



Jill Jordan

Personal Branding Coach
Get Ahead by Getting Known

Do you ever wonder why it is that certain people achieve great success, while others with the same characteristics and competencies don't?

The answer may be that you haven't created your own "personal brand"! Jill Jordan, Personal Branding Coach, Networking Concierge and Contributing Expert with **Smart Women's Coaching** will share with us why you need a strong personal brand in order to be successful – no matter what business you may be in. **Smart Women's Coaching** is a national alliance of expert coaches, trainers, speakers and authors assisting business leaders with their personal and professional goals.

Jill also knows that a strong, memorable "personal brand" dramatically affects your business and relationships. She believes that everyone has unique capabilities which are often hidden or undiscovered. As a personal branding coach, Jill is dedicated to helping men and women identify and communicate the strengths they bring to the world. A personal brand is about creating an identity that influences how prospects, clients and decision-makers perceive you.

Jill received her BS from Michigan State University and has mentored and coached countless professionals over the years – not to mention, she has personally interviewed over 1,000 men and women in her career. Her findings are that those who are able to confidently and clearly articulate their message – with some pizzazz – are the ones to win the job, the proposal, the contract, the idea, the project, whatever it may be.....every time!

With more than 20 years experience in sales, marketing and leadership development, coupled with her devotion towards supporting others who are reinventing or remodeling their lives, Jill's goal is to see more people live authentically, that is to live from their heart with purpose, passion and prosperity.

Invite Jill to share, through her infectious energy, her personal brand and give some secrets in promoting yours!

Brand YOU! Workshop Overview

The program is designed to help you identify and communicate the strengths you bring to the world, not just the workplace. Areas of focus are:

- Create a personal brand and know why it's essential to have one
- Determine how others perceive you
- Develop your unique value proposition
- Define your target audience
- Benefits of a winning personal brand
- Learn how to clearly communicate your unique brand

Each participant will have their personal "Brand YOU Worksheet" to complete in the class and to use as a reference afterwards.

Relationship Marketing Workshop Overview

The program is designed to help you network with ease and effectiveness in order to build a lifelong community of contacts, friends and mentors. Areas of focus are:

- Learn how to cultivate powerful relationships
- Attract the right people
- Turn acquaintances into clients...or even your next employer
- Create an "elevator pitch" that's interesting
- How to use networking in times of transition
- Benefits of a successful networker

