



Terry Whitaker
UNLIMITED

More Sales. Less Selling.

Presentation Description

Authentic Branding: The Ten Commandments

Do you want to stop trying to reinvent yourself every time you're pitching a new client?

As a business person, you generally understand the need to project a certain image. But the pressure to show how incredibly *detail-oriented, self-motivated, early-rising, calm, collected, organized, etc., is strong*—and actually leads to the dilution of your brand—rather than strengthening it.

Terry Whitaker, expert marketing and branding strategist, will show you how to build a strong brand, for both you AND your entire firm at the same time, with each customer interaction.

During this interactive session, **you'll learn:**

- How to find the unique qualities that matter most to your best possible clients.
- Simple steps to ensure your brand message connects with your audience. It's not what you'd expect!
- The most powerful way to build credibility in your industry.
- The secret to building a brand that actually attracts more profitable business!

Join Terry and discover what you really bring to the table (and what you don't) and how to GO BIG with it!

For more information, visit www.terrywhitaker.com or email info@terrywhitaker.com