

# Brand Yourself For Greater Personal & Professional Success



# Why you ~~should~~ are attending

- Your appetite for professional development is seldom satisfied
- Your passion to strengthen your talent is only matched with your desire to create success for your business/employer
- You are ready to be an ambassador of your brand and lead the immersive story of your business



# Learner Outcomes

- **Uncover what is unique about you and your business**
- **Connect the dots of your authentic story**
- **Learn how do you market it and where to stay relevant and be memorable**



# Business Audit



- The value proposition of your service
- The history of your business
- Objections to your business

# Self Audit



- Why are you doing what you are doing?
- How did you get here?

# Lets Match it up

## Business Brand Audit:

- A historic mountain resort with a notable reputation of generational guests.
- A convenient NYC location for business travel with the comfort of home.
- A Different Adventure in a destination renaissance with an abundance of natural & local beauty.



## Self Brand Audit:

- Passionate growth and commitment to developing leaders & new ideas
- Perseverance with the worth of doing what it takes for success
- Pride in the best of the roots of your success to a vision of the future



# Be Memorable

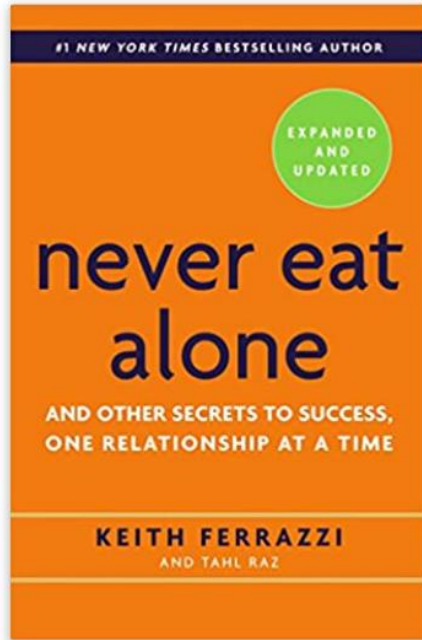


Bagel Festival - August



Apple Festival - October

# Be Memorable



## Networking with the right reasons to be remembered

“Relationships are all there is. Everything in the universe only exists because it is in relationship to everything else. Nothing exists in isolation. We have to stop pretending we are individuals that can go it alone. —MARGARET WHEATLEY”





# Where to be Present

- Meet the Moment!
- Find those hungry for inspiration
  - *Hint: They are not hard to find*
- Compelling stories are shared by others



# Q&A



Photo of me for  
Shameless  
branding purposes

It is about your success!

How may I be of assistance?

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