

The Power of Attraction in a Digital World

What's In Your Brand Toolkit?

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Instructor Background



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- Masters in Business Administration, University of MN Carlson School of Management / B.S. in Information Technology
- Founder/CEO, OMG Digital Media Solutions, LLC (10 years)
- 25+ Years Media Director for Entravision / CBS Radio / iHeartMedia
- 10+ Years Content Producer (Podcasts, TV, Radio and Entertainment)
- Elected / Served MN Alliance for Women In Media President (2 years)
- Elected to St. Jude/ALSAC Advisory Board (3 years)
- Elected to Better Business Bureau Board (3 years)
- Elected to Visit St. Paul Board (1 year)

The Power of Attraction **in a Digital World**

The Power of Attraction in a Digital World

Keep it simple. Keep it real.

✓ Personal Brand

Exercise 1: Define your personal brand.

Who are you? What is your credibility factor? Do prospective clients know who you are?
Discussion will follow.

✓ Tools

Exercise 2: Building your personal brand toolkit

What's in your toolkit? Is it the same for all?
Discussion will follow.

✓ Brand Plan

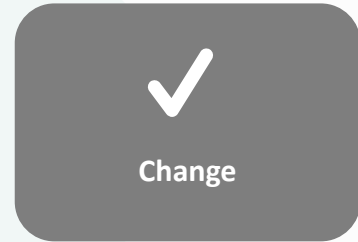
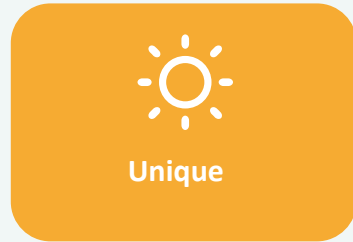
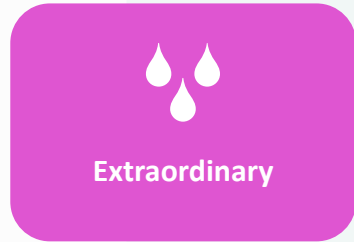
Exercise 3: Brand Plan Implementation

Implementing your plan. Updating your plan.
Discussion will follow.

Resources:

Identify your professional challenges

Stay ahead of headwinds and **don't be afraid to be creative.**



Reality: No one is going to tell your story for you.

Exercise 1: Personal Brand

Brand Toolkit

What's in your **toolkit**?



Social Media

Facebook, Twitter, YouTube,
Pinterest, LinkedIn, Blog,
Google+



Mobile Marketing

Raising your mobile device in
the air and declare
"I REIGN"



Creative

You have permission to be
creative.



Copywriting

Protection of data.



Video

Testimonials

Exercise 2: Building your personal toolkit about your brand is based on what you learned today.

Everyone's toolkit will be unique..

Your toolkit should be a view of the possible, built using creativity and reality.



The Power of Attraction in a Digital World

Don't be afraid.



Get in Touch

Reality and **performance based.**

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