



*YOU are a living, breathing representation of your business brand, and we know that people buy from people, not businesses. Your personal brand should be carefully considered and executed so that it positions you as the right choice for your ideal prospects.*

# CREATE A MEMORABLE PERSONAL BRAND

**Your ideal prospects probably know a lot more about you than you know about them by the time you actually come face to face.** They have been doing their homework - checking out your website, your social media accounts and asking anybody they can what it's like to work with you.

When they 'Google' you, what will they find? Will your 'personal brand' speak loud and clear or will they struggle to get answers to their questions about who you are and what it's like to work with you?

If this seems daunting, don't worry - Johanna May Manks and the Venus Academy team have your back! Join Johanna for this one-day intensive that will cover everything you need to consider when it comes to your professional image and presence in the marketplace. Things like:

## Your Image and Style

- » They say a lot about your confidence and contribute to the perception people form of you before you even open your mouth
- » When you feel confident, your business results will improve
- » Make a great first impression by understanding colour and style that suit YOUR individuality
- » Do your business justice by representing it professionally

## Your visibility in the marketplace

- » Understand how your ideal prospects are researching you and your competitors
- » Learn strategies that can help YOU stand out and be memorable
- » Take away tips that will help you engender trust in those you meet