

# Personal Branding and Marketing Yourself

Workshop – December 9, 2011

8:00 – 11:30 AM

\$250 per participant

Rita B. Allen Associates, Waltham, MA

- How readily do you know your value add?
- Can you define your personal brand?
- How easily can you articulate that brand?
- Do you actively work on enhancing your brand?

Identifying and marketing our personal brand is an essential core competency for managing and sustaining a successful career. Empower yourself by knowing what you have to offer, what you want and how to ask for it. This half day interactive workshop will provide you with effective tools and resources that will enable you to begin the process of *defining and marketing your personal brand*.

**You will learn *The 3 P's Marketing Technique* to create your personal brand and effectively market yourself:**

1. **Preparation** – conducting your due diligence
2. **Packaging** – creating your portfolio
3. **Presentation** – delivering your message

***Please Register by December 1, 2011 – Limited Seating Available***

Rita B. Allen Associates is a provider of career management consulting and coaching services for individuals and organizations. With over twenty five years human resources experience, her specialty areas include a variety of talent management offerings including executive coaching, leadership development, management training and career development for client companies representing a variety of industries and sizes. Rita is a frequent presenter at local events, author of several articles and was voted one of top ten executive coaches by Boston Women's Business Journal in 2009.