

BIGFISH

BUILD YOUR BRAND COACHING AND WORKSHOP

Spend one immersive day with Robin Fisher Roffer in a VIP workshop tailored personally for you. Drawing from over two decades of experience crafting some of the world's leading brands, Robin's dynamic workshop utilizes her proven branding secrets to supercharge your career or business!

- Connecting with your unique value
- Defining your relevance in the marketplace
- Declaring your mission and value proposition
- Differentiating yourself from your competitors
- Establishing a signature look and style
- Overcoming your barriers to success
- Drafting a solid action plan to realize your goals

During your time with Robin you will...

DISCOVER YOUR BRAND

- Examine your values and passions
- Get clear on your talents and expertise
- Define your specific goals
- Draft your mission statement

BUILD YOUR BRAND

- Craft your signature story
- Create your 30 second elevator pitch
- Boil your brand description down to your essential tagline
- Define your target audience
- Distinguish yourself from the competition
- Identify your principal barriers
- Learn tools to overcome these obstacles
- Powerfully introducing yourself

OWNING YOUR BRAND

- Write a new bio and LinkedIn profile
- Create a speaking platform, book and/or product
- Learn the secrets to giving a great presentation
- Outline your marketing plan and next steps

WHO SHOULD ATTEND?

- Business owners wanting to take their brand to the next level
- Executives wanting to position themselves for the next chapter

- Entrepreneurs ready to jump start a new business
- Non-profits needing to attract more members and dollars
- Professionals ready to be seen and rewarded for their unique talents
- College graduates positioning themselves for the market
- Anyone who wants to supercharge their career

TAKE CHARGE OF YOUR LIFE.
INVEST IN YOUR FUTURE.

For more information call 323-947-1227 or email
robin@bigfishmarketing.com