



Personal Branding Retreats

for Women Business Owners and Leaders

Your personal brand is what attracts others. It's more than marketing, it's about knowing yourself and the value you bring to people and to your company.

Are you attracting the kind of results you want?

Objective: Personal Branding retreats are designed for women business owners and leaders who want to develop long-term sustainable relationships with customers, attract more clients, lead more effectively and clarify their own unique value proposition.

Personal branding is a revolution in the way you manage your career or business. Twitter, Facebook, Yelp, LinkedIn are mediums for conveying your personal brand – your image, your unique value, your compelling reason why others want to work with you. What you say, your messaging and what you can do for others is your brand. We mean - what is authentic to you, differentiating from your peers and relevant and compelling to those who are making decisions about you. In a phrase, it's your unique promise of value.

How this works: You've got two options.

- Personal Retreat. You and your coach will meet in a mutually agreed upon location for a full day. Our location of choice is at Cavallo Point in San Francisco.

- Group Retreat. Invite Five Friends. **Get in Free.** You create a group of your own with friends, co-workers, associates. We meet you in the Bay Area at a location of your choice for a full day. Our location of choice for group retreats is at Cavallo Point in San Francisco.

During the retreat, you will:

- Refine your personal and/or professional vision;
- Identify your unique qualities and strengths;
- Use creative, experiential exercises that are fun;
- Learn how to attract and engage others;
- Build a Personal Branding message;
- Create a Personal Branding Plan of Action;
- Get feedback and support from peers (in the group retreat)

Why MBR Coaching & Training?

We are not theorists, but practitioners. We have proven experience building our own companies and developing business in the corporate and nonprofit sectors. We have partnered with women business owners who courageously and wisely rose above others in the market, and built sustainable businesses. We have helped executives re-entering the job market with a renewed vision. We believe that anyone can do just about anything they want, given the right resources and support. It is up to you to get it.