



**STARBUCKS** draws sophisticated, adventurous, urbane coffee lovers.

What's your focus?

What makes you different and unique?

Who do you attract?

What irresistible benefits do you offer?

*Focused, unique, compelling brands attract people and opportunities that are exciting, fun and a perfect fit!*



**APPLE** appeals to independent creative professionals.

**PERSONAL BRANDING GROUPS** help entrepreneurs, small business owners and independent professionals expose, expand and express their natural genius. You will learn how branded marketing authentically and effectively builds the sort of loyal customer base that hype, manipulation and 'slimy sales techniques' can never deliver.

## Overview

### STAGE

# 1

**The Comprehensive Overview.** Group sessions will talk you through the mechanics and rationales of the following key personal branding processes. Weekly assignments will enable you to 'test drive':

- Exposing, packaging and presenting your Authentic Personal Brand
- Developing a Personal Brand Statement [Request Sample](#)
- Creating (or refining) your key offering (USP) and secondary specialties [Request Sample](#)
- Precisely profiling your ideal target audience [Request Sample](#)
- Developing high-impact benefit statements, memorable sound bytes & engaging 'elevator speeches'

**In the second and third months we'll refine these elements until they are ready to 'go public'.**

## Positioning

### STAGE

# 2

During this month we focus on **Personal Brand Statements**, enabling participants clearly iterate who they are and what they are up to. Then we'll flip it around and look at **'who wants what you've got'**, working up unique selling propositions (**what it is about you or what you do that makes your specialty unique**), **professional descriptors, taglines, slogans and target audience profiles**.

**Without a good understanding of the people you want to serve, it is almost impossible to create a brand they find attractive.** Successful brands know this and tailor their messages and brand images to be optimally appealing to their customers. (*Apple-ites adore the iPod – as Apple knew they would.*)

**Knowing your target audience**, from their **demographics** (age, gender, geographic location, income, education, etc.) to their **psychographics** (their values, needs, concerns, challenges and desires, etc.) enables you to create services and products that they will find attractive and essential.

## Application

### STAGE

# 3

In month 3 we'll work on the most difficult aspects of branding; developing compelling **Benefit Statements, Sound Bytes** and engaging **Elevator Speeches**. You'll begin to craft your marketing messages and to build the visual, spoken and written elements of your personal brand.

We'll also begin to look at **business structures** and the sorts of **approaches, services, products and programs** that you need to develop to support your business's long term success.

**NB:** Product/Program/Service development support is available from Miboso Partners.(i.e. Web Site, Brochure, Logo and Sell Sheet development). Projects are quoted individually. [Request Portfolio](#)

**COST: \$99US per person per month. A 3 month commitment is required.**

Groups meet 3 times a month, for an hour, by phone (tele-conference bridge). Pre-call assignments and post-call class notes are delivered by e-mail. All calls are recorded so if you miss a call, you can catch up before the next one. Each group accommodates 6 -15 people. (Average is 9.) Your 3 month commitment is backed by our satisfaction guarantee.

E-mail [clientservice@miboso.com](mailto:clientservice@miboso.com) to request samples/portfolio or call 1-877-430-8754 / 1-905-793-8366 for assistance.