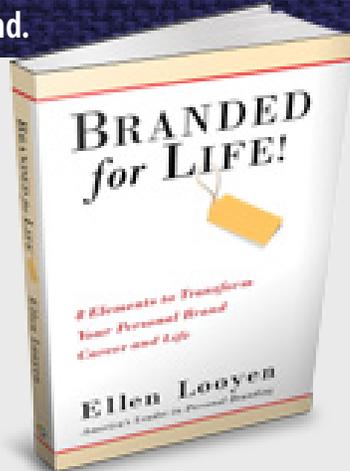


# The Art of Personal Branding

## Enhance Your Visibility, Credibility and Influence

Personal Branding is about how people "experience" you...  
And the impression you leave behind.

- ✔ Become the CEO of your own personal brand
- ✔ Position and market yourself as THE expert in your field
- ✔ Share your personal brand story to influence and enroll others
- ✔ Enhance your Emotional Intelligence to become more effective
- ✔ Employ the "8 Elements of Influence" and exude the confident presence of a powerful and persuasive Leader



*An Amazon Bestseller!*

### “Ellen truly knocked it out of the park for us!

We were astounded by the way Ellen effectively shared decades of personal branding experience in a highly engaging, charismatic and humorous way. She provided actionable takeaways we could immediately apply to our professional careers and personal lives. The event was standing room only; and the feedback has been overwhelmingly positive. We would not hesitate to bring her back!”

David Puvirajasingam, Diversity Council  
Kaiser-Permanente

### “Ellen's presentations on Influence and Building Your Brand were extremely well received.

Her passion and authenticity, coupled with audience involvement and practical tools resulted in highly engaging and highly successful sessions.”

Menexia Tsubeli, VP Global R&D Strategy  
Campbell Soup Company

### “Ellen captured the audience with her very engaging style...

We could have spent a full day listening to what she had to say, re: reshaping our personal brands to advance our careers. As a result of her engaging talk, many participants are rethinking themselves in terms of what they have to sell and how they are going to do that.”

Francia Baez Guzman, Head of Global Inclusive Diversity  
Visa Inc.

*Ellen will gladly customize any keynote or conference breakout talk, sales training or coaching and mentoring program to the needs and timeframes of your organization.*



“Personal brand management is a critical tool for business and career success. Your brand should articulate your uniqueness and value and connect emotionally to others.”

**Ellen Looyen** was one of the first women in Sales at IBM and later at Xerox, where she was a top producing sales rep, sales manager and sales trainer. Since 1988, Ellen has branded divisions of major corporations, launched countless startups and has helped all types of people advance their careers. Ellen is the author of *Branded for Life! 8 Elements to Transform Your Personal Brand, Career and Life*. Ellen is a frequent Brand Commentator for CBS News, *The Wall Street Journal* and KGO Radio; and she has sold out the prestigious SF Commonwealth Club all five times she has spoken there. Some of Ellen's clients include: Goldman Sachs, HP, Oracle, eBay, Visa, Cisco, Kaiser Permanente, AAA, SAP, Tesla Motors and Accenture.