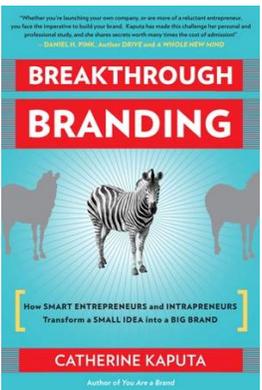


**Ben Franklin Award for Best Career Book, Top 10 Business Book in China. Translated into 10 languages**



**Silver Medal Book of the Year Awards 2012 Business Category Foreword Magazine**

SelfBrand is a professional development company offering keynotes, workshops and coaching to executives, employees, sales professionals and entrepreneurs on personal branding - branding yourself for success both in person and online - and kickstarting your sales through social selling. SelfBrand draws on principles and strategies from the commercial world of brands for building your brand in person and virtually such as visual identity and verbal identity, as well as tactics from the Madison Avenue playbook on social selling and social media..

SelfBrand, led by founder Catherine Kaputa, offers a dynamic, fun half-day workshop for sales professionals on how to leverage social media particularly LinkedIn to build a virtual brand and to drive sales.

**Overall Program Objectives:** Give attendees tools to:

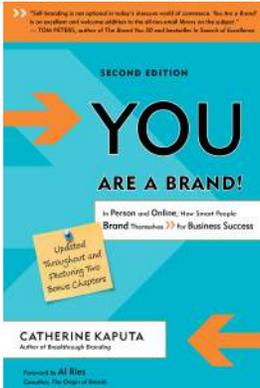
- Develop a powerful LinkedIn profile that positions you strategically to your target audience
- Build a strong virtual network and turbo-charge lead generation
- Leverage the sales tools and capabilities offered by LinkedIn

## Social Selling and the 24K Virtual Brand

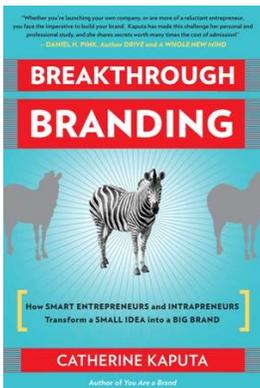
Today, it's particularly important to develop an online brand that complements your in-person brand. A weak digital brand is like a weak reputation. People won't think you are as good as someone who has a strong brand on the Internet. People are going to search for you, and they're either going to find a strong image online, a weak one or nothing. Social media like LinkedIn is democratic and accessible to all, so it's easy to build your online identity. measure your online reputation and get useful intelligence about your customers and prospects. Top social sellers just don't use LinkedIn for a few minutes a day, it is an integral part of their sales process. This talk will introduce new research findings on social selling and how top sellers and leading companies use LinkedIn's social capabilities as a strategic resource to nurture existing client relationships and attract new customers. Social selling boosts the number of engagements, shortens the sales cycle and leads to increases in selling. Many sellers are active as brand ambassadors for their companies both in person at events and online as part of a company's Twitter Tribe and the like. Through vivid case-study examples, you'll learn how successful social sellers position themselves as trusted advisors by engaging clients and prospects with a steady stream of useful, different or surprising content.

In this program you will learn:

- The mindset of Social Sellers and how top Social Sellers use LinkedIn and other social media
- New research on social selling and how it can help your sales performance
- How to own your value online through a powerful LinkedIn profile and using its networking capabilities
- How being an effective brand ambassador can pay off for you and your company
- Specific tactics to build strong relationships with existing clients and attract new prospects
- How top sellers and companies develop a steady stream of effective content and leads efficiently



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## **Brand Ambassadors: Build Your Personal Brand In Tandem with the Company Brand**

Brand ambassador programs can be a win-win situation both for companies and individuals. It turns out what employees say is much more credible than what key executives say about a company's products according to a 2012 survey of over 30,000 people done by the Edelman Trust Barometer. Turning employees into brand ambassadors also increases employee engagement. Being a brand ambassador is also valuable for employees. Today, it's particularly important to develop an online brand. A weak digital brand is like a weak reputation. People won't think you are as good as someone who had a strong brand on the internet. Smart brand ambassadors use LinkedIn to build their online career identity and they use online tools to measure online reputation in addition to their posts and tweets as brand ambassadors. Through vivid case study examples and principles, you'll learn how successful brand ambassadors brand themselves as trusted advisors and engage others with useful, different and surprising content.

In this workshop, you'll learn:

- Brand ambassador programs that have been successful and why
- The mindset of top brand ambassadors and how they build a personal brand in tandem with the work they do as brand ambassadors
- How being a brand ambassador can boost your career success and company success
- How to own your value online through a powerful LinkedIn profile
- How to develop a steady stream of effective content efficiently

## **Workshop Exercises and Guided Discussion includes:**

- Creating content that is useful, different and effective
- Building a strong LinkedIn profile: Power headline, career summary and rich media

## **Ongoing Learning:**

Participants can receive a copy of one of Catherine Kaputa's book, the award-winning *You Are a Brand!*, winner of the Ben Franklin Award for Best Career book, which contains additional information on personal branding. Corporate discounts are available through the publisher, Nicholas Brealey.

### SelfBrand and Catherine Kaputa



Catherine Kaputa is a brand strategist, speaker, author and founder of SelfBrand, a New York City-based branding company - [www.selfbrand.com](http://www.selfbrand.com). From Madison Avenue to Wall Street to the halls of academe, Catherine Kaputa perfected her ability to market products, places, and companies. She led the award-winning “I Love NY” campaign and was SVP, Director of Advertising and Community Affairs at Citi Smith Barney, and she taught a branding course at New York University’s Stern School of Business.

Yet Catherine came to appreciate that one of the most important applications for branding is not for products — it’s for individuals to define and own their career identity both in person and online and create their own performance success.

That’s why Catherine wrote the award-winning book, *You Are a BRAND!, In Person and Online, How Smart Business People Brand Themselves for Success*, winner of the Ben Franklin award for Best Career Book and a Top 10 Employee Training Book in China. The book has been translated into over ten languages.

In addition to personal branding for employees and executives, Catherine does talks and workshops for sales professions on Social Selling and Virtual Branding. Social media, particularly LinkedIn, can be a powerful strategic resource in building a virtual brand image for sellers and a resource to nurture existing client relationships and attract new customers.

Catherine’s other passion is women’s leadership, the topic of her book, *The Female Brand*, and her new book, *Women Who Brand out* in the fall of 2014. Her ambition is to provide women with the tools to brand themselves successfully (and authentically) and to transition from individual contributors to successful leaders. Catherine is active as a speaker at women’s groups and one of her missions in life is to create more female leaders. She gave the keynote talk at the Women’s Leadership Conference in Vienna sponsored by the U.S. State Department in October, 2013.

Her book on branding, creativity and entrepreneurship is *Breakthrough Branding*, Silver Medal Winner in the Book of the Year Awards, 2012, Foreword Magazine.

Catherine has spoken and done workshops at a wide range of companies including Google, PepsiCo, Microsoft, Intel, AT&T, Merck, UBS, Unilever, Marsh, ADP, KeyBank, Whirlpool, Symphony IRI, Time Warner, Citi, Dow Jones, and the U.S. State Department. She has been featured on NBC, ABC, MSNBC, The Wall Street Journal, The New York Times, Fortune, Fast Company, Wired and other media.