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BRAND YOU: How To Become a Thought Leader

Introduction

Why brand yourself personally
Self introduction
What is a brand, What isn't a brand

1. Identify Your Core Genius

Brand as story, unearth your story
Authenticity...what can only you claim
What do I love to do
Patterns of consistent praise
Bright spots from *Switch*
Assessment tools and resources
What is my core genius

2. Brand You Positioning

Core genius (what), Now apply it in the marketplace (how)
Intersection
Target audience
Specialist vs. generalist
Soft launch vs. hard launch
Positioning statement
Telling your story
Elevator pitch
Dan Pink video

3. Promoting Brand You

Audience deserves to know who you are, how you can help them
Brand awareness techniques
Personal brand identity
Marketing mix
What has worked for me
Constantly measure
Traditional Thought Leadership vehicles
Social Media Thought Leadership vehicles
Halo effect
Building brand equity

Conclusion

A series of small gestures
Excellent experiences
Emotional connections
Maya Angelou quote
Trust
Q & A