

Personal Branding 101

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More than a mission statement or a mantra...your personal brand is your promise to your customers

Whether your customers are the people who sign your paycheck or your birthday card, your recommendation letter or the cast on your arm, you represent a set of values and traits to them. Corporations spend billions of dollars ensuring a consistent, profitable, and customer-focused brand experience, but you can manage your **personal brand** in just a few hours a week.

Personal Branding 101 is an interactive workshop for students, professionals, job-seekers and anyone who wants to think strategically about the way they are viewed by others.

During this workshop, you'll learn

- ① Introduction to Branding: What is a personal brand, and who cares?
- ① Brand Definition: Creating a personal brand with your customers in mind
- ① Personal Public Relations: How to build awareness of your personal brand
- ① Brand Management: Six simple steps to keeping your brand fresh

Workshop attendees also receive a copy of the guide, "*Six Simple Steps to Personal Branding.*"

About the Presenter:

Anna Vordermark is a marketer with more than 15 years of experience in healthcare and professional services industries. She is an active member of the American College of Healthcare Executives and the American Marketing Association, and a frequent contributor to AHealthierCharlotte.com. Anna holds a B.S. in Health Fitness and an MBA from UNC Charlotte.

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