



# THE POWER OF YOU

6 Secrets to Creating a Hot Personal Brand  
that Boosts Your Business  
Keynote/Workshop Overview

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**Redfire Branding**  
by Liz oodgold *Branding & Marketing Expert* 

# PROGRAM DESCRIPTION

In today's crowded marketplace, the most valuable brand you'll ever build isn't a product—it's **YOU**.

Many entrepreneurs believe that branding is exclusively for large consumer companies with deep pockets. The truth? The same sizzling branding principles that power Fortune 500 companies can be applied to the brand called "YOU" to dramatically boost your business and visibility.

In this high-energy, action-packed session, renowned personal branding expert Liz delivers practical, tactical strategies that attendees can learn today and implement tomorrow. Through engaging stories, powerful examples, and proven frameworks, participants will discover how to transform their personal brand from forgettable to unforgettable.

# KEY TAKEAWAYS

Participants will discover how to:



## **Brand Like a Celebrity**

Leverage the same visibility strategies used by A-listers to ensure your name is on everyone's lips, without the Hollywood budget



## **Create Name Recognition That Sticks**

Develop and leverage your personal brand architecture to dramatically increase recall and recognition



## **Craft a 7-Second Hook**

Design a compelling personal introduction that creates an immediate "headwhip effect" and makes you impossible to forget



## **Develop Your Brand Language**

Build a proprietary vocabulary that projects your unique brand DNA in every interaction and communication



## **Generate Authentic Word-of-Mouth**

Implement specific triggers that give people something meaningful to talk about when you're not in the room



## **Transform Visibility Into Opportunity**

Convert your enhanced personal brand into tangible business results and revenue-generating opportunities

# WHY THIS PROGRAM?

In an era of information overload, standing out isn't optional—it's essential for survival. This program delivers:

## Immediate Application:

Attendees leave with specific, actionable steps they can implement within 24 hours

## Proven Framework:

Based on branding principles that have generated millions in revenue for entrepreneurs across industries

## Measurable Results:

Participants typically report significant increases in referrals, opportunities, and income within 90 days

## High Engagement:

Interactive format keeps attendees captivated while ensuring maximum retention of key concepts



# ABOUT LIZ

Liz is a recognized authority on personal branding for entrepreneurs and professionals. Her unique approach combines strategic marketing principles with authentic personal development to create brands that are both distinctive and genuine. Her clients have secured major media appearances, landed significant speaking opportunities, and dramatically increased their business revenue after implementing her personal branding methodology.

As an energetic and engaging speaker, Liz consistently receives top ratings at events while delivering content that creates lasting impact. Her presentations blend practical advice with memorable stories and a refreshing dose of humor.

