

Branding & Marketing YOU

What sets you apart from everyone else?

Imagine if we spent as much time branding and marketing ourselves as we do the products and services we sell.

Companies build brands to ensure that buyers create a connection with their goods and services and are motivated to purchase these. In many cases, companies spend a lot of time, money and energy building and marketing these brands. But often, before you sell anything – your product, service or company – you sell yourself first. People need to buy into you as a brand before they buy into what you're selling, and if that's the case, it makes sense to brand and market yourself first.

When you brand yourself, you develop a reputation that precedes you and you are perceived to be more desirable and powerful.

Others may have the same skills, competence and experience as you do. They may have attended the same university or completed the same training courses. To stand out from the crowd and become influential in your sphere of business, you need to find out what makes you distinctive and memorable.

Understanding your brand essence and how best to position your brand so that you really 'stand out' will set you up for success. Growing and marketing your brand will help you to shine in your organisation. You'll begin to exude confidence, charisma and authority.

As you market your personal brand, you'll also learn how to create an awesome impression; build and protect your reputation; nurture and build relationships; embark on a personal visibility campaign and use word of mouth advertising to promote yourself.

Personal branding and marketing is for companies wishing to give their employees the tools to be outstanding brand ambassadors.

Research has demonstrated that individuals who develop a Personal Brand and Marketing approach outperform their less prepared competitors.

Let us help you to embark on that journey towards greatness.

In the 'Branding and Marketing YOU' workshop, you will:

- Understand why personal branding is so important in today's business environment
- Conduct a personal brand and marketing audit highlighting opportunities for improvement
- Develop an understanding of how to brand, position and better 'package' yourself
- Understand the common mistakes professionals and business people make in marketing themselves
- Gain insight into the five pillars of personal marketing:
 - Create an awesome impression
 - Build your reputation
 - Nurture and build relationships
 - Embark on a personal visibility campaign
 - Use others to promote WOM advertising about you
- Determine the most effective and practical ways of marketing yourself

WORKSHOP DETAILS

Date: 31st August 2011
 Time: 08h00 for 08h30 to 16h00
 Venue: Focus Rooms, Sunninghill
 Investment: R1,495.00 (excluding VAT) per person including lunch
 RSVP: To secure your place, please contact Nadia at resources@toolsofgreatness.co.za
 Booking is essential and seats are limited so please book early to avoid disappointment.

Benefits

Business people and professionals who build and market their brands effectively are able to:

- Make the best impression possible on a consistent basis
- 'Stand out' and have an 'air' of distinctiveness
- Build a reputation that precedes them
- Raise their profile and visibility
- Better communicate the value they deliver
- Understand how to get others to talk about them in a way that build their credibility

Testimonials

"Donna, the workshop today was outstanding and I enjoyed the depth of the content, the way you engaged us in such a practical manner and the nuggets you left us with that energised me to enhance and live my brand by design and not default. Your passion and energy for what you do is infectious. WOW! WOW! WOW!"

Nishani Ford, Learning and Development, Nedbank Corporate Property Finance

"Donna makes building your brand fun, informative and practical! She knows brand marketing like the back of her hand! She also translates theory into a pragmatic approach. One is never left saying...what next!"

Roderick Thomas, Marketing Manager, Standard Bank

"Donna infuses her workshops with passion and enthusiasm, and manages to convince even the most ardent sceptics of the need to brand themselves. An expert in her field, Donna ensures that the workshops are of practical value, while at the same time making it fun. She is a consummate professional, and one who is in tune with her audience. I would have no hesitation in recommending Donna."

Rene Van Wyk, Senior Client Partner, Leaders Unlimited

"Donna is a multi-faceted, talented ball of fire. In particular, Donna has the ability to stimulate her workshop participants to adjust their thinking to the need for marketing consciousness and to provide them with the practical tools to achieve success"

Kent Karro, Managing Partner, Horwath Zeller Karro (Chartered Accountants)

"Brilliantly presented, thought provoking and very insightful. Donna is a dynamic and knowledgeable facilitator. "

Michele Eriksen, Release Management, SBSA

"If you do business, want an advantage – this is compulsory. The material is high impact and useable."

Carlos Magalhaes, Enterprise Strategy Advisor, Microsoft SA

"Donna's workshop brings a practical clarity to the murky concept of personal branding. Her energy and dynamism are infectious! "

Robbi Laurensen, Microsoft Principal Consultant, Microsoft SA

"A highly valuable, thought-provoking journey with an inspiring, exciting outcome. "

Lucy Lightfoot, Brand & Marketing Specialist, RMB.

"Lekker, lekker, lekker – so great to see the team create a safe space for each other and to share openly. Brilliant to see fireworks go off for each of them re how they can build their own brands within a team. "

Yvette Nowell, Super Hero @ RMB

"Not only is Donna an excellent facilitator in the personal branding and marketing field, but she carries a passion and drive for excellence which is unmistakable. Donna builds hope in people for a better future as she makes more complex concepts easy to understand and apply. It is truly great to learn from her experience and knowledge!"

Christa Knowing, Change Management, Standard Bank

"Donna presented 'Branding and Marketing You' to our management and sales team. Everyone thoroughly enjoyed the day and I know the company will benefit as we reap the positive results from the workshop.

Donna lives out her own personal brand and exudes an infectious confidence and passion which inspires and motivates all around her. I look forward to an ongoing association with Donna as we plan for business opportunities ahead"

Paul Cheetham, Managing Director, Freitan S.A

"Donna clearly highlighted the importance of Personal Branding and marketing, not only with regard to one's clients and prospects, but also to within one's own organisation. It is a pleasure working with someone who is not only an expert in her field, but also clearly enjoys what she does!"

Bruce Jones, Director Blue Platinum Consulting

"Thank you Donna! This has been a wonderful experience. I arrived with a lot of ideas and no idea where to go with them. During the workshop, I was able to formulate what exactly I want to 'be' in terms of my brand and very clear next steps. These in themselves are powerful, but even greater, is the confidence this has given me to stop 'dreaming' and start 'doing.' I'd thoroughly recommend this workshop. Thank you!"

Penny Castle, Team Performance Coach, Nedbank

"Donna is an excellent facilitator who encourages active and lively participation. She is truly passionate about her subject matter, is well qualified to talk about personal branding & marketing and has practical experience to back up what she says. She clearly loves what she does."

Wayne MacFarlane, Head HR Policies, Standard Bank

"Donna is an amazing facilitator and has vast knowledge on the subject. She gives practical examples that make it easy to see how the material is relevant to your life"

Gugu Buthelezi, Marketing Head, Business banking, Standard Bank

Workshop facilitator

Donna Rachelson BA (Soc Work), Hons (Indus), MBA (Wits)

Donna Rachelson, a branding and marketing innovator, is focused on South Africa's client service based businesses. She combines her contagious passion and 25 years' experience in strategy, marketing and change management to empower people, teams and businesses to achieve breakthrough results. Through her consulting, authoring and training, she's known for empowering others to practically incorporate branding and marketing principles in their businesses and lives.

After earning her MBA, Donna held Marketing Director positions in blue chip organisations including Nando's, the South African Institute of Chartered Accountants and DNA Supply Chains. Her project management roles with AECL and Standard Bank helped hone her skills for turning strategic thinking into real action.

Donna recognised an opportunity to help client service based businesses—and their employees—communicate their unique value proposition more effectively to win and retain customers. She founded Donna Rachelson Branding & Marketing, which offers entrepreneurial businesses integrated and cost effective marketing solutions. She also created Branding & Marketing YOU which offers keynote presentations, workshops and coaching. Donna authored the best-selling book 'Branding & Marketing YOU', the first South African based personal branding and marketing book and is a Certified Personal Branding Strategist.

Some of her blue chip clients include: Nedbank, Microsoft, Standard Bank, Sanlam and Rand Merchant Bank.

She is a dedicated wife and mother and applies her talents and 10 years of lecturing experience to assist charity and NGO organizations to market themselves effectively.

Donna's driving motto is "Making a marketing difference everyday."



DONNA RACHELSON
& ASSOCIATES