



The Brand Called You!

**2017 NALP Conference
April 20, 2017**

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☒ **Ice Breaker Exercise – Elevator Pitch**

- Key – Do not use your title!
- Positioning Statement
- How, Now, Wow Method (developed by Brian Walter of NSA)
 - How = Core/Home/Basic Pitch
 - Now = 3–5 Examples of Your Work
 - Wow = The X Factor

☒ **What is a Personal Brand?**

☒ **Power of a Personal Brand**

☒ **Conduct a Personal Brand Audit**

- Your UBP (Unique Brilliance Proposition)

- Your Personal Brand Identity (Internal Mission Statement)
- Personality Profile Assessments

 Showcase your Brand

- **Visual Components**

- Physical Presence
- Facial Expressions
- Clothing/Style
- Hair/Makeup/Personal Grooming
- Colors

- **Auditory Components**

- Voice
- Speaking Style
- Language/Accent
- Word Choice
- Elevator Pitch

- **Print Components**

- Business Card

- Resume/CV
- Bio
- Writing Sample
- Publications
- Writing Style
- **Online Presence**
 - Personal Website/Blog
 - Social Media Profiles
 - LinkedIn
 - Facebook
 - Twitter
 - Other Social Media Platforms (Instagram, Goodreads, etc.)
 - Entries on Your Organization's Website
 - Online Publications
 - Professional Associations' Website
 - Google Search/Google Alerts

 5 Words Branding Exercise

- 1.
- 2.
- 3.
- 4.
- 5.

About Your Presenter



Lisa Montanaro is a keynote speaker, workshop presenter, author, coach and consultant specializing in work-life issues, including productivity, peak performance, life-work balance, branding, entrepreneurship, public speaking, and career development. Clients include law firms, universities, government agencies, professional associations, and corporations, as well as individuals.

Lisa is the author of *The Ultimate Life Organizer* and *DECIDE to be Organized: An Empowering Process for Change*. Her work has been featured in numerous online and offline publications, and she has been interviewed on television and radio.

Lisa earned a Bachelors degree in Psychology, Speech and Political Science from Hofstra University and a Juris Doctor Degree, magna cum laude, from Pace University School of

Law. Her psychology background combined with savvy business experience gives Lisa unique insight into the lives of working professionals.

A born and bred New Yorker now living in sunny California with her veterinarian husband and two crazy and spoiled rescue mutts, Lisa is a professed community theater performer, an avid runner and cyclist, a world traveler, and is in love with her P-touch label maker! To find out more about Lisa's speaking, coaching and consulting programs, as well as her books and multi-media products, visit www.LisaMontanaro.com.

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