Case Study

Module Two: Review Questions

### **Module Three: Defining Yourself (II)**

Pillars

Passions

Define Your Strengths

The Three Cs

Case Study

Module Three: Review Questions

### **Module Four: Controlling and Developing Your Image**

Clear and Defined

Consistent Image

It Takes a Commitment

Live It Every Day

Case Study

Module Four: Review Questions

### **Module Five: Personal and Professional Influences**

Corporate and Personal Integration

They Will Influence Each Other

Be a Professional

Build Rapport

Case Study

Module Five: Review Questions

### **Module Six: Sharpening Your Brand**

Blogging

Authenticity Is Key

Transparency

Networking

Case Study

Module Six: Review Questions

### **Module Seven: Appearance Matters**

First Impressions

Rise Out of the Crowd

True Reflection

Dress for Success

Case Study

Module Seven: Review Questions

### **Module Eight: Social Media (I)**

Needs Constant Monitoring

Security

Have an Objective

Promote

Case Study

Module Eight: Review Questions

### **Module Nine: Social Media (II)**

It's a Tool

Content is King

Have a Gimmick

Don't Ignore Any Mentions

Case Study

Module Nine: Review Questions

### **Module Ten: Brand Management During a Crisis**

Caught in a Bad Spot?

Never Burn a Bridge

Information

Monitor and Respond

Case Study

Module Ten: Review Questions

**Module Eleven: Branding Personality Traits**

Identify Your Unique Values

Be Bold

Think Outside the Box

Fail. Learn. Repeat.

Case Study

Module Eleven: Review Questions

**Module Twelve: Wrapping Up**

Words from the Wise