



# Trust Your Brand™

## PROGRAM OVERVIEW

*NEW from Earning Serendipity - **TRUST YOUR BRAND™ (TYB)**; is a training system that teaches you how to create and market your personal brand in 90-days. TYB delivers one-to-one executive coaching & mentoring to create your own digital identity program - to start marketing the features & benefits of the BRAND THAT'S YOU! Increase your market value, showcase your innovative skill-sets, and learn how to **TRUST YOUR BRAND**.*

*For individuals, these skills help them to foster a workplace environment where their passionate and innovative skill sets can flourish and be rewarded. For organizations, engendering the Earning Serendipity Methodology advances a cultural mindset that creates and sustains the momentum of good fortune by instilling the power of the 4-leaves: 1) Broadened Observation, 2) Expansive Innovation, 3) Strategic Focus and 4) Sharing the Harvest.*

*How effectively individuals and organizations “trust their brands” will determine their propensity to earn good fortune. Today, YOUR “brand identity” is more relevant than ever before. The manner in which YOU position YOUR BRAND has a direct correlation to your marketplace value and sustainability. Whether expanding your network and client relationships, searching for career advancement, or pursuing other workplace or personal goals; how you showcase your skill-set significance in the workplace will determine **YOUR PERCEIVED WORTH**.*

### **Primary Target Groups for TYB include:**

- *Sales people*
- *Professionals in Transition*
- *Insurance*
- *Financial Services*
- *Real Estate professionals*
- *Attorneys*
- *Medical Practitioners*
- *Government Leaders*
- *Entrepreneurs*

**Invest in YOUR most precious & valuable asset. Start Trusting Your Brand TODAY and call 949-690-7553**