



Charismatic Communications Since 1988



Ellen Looyen...“America’s Leader in Personal Branding” \*

# The Art of Personal Branding...

## How to Emotionally Connect to your Market and Sell with Charisma

Brands are pervasive and persuasive...and professional branding isn’t just for products and services anymore. It’s also crucial for people wanting to create a valuable, compelling and memorable first impression, and a more charismatic presence. Even if you are selling someone else’s products or services, or working for a large company, creating the brand called “YOU” is critical to standing out above the rest!

### Attend This Transformative Talk and Learn How to Tune Up Your Charismatic Influence to Attract More!

- Re-spark your brand to create a more confident and powerful presence
- Utilize the basic concepts of branding to differentiate your personal brand (to stand out from the pack)
- Share the experience of your value...and the value of your experience to get the sale every time!
- Communicate to both sides of a prospect’s brain, using dynamic sound bites that articulate your uniqueness and value and capture the attention of potential clients
- Become charismatic and compelling (instead of just selling)



Ellen Looyen, *America’s Leader in Personal Branding* since 1988, knows what it takes to launch, grow and sustain a prosperous brand. Always the pioneer, Ellen was one of the first women in Sales at IBM and later at Xerox (where she was a top sales producer and sales trainer). From branding divisions of major corporations, to launching countless startups, Ellen loves to help people and businesses attract more clients, opportunities and success. Ellen is the author of *Branded with Charisma* (a DIY Branding Kit) and is a Brand Commentator on KGO, San Francisco’s #1 radio station. She is also featured in the best-selling books: *Get Clients Now* and *Guerrilla Marketing*.

\*Special title given to Ellen Looyen by *The Conference Board*, New York, NY

For more info and a video of Ellen speaking and client testimonials, visit her website

“ Ellen Looyen was fabulous!

Her presentation was captivating and filled with good, usable information and practical insights to take back to the office. I was very inspired by what I learned and took with me. ”

Deborah Reynolds  
President, PassageYachts

“ Ellen Looyen was outstanding!

She spoke at my Small Business Academy and engaged the audience with insightful stories and humorous anecdotes. Ellen is clearly an expert on branding and sales; and her presentation was full of practical take-aways. The feedback was unanimously positive; and I am happy to recommend her as a Keynote Speaker for any professional audience seeking to learn more about personal branding, charisma and successful self-promotion. ”

Patrick Schwerdtfeger  
Speaker/Author