

Judi Rosenthal

Personal Branding Program

Develop and implement the perfect personal brand with this powerful, hands-on program led by branding guru Judi Rosenthal. Designed specifically for teams of financial advisors, the program can be delivered as an in-person workshop, a series of webinars, or a six-month program with ongoing one-on-one coaching. Both the content and delivery are customized around your needs and goals.

Identify Your Ideal Client

A well-articulated personal brand and marketing strategy starts with a clear definition of the type of client you want to target. The characteristics of your niche market and commonalities you share with your audience dictate the direction of your entire marketing plan.

Create Your Brand Identity

Naming your brand, articulating a brand voice, and developing a visual identity are make-or-break parts of personal branding—and unfamiliar territory for most people. Create a brand identity that is authentically you, drives great first impressions, and connects with your target audience.

Craft Your Personal Pitch

A well designed pitch is a vital networking tool and a way to confidently answer the question, “What do you do?”. The four parts of an effective pitch include what you do, who you do it for, why you do it and most importantly, how you will call a prospect to action. Telling your story and having the ability to articulate your brand in words is vital to engaging prospects in your marketing strategy. Clearly and succinctly tell your 6 word story by honing in your mission and picking exactly the right words to share it with others.

Develop Your Strategic Marketing Plan

Articulating your brand with your actions, through a surround sound marketing plan, is a key driver to client acquisition and customer service, and business development. Explore the tactics of an effective marketing strategy that is uniquely relevant to the target and can be executed with confidence and authenticity. Develop a service model to deliver a superior client experience that creates lifetime loyalty and inspired client advocacy.

“The energy and expertise she brings around niche marketing and branding your business are unmatched. She turned marketing my business from an overwhelming task to something that I can really focus on and enjoy.”

*Cathy Buchanan
Private Wealth Advisor*

About Judi

Business Consultant and Self-Promotion Coach Judi Rosenthal is renowned as an industry guru of marketing and selling, with a special expertise in women consumers. She currently runs a consulting business for advisors, many of whom are focused on marketing to women. Judi's established a reputation as a top facilitator and speaker on communication, personal branding and high-value client acquisition at corporate events and conferences nationwide. Judi's appeared on *The Today Show*, CNBC's *Power Lunch* and CNBC's special live market coverage.



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