

Personal Branding DNA™



What makes you **distinctive**?
What makes you **notable**?
Who is the **authentic** you?



*How do you express
these attributes to
the world?*

Personal Branding DNA™ is a revealing in-depth program that takes you to the essence of who you are. Guided by your Personal Branding coach, you will:

- Identify what is unique about you; why people choose you at work, in business and socially.
- Articulate your uniqueness, accurately and compellingly.
- Uncover your core value and understand its impact on everything in your life.
- Make life-changing decisions with greater clarity and confidence.
- Access your creativity to manifest your vision.
- Connect with your inner purpose and your contribution to the world.
- Express your core message in a way that vividly engages your true audience.
- Unveil the patterns of influence that shape your life's journey.
- Articulate your promise of value and contribution in memorable ways.
- Design frameworks for your blissful living and your authentic contribution.
- Align your intentions with your highest vision.
- Integrate your authentic personal brand with your personal and professional life.

You'll be taking a journey of discovery. Of exploration and distillation. One that engages you at the deepest level and connects you with your life's purpose. You'll bring authenticity and success to your work, business and personal life. Personal Branding DNA™ will give you the tools to communicate who you are and why you are here – accurately and compellingly.

Individuals: Personal Branding DNA™ is conducted via telephone meetings with your Personal Branding coach, usually second-weekly over a period of 6-12 months.

Groups: Personal Branding DNA™ can be conducted over a shorter, more intense period that comprise two off-site workshops and a number of individual sessions over a period of around 3 months.



eeg — Coaching

*Step up and out to lead from your
authentic place in the sun™*

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Personal Branding DNA™

FOCUS – ALIGN – CONNECT – EXCEL

FOCUS Phase

Helps you answer three critical personal brand questions:

- What makes you distinctive?
- What makes you notable?
- What makes you authentic?

Step 1 **Profiling Personal Branding DNA™**

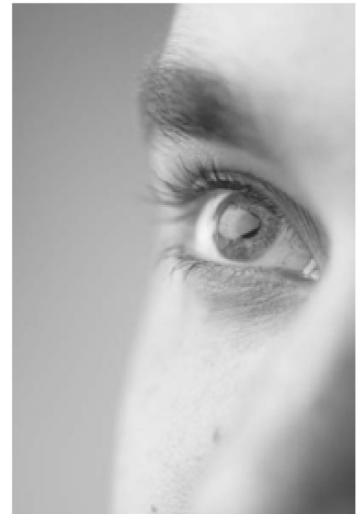
- Personal Branding DNA™ Map and Unique DNA™ Code
- Your distinguishing theme

Step 2 **Your Core Value**

- Who you are meant to become
- Preparation for your Notability Acceptance Speech

Step 3 **Notability Acceptance Speech**

- Authentic voice
- Panning for gold



ALIGN Phase

Step 4 **Your Internal Compass – Your “I AM” Statement**

- Personal Branding DNA™ Archetypes: identifying your primary, secondary and tertiary archetypes.
- Your “I AM” statement with its three components: who I am; what I am dedicated to; and, the outcome of my dedication.

Step 5 **Building The Dream**

- This exercise helps shape the direction in which you evolve your personal brand over the next year.
- What you'll need to bring your personal brand to life.

Step 6 **Who You Are Meant To Serve and The Personality You Project**

- Who is the right audience for you? What identifies the people with whom you want to work? Being clear about your audience is essential to living your purpose, attaining your outcomes and promoting your brand.
- Personality is the part of you that shows up in the world – that others see and experience. It's about bringing your personality in line with your personal brand message to the world.



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CONNECT Phase

This third phase of the Personal Branding DNA™ programme helps you understand how you communicate and how you articulate your message to the world. What are the themes of influence that have shaped you to this point?



Step 7

Your Compelling Story

- Your compelling story becomes the foundation of your core message that you can later shape into the materials you use to market yourself. It needs to be aligned with your inner conviction, life purpose and contributions.
- When you allow your authentic voice to shape your compelling story, you are able to articulate it, convincingly, to anyone to whom you speak or write. You capture who you genuinely are.

Step 8

Your Themes Of Influence

- Themes of influence in personal branding are about connecting with a higher level of awareness to brighten your life's purpose. It's about shifting attention both inwards and outwards, so you see more of the reality of your life's work positively influencing the world.

Step 9

Unforgettable You

- Unforgettable keywords: learn how people remember you, why people hire or buy from you, and what you do to put yourself forward with integrity and passion. You'll discover your overall attitude about sharing yourself and what you need to do to adjust the way you show up in the world.

EXCEL Phase

The final phase of Personal Branding DNA™ helps you learn how to build consistency and constancy into your personal brand every day.

Step 10

Creating Your Day Of Bliss

- The purpose of your 'day' dream of blissful living is to provide creative fuel to sustain your intention to remain consistent and constant in your personal brand development. It offers you a robust framework to stimulate the integration of your vision with your intentions.
- Personal Branding DNA™ Assessment

Step 11

Creating The Right Conditions And Mapping Your "I AM" Intentions

- What do you intend to experience and establish around your personal brand development over the next year? You will be distilling from your blissful day exercise all of the right conditions to integrate into your life over the next year.

Step 12

The Journey

- During the final session, you will review all the pieces of your personal brand puzzle so you can see them come together in your framework of authenticity. Reviewing all of the pieces will help you see how you shape your life, and your contribution to the world as a cohesive and congruent picture of yourself.



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