



The Boot Factor
BRAND MESSAGING

TRUTH: AN ONLINE PERSONAL BRAND IS NOT OPTIONAL ANYMORE...

Especially when you – an established leader – are looking to make a bigger impact with a promotion, board seat or speaking opportunity. When you're Googled, LinkedIn comes up first, so let's make sure the right story is being told about you.



ABOUT ANDREA

- * 22 Year Entrepreneur
- * 20 Years in Content Marketing
- * Master at Messaging & Storytelling
- * Corporate and Client Experience
- * Personal Growth Podcaster
- * Mama with Moxie
- * Gobar Citizen

"What an awesome and inspiring talent Andrea is. I learned more during her presentation than other courses costing thousands. Simple language, no confusions, easy to understand and focussed on what truly matters."

– Lisa Barocca, Cultivators Community

"Andrea provided an excellent talk to senior women leaders in banking on how to build a personal brand on LinkedIn. Attendees found her session incredibly effective and they left with a new direction on how to raise their voices and deepen their impact."

– Erin O. Davis, Community Engagement, Federal Reserve Bank of Kansas City.

"After working with Andrea, I started getting A LOT more attention on LinkedIn. My posts got more comments. Loose connections reached out. More engagement all around. It's as if my rogue opinions gave others permission to join the conversation. Building my personal brand has been a gateway for self-expression – I now weave my own distinct voice into everything I post. It's remarkable."

– Beth Karawan, Co-Founder & EVP, CX Imprint

THE TALK

WHY & HOW TO BUILD A BOOT-KICKING PERSONAL BRAND

In our changing economy and noisy professional landscape, creating a personal brand and developing ego-less thought leadership is no small task. But with a LinkedIn profile that calmly SERVES instead of relentlessly SELLS, and by making the audience the hero of the story, you can build a foundation of trust. The result is a deeper connection and increased impact.

AUDIENCE OUTCOMES



Proven LinkedIn Profile Formula



Tips for Headshot and Banner



Mindset Shift for LinkedIn



Invitations for Board Seats and Leadership Initiatives



Stepping Into Your Power



A Path to Thought Leadership