

BRISBANE WOMAN Network and Workshop Evening

Tuesday 13th April

Brand Yourself and...Name Your Price!

Discover tips and techniques to help you develop your own signature brand to better leverage you and your business!



What if you could simply and cost effectively ...

- build a powerful personal brand that truly reflects you and your business
- create a brand that attracts new clients
- develop a brand reflecting your business goals
- build a business presence that projects integrity and credibility
- position your personal brand for your market's expectations.

You'll be surprised how simple it is and more importantly, anyone can do it.

This workshop is especially for you if:

- you are unsure of the appropriate brand to support your goals
- your existing brand does not reflect your potential
- you are having difficulty gaining authority in your industry

Why is personal branding so important?

A great brand gives a good first impression, is easy to remember and evokes positive associations with the brand.

The right brand unleashes your personal power and persuasiveness. The right brand strengthens your message.

In this Brand Yourself Workshop you'll learn:

- 4 simple steps to branding yourself
- develop a brand yourself blueprint that reflects your potential and goals
- how to premium price yourself through differentiation
- how to apply the psychology and laws of branding
- to select the attributes that complement your brand
- develop a personal brand strategy

Personal success relies largely on our ability to communicate...you can express your potential quietly and effectively without saying a word. Ensure you express your potential and future worth with a strong personal brand.

Make an impact with your unique brand **and accelerate your personal success.**

The Brand Yourself workshop will help you to:

- determine what is a brand
- understand the importance of branding
- discover the elements of a memorable brand
- strengthen your personal brand, and
- strategically position yourself.

Rachel Quilty, our presenter, will deliver an information packed presentation to provide tips and techniques to help you develop your own signature brand to better brand you and your business! **So you can name your price!**

About the Presenter:



Rachel Quilty is a Personal Branding Strategist. She is known as the go to girl on Personal Branding. Rachel is CEO of [Jump the Q®](#), a Personal Brand consulting firm. Rachel regularly speaks at seminars, conferences and workshops on professional image, personal branding and developing your signature style.

Rachel is the author of the soon to be released book, 'Brand Yourself!' which offers high impact, low cost strategies to building your celebrity personal brand.

Rachel is a regular columnist in the popular Brisbane Circle magazine. Her hints and tips are regularly quoted in national fashion publications such as Cosmopolitan, Frankie and Grazia magazines as well as the WNA

Working Women magazine. Rachel has also featured on various radio station talk back programs.

Event details:

Tuesday 13th April

Arrive 6pm onwards for 6.30 start

Finish approx 9pm

Only \$50 including finger food, marketing workshop and networking

Upstairs at The Pineapple Hotel

705 Main Street, Kangaroo Point

(Enter via Park Bar on Baine St)

The number of attendees is kept to 40 ensuring maximum benefit for all participants. The interactive and fun speed networking component means you'll walk away with 30-40 contacts too! Build your business and meet some wonderful, like-minded women.

Our aim is to maximise your learning and help grow your business!