



PACKAGED FOR SUCCESS

HOW TO CREATE A POWERFUL
PERSONAL BRAND TO MAKE YOU
VISIBLE - CREDIBLE - PROFITABLE
IN JUST 30 DAYS!

HAYDEE ANTEZANA

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*To the man I knew I loved before I met, my quiet strength and
gentle soul, Nicholas.*

*To the girl who sleeps in a tent at night, believes in angels, is
my biggest fan, my spectacular Andrea.*

*To you, who knows you were not born to be average
but were born for*

GREATNESS.

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INTRODUCTION

Cindy Crawford Launched My Career

I was 9 years old and living in Bolivia when I decided I wanted a marketing career with L'Oréal. Yes, I was that specific. I didn't even speak English, but Cindy Crawford, with her luxurious, thick hair flowing across a double-page ad, convinced me. The lifestyle portrayed was what I wanted. That is the power of a brand.

Soon after, we moved to South Africa, but the brand followed me. I was captivated by the ads, the imagery. So I decided to obtain a degree in Business and diplomas in Marketing, Advertising, and Branding. As a young girl living in a small town with BIG city dreams, I realized to make it in the marketing world I had to leave

my family and move to the city of Gold “Egoli”, better known as ...Johannesburg. I had an action plan, every week on a Monday, I phoned Eugene Cilliers, L’Oréal’s Marketing Manager to try to convince him that I was the intern he needed to hire.

By June, I wore him out. He said, “I keep telling you, we don’t even have an intern program. But, I have a feeling that that’s not going to make you stop calling. So, pack your bags, fly up, and I’ll figure something out.”

I bought 2 suits, a fancy briefcase, and boarded a flight to the daunting capital.

I’m here; now what?

It turned out I didn’t need the suits or briefcase for the first year. I was given a uniform and trained to sell cosmetics behind a counter. It took me 6 months to stop feeling sorry for myself.

Years later, I realized how wise Eugene was. In that time I got to know the customer I was going to be marketing to inside out. She was a real person, with fears, aspirations and challenges. Deeply getting to know the real person who bought the brand was worth more than 7 years at university and college.

The scary French director.

As product manager, one of my perks was to sit in on Mr. Everard’s bi-annual review. He was the big boss, the head office director in charge of the region. For a girl of 23, this French “suit” was the most intimidating person on earth. If he were to, ask me a question, I knew I would probably pee in my knickers. The lead up to this meeting was always chaotic. I had prepared my boss’s PowerPoint presentation, analyzed sales trends for over 900

products, arranged marketing material samples, and done dozens of other tasks.

The memory is so fresh that I can still see it in front of me. The boardroom packs were neatly arranged, the French coffee was brewing, and the croissants were ready.

The suits marched in—7 middle-aged men and me. Safely positioned next to Eugene, I tried to blend in with the walls. I hoped taking up little space and not making eye contact would guarantee this.

Don't get me wrong; I wasn't unprepared. I had rehearsed all the answers to all the possible questions in my head. I just wasn't ready to be noticed—not that day.

His question still echoes in my head. “Mademoiselle Antezana, do you think this promotion will make a woman buy 2 shampoos?”

This was a defining moment, the opportunity I had been waiting for. I had my chance to make a great impression. With trembling knees and bright red cheeks, I searched my brain for a clever answer, some intelligent words. They didn't come. Instead a wave of mumbling nonsense spewed out my mouth. I don't even remember what I said...

I do remember I didn't make a good impression.

How did I know this? The suits ignored me for the rest of the meeting, and I was not invited to the business dinner that evening. Neither did I go to the Paris conference. I connected the dots pretty quickly.

It was on that exact day, I decided I would never again throw away a once-in-a-lifetime opportunity. I made it my mission to

find out how to build a “stand out” personal brand. One that would make me visible, credible, and profitable.

I began researching, studying, and networking with successful people. I applied everything I learned so that, one day, I too would be a brand of choice, instead of a no-name brand.

You see, I wanted to be... **Packaged for Success.**

It paid off.

Four years later, I became the youngest marketing manager of the world’s number 1 cosmetic brand. I was an honor student, but university had not taught me the formula to be a successful brand. I know I’m not alone. I meet individuals daily with brilliant minds and advanced degrees—amazing people but shocking marketers of their own brand. The world will never know them. What wasted potential. I don’t want this for you.

—○—
IT IS IN YOUR MOMENTS OF
DECISION

THAT YOUR
DESTINY IS SHAPED.

Anthony Robbins

Playing small—the way I did when I met Mr. Everard—is not becoming. In fact, it’s not even an option. The world needs to

know how awesome, amazing and magnificent you are.

You probably bought this book because you know you want to do more, be more. And to do that...something needs to change—YOU need to change. I can assure you if you apply the principles outlined here you're on your way to shaping a successful destiny.

I've done some heavy lifting for you. For 3 decades, I have researched and worked with successful, powerful personal brands. You know who I'm talking about? That person who walks into a room and their presence captivates you? When they speak, they have you hanging on their every word.

This is personal presence in action. These people are experts at building their personal brand and constantly working on it.

Here are some people I've worked or met whose brand presence has personally made a great impact on me:

- Iyanla Vanzant, author, life coach, and TV personality.
- Jack Canfield, multiple New York Times bestselling author, and founder Chicken Soup for the Soul.
- Patrice Motsepe, South Africa's first and only black billionaire.
- Khanyi Dhlomo, Business mogul, founder of Ndalo Media, publisher Elle SA.
- Rolene Strauss, Miss World 2014.
- Demi-Leigh Nel-Peters, Miss Universe 2017.

I discovered that successful people are not born with a success gene. They learn and implement certain skills to be **Packaged for Success.**

My secret sauce for success.

I had planned to give you this great secret in a later chapter. Then I learned that most people only read the first 18 pages of a book. I don't want you to miss out, so here it is...

$$\begin{aligned} & \text{SUCCESS} \\ & = \\ & \text{PREPARATION} + \text{OPPORTUNITY} \end{aligned}$$

Famous car racer, Bobby Unser said, "Success is where preparation and opportunity meet." I love that!

Use the steps in this book to prepare you. When opportunity appears, you will recognize it and grab it with both hands.

Now do you want the formula for Super Success? It takes an entire lifetime for most people to discover this. Here it is...

$$\begin{aligned} & \text{SUPER SUCCESS} \\ & = \\ & \frac{\text{PREPARATION}^2 + \text{OPPORTUNITY}^2 - \text{EGO}}{\text{WISDOM}} \end{aligned}$$

Get it?

Be twice as prepared, and you will recognize twice the opportunities. Tell your ego to buzz off. Use sound judgement. This book captures powerful, practical steps to achieve personal

brand success. You now need to *read* and *apply*. This way, you can:

- Have a STAND OUT personal brand.
- Obtain the recognition you deserve.
- Have the bank balance you want.
- Increase your visibility and presence.
- Enhance your credibility and trust.
- Gain a unique competitive edge.
- Create new career and business opportunities.
- Boost your sales and profits.

It's Tried and Tested.

In the last 20 years, the Packaged for Success* program has impacted thousands of professionals, leaders, entrepreneurs, and business owners. These individuals, work across all industries, from investment banking and car dealerships to hospitality and real estate. Based upon the value and results they received from our programs. Here are what some of them had to say:

“I can say that your coaching changed my life. And thanks to you I am living my dream. It has changed how I take care of my clients, but also my personal life. My sales have increased. My relationships with clients and colleagues have improved a lot and nothing can get me down.” **Nita Pelzer – Sales Manager – CIB Insurance**

“I was at my Final year of Studies looking towards breaking into the Finance industry when you coached me. I struggled to stand out. Every word of your coaching spoke to me from Dressing for Success to becoming the Brand of choice. Since that day, I have not looked back. I am now a Private Banker – thank you Haydee!”

Oletta Ntshane – Private Banker

“Your flexibility to our needs was amazing. You have changed the daily lives of our professional staff.”

Babalwa Ngonyama – Partner – Deloitte

“Your session has raised the morale in the office. Your ability to speak to both the rational and emotional sides of the teams makes this presentation one with long term effect.”

Kirby Louis – Manager – Corporate Communications – TOYOTA

“Haydee, delivers above expectations, the staff keep coming back for more!” **Elize Crampton, VP, J.P. Morgan**

“I have attended many programs over the years which didn’t teach me with what I learned in this presentation today. This was powerful!” **Michael Jones – Associate Director – PWC**

For more client testimonials, visit bit.ly/HACLIENTS



CHAPTER

ONE

First Impressions in a Distraction World

I'm sure you've heard the saying, "Don't judge a book by its cover?"

It seems fair, right?

You've been cautioned most of your life not to make snap judgments, and of course, you never would. Right? Well, maybe. Let's consider this scenario:

You're at your local bookstore, looking for a book on presentation skills. When you reach that section, you're faced with 63 books on the topic.

You have the bright idea to look the topic up on Amazon, where you find a thousand more options.

Do you have the time to read through all of the back covers to make your decision? Of course not. So, what do you do? You buy the one that captured your attention the moment you saw it.

Now, what just happened? Yep...you judged a book by its cover! And guess what. You do it in everyday life without even being aware of it.

“But I would never judge a person that way,” you say. But I say you *do*. Let’s examine another situation.

Picture the scene.

You’re running late for a business lunch and need to pop into the closest store to get a birthday card for the client you’re meeting. You get to the front and see three available cashier attendants.

What happens? Your brain is programmed to assess and assume which cashier will be the fastest...all in a matter of milliseconds. And that’s who you choose.

So, you see you do make snap judgments based on the impressions others give you. But don’t blame yourself; blame your ancestors. You’ll see what I mean by this later.

Do first impressions still matter?

I’m often asked, “Do first impressions still matter in today’s fast-paced world?”

Yes, they matter more than ever. We live in a time when we must compete against weapons of mass *distraction*. Constantly attempting to get others to pay attention to your online or offline brand is exhausting.

What is impression management?

The term was first conceptualized by sociologist Erving Goffman in 1959. He observed that we manage impressions without being aware of it. It's the process in which an individual attempts to influence the perceptions of others by controlling verbal and non-verbal information. Because the process could be either conscious or subconscious, you may not even realize you're managing someone's impression of you.

In his book, *The Presentation of Self in Everyday Life*, Goffman provides the analogy of you being an actor in a play. You control how you want to be seen by others by what he calls "front staging." Front staging is based on the idea that we see ourselves as others see us, from the outside in. He also refers to "back staging" as the way a person acts when they are not in the public eye.

Remember when Olympic swimmer Ryan Lochte appeared to be the victim of a robbery in Rio? Later, after he was discovered to be lying, his clean-cut brand took a nose dive. He was shamed on worldwide media. As a result, he lost all his major sponsors and millions of dollars. This is an example of how "back staging" will negatively affect what you want the public to see.

With today's sophisticated technology, it is more important than ever to begin the impression management process from the inside out. As much as possible, your front and back staging should combine to become the Real Stage.

Do you practice Impression Management?

We often manage the impressions we make without even being aware of it.

Think of that all-important first client meeting:

- You get dressed in an outfit that makes you look good (whether it's business dress or not).
- You arrive punctually and hand out materials projecting your value.
- Your voice and body language show confidence and credibility.
- Your content is relevant and impactful.
- Your delivery is on point.
- Overall you display a positive attitude.

How many times in your career have you done this? Maybe you're not even aware of all the steps you've taken to make a great first and ongoing impression? In that same vein, how many times have you have skipped some of the crucial parts in the game plan to consciously manage the impressions you make on others?

Impression management, known as personal branding in marketing terms, is made up of key elements synchronized to project the most desired impression for your target market for any given situation.

Sometimes, we work on them harder than other times, depending on the circumstance. For example, a first date versus the 45th meal with your partner, or a \$200 million client pitch versus being selected as the prop assistant for your child's school play.

A star in your own movie.

If you think about it, we're all starring in our own movies. As the director of your movie, you get to choose the genre, the props, the costumes, and everything else. How cool is that?

You have the power to influence others so they see you the way you want to be seen.

Why build a personal brand?

Why has personal branding become a key factor across all professions and industries? Skills, qualifications, and resumes no longer guarantee you anything. Potential employers, clients, and even friends look deeper than ever, determined to learn the real *you*.

We now live in a society where business is done through word of mouse rather than word of mouth. Your personal brand exists whether you like it or not, and it's a mere click away for anyone who wants to see it. Learn to manage your brand in a way that works for you.

Attention is the new commodity.

In today's attention deficit world, we must compete for 2 of people's most limited resources: attention and time.

This means we're fighting against cat videos, updates from Beyoncé, fake news, emails, and thousands of other sources all "pinging" for attention. There's more noise online than ever before, making it harder to reach your target audience.

I attend a lot of business conferences and events and am amazed at how many people are so busy tweeting about the speaker rather than being in his presence. Attention is currency. To be relevant we *have* to draw attention. You have 200 milliseconds to do so.

How can you draw attention in such a short amount of time?

Be a show-off.

I mean this in a good way. Be bold with your personal brand and positioning. My first manager had a great saying every time I presented him with a marketing idea he didn't like. "It's like winking at a pretty girl in the dark. She's not going to notice." The same applies to your personal brand. No one is going to notice you if you don't want to stand out.

You need to secure your real estate as a stand-out brand in the distraction economy.

Personal branding is a hot topic.

Why? Because of Google.

In the words of Sam Hurley: "Personal branding is highlighting a real person as a (or *the*) face of your company." Google has preferred real faces rather than brands. Your Facebook news feed shows photos of real people first, over brands.

An article in Psychology Today revealed that we are hard wired to judge people based on appearance and have been for thousands of years.

When the agricultural revolution began 13,000 years ago and people started trading together for essential items, something happened. We developed ways of knowing if strangers could be trusted. These psychological triggers go off within seconds of meeting someone new. This is a great survival instinct, but it's not always reliable.

The problem is that the judgments we make are super broad. They are influenced by the circumstances. Not great news. Why?

First Impressions in a Distraction World

You can ruin your chances with a first date, or make a bad impression on a new client, based on how you're feeling in the moment.

You could be the best in the world at your job. You could be caring and helpful. But if you don't come across as capable and confident, people pick it up in seconds. Their brains start making up stories about you. The next thing you know, your brand reputation is ruined.

In order to avoid this, you need to develop a clear strategy around Brand YOU.



CHAPTER
TWO
Who Is Brand YOU?

Is personal branding for YOU?

Having a personal brand isn't just for the rich and famous. In today's distraction world, it's essential for survival. Whether you like it or not, you have already created a personal brand. The challenge my participants often share is they realize their brand happened by default. They had little conscious control in its design. So often, their brand could be working against their goals rather than toward them.

Personal brands are hot topics.

The words “*personal brand*” are constantly sprinkled into conversations and articles. Much of the time it’s used with little or no understanding of the essential meaning.

Some people say it’s your identity, your logo, and your online presence. Tom Peters, author of *Brand YOU*, says, “A Personal Brand is your promise to the marketplace and the world.”

I’d like to expand on this thought and say, “A personal brand is your promise of the experience you guarantee others will have when they interact with you.”

A personal brand helps you tell your story to the world 24/7. That is cool and scary at the same time.

After delivering my program at one of California’s largest casinos, I received a LinkedIn message from the HR Director. It said, “You walk your talk.”



Everyone has a personal brand but most people are not aware of this and do not manage this strategically, consistently and effectively.

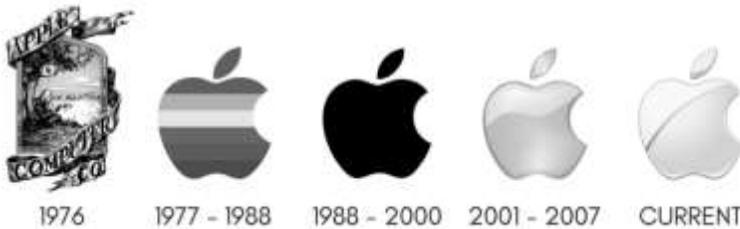
You should take control of your brand and the message it sends and affect how others perceive you. This will help you to actively grow and distinguish yourself as an exceptional professional.

Dr. Hubert Rampersad
Author, Authentic Personal Branding

Her words indicated to me that my brand message was on point. The brand experience I had promised prior to getting the business had proven to be in line with the client's experience. Every action, message, and word you put out into the world demonstrates your personal brand promise each and every time.

Conduct a brand performance appraisal.

EVOLUTION OF THE APPLE LOGO



Imagine if Apple still used their first logo from 1976—Isaac Newton under a tree—and never evolved their image. Would you still see it as a cutting-edge, innovative brand?

Probably not. Most brands want to appear current with market trends and TOM (top of mind) with their target market, so they constantly evaluate and tweak aspects of their branding. When did you last work on your brand?

Who Is Brand YOU?

Every 6 months, conduct a brand performance appraisal to see if your personal brand is still in line with your goals.

Tick the box that best describes you:

“I work on my personal brand...”

- Every Day
- Every Week
- Every Month
- Every Year
- I have no idea

If you haven't ticked the first box, start implementing this as a daily habit.

Working on your personal brand could mean wearing a specific color that people compliment you on or sharing a trending post on social media.

Give yourself a review.



Pretend your customers reviewed your personal brand on TripAdvisor or Yelp. What would your star rating be?

Do you need to Evolutionize or Revolutionize your brand?

In today's Distraction Economy, where attention is the new commodity in short supply, successful people ensure their personal brand is constantly evolving. When did you last evolve your brand for impact and reset for relevance?

Your brand's strategy depends on whether you need to evolutionize or revolutionize your brand.

Which of these 2 options applies to you?

- You have a strong personal brand. You have plenty of clients and business. Your career is heading down the right path. Your business is growing. Your current personal brand is assisting you in creating your ideal life.
- You're not sure you have a personal brand or if it's working for you. Your clients have decreased in number, and you are not attracting new ones. You're static or moving backward in your career or business. Your competition or colleagues are way ahead of you. Your personal brand is not helping your career advancement or business success.

If you ticked the first block, you need a **Brand Evolution**. Analyze what small tweaks you need to make to make your personal brand competitive and relevant. We'll cover this in chapter 3, so get ready to dive deeply into what you find there.

If you ticked the second block, you need a **Brand Revolution**. You need to put a brand intervention in place and re-invent your brand.

Who Is Brand YOU?

—○—
CUSTOMERS MUST RECOGNIZE
THAT
YOU STAND FOR
SOMETHING.

Howard Schultz - CEO of Starbucks

Map out your business or career vision.

Do you want to become a VP in the next 2 years? Or do you want to own your own brokerage in a year?

Develop a powerful vision of your future success. Watch Simon Sinek's TED talk *How Great Leaders Inspire Action*, presenting his "The Golden Circle" and "Start with Why" theories.

My vision is to _____ in the next
_____ (time).

Identify your brand values.

Many of my clients say they are not sure what their personal brand stands for. Do you know? You can't develop your brand until you know what it stands for.

List 3 business icons or mentors you respect or look up to.

1. _____
2. _____
3. _____

Next to each name write the personal qualities and values they possess you admire the most.

Circle any similar words. These are brand values—personal traits you consider important.

(Keep in mind; this is all about building your brand, not copying someone else's brand.)

My examples:

Marie Forleo (Entrepreneur):

Passionate, successful, confident, out of the box, hard-working, fun-loving, real, courageous, committed, ambitious.

Sally Hogshead (Bestselling Author, Hall of Fame Speaker):

Who Is Brand YOU?

Passionate, bold, humorous, savvy, successful, committed, consistent, innovative, leader, positive, authentic, confident.

Jeff Bezos (Tech and retail entrepreneur, Amazon CEO):

Forward-thinking, ambitious, billionaire, dedicated, risk taker, efficient, leader, motivated, passionate, real, confident.

Common words:

Passionate, authentic, leader, inspiring, committed, confident, fun, ambitious.

As I look at these words, I see they are the values and traits I want to project in my personal brand message.

A Brand within a Brand.

If you work for someone else or if you own your own business, you are a brand within a brand. Compare your brand values vs. the company's values.

There has to be a congruency between both in order for you and your employer to be happy. If you wake up with an "I do not want to go work" feeling, it can mean your brand values are out of sync with the company's values.

Deloitte's survey of millennials found they look for employers with similar values: 7 in 10 believe their personal values are shared by the organizations they work for.

Brand Personality.

Under each of the following brands, write 1 descriptive word that comes to mind.



Google



amazon

Now, imagine a big billboard on the side of the main freeway, with thousands of cars driving by each day, and your face is on it. What 3 descriptive words do you want people to think of when they see brand YOU?

1. _____

2. _____

3. _____

Who Is Brand YOU?

For further exploration of this exercise, visit Brand Tags, a website that crowdsources consumer perceptions of different brands. You can see how others perceive certain brands. A few examples include:

- Hugo Boss – designer, elegant, European
- Audi – awesome-chic-classy-comfort
- Jack Daniels – good times, heritage, smooth

A list of top 2017 workplace trends highlighted the importance of the movement from company brand to personal brand. Think about it: Your Facebook news feed shows photos of real people first, over brands. Google and Facebook favor individual faces over brands. Why? Personal brands spark engagement and instill trust in corporate brand consumers.

In the words of Sam Hurley, global digital marketing influencer, “Personal branding is highlighting a real person as a (or *the*) face of your company.”

If you are a business owner, entrepreneur, or freelancer, this book is not focused on your corporate brand identity but rather on the design, “feel,” and look of Brand YOU. They’re both intrinsically linked, and any company’s brand reputation can easily be tarnished by an individual’s reputation and vice versa.

What is your brand personality?

The key to personal branding is self-awareness. You need to understand yourself before you brand yourself.

1. If you were a car, what type of car would you be? Why?

2. If you were a dog, what breed of dog would you be? Why?

3. What song would best describe you in business? Why?

4. Write down 3 descriptive words you want people to instantly think of when they think of you in business.

Again, look at a common thread running through your answers and you will be able to pick up the type of brand “personality” you exude. Together with your values, it will provide you with a great foundation to design your brand elements.

What are your blind spots?

People see us through their eyes, not ours, and perception is reality for your audience. Everything we do and say has an impact on how others perceive us. Thanks to our friend Google, our brand never goes to sleep. It’s on 24/7.

Here’s a way you can quickly reveal disconnections in your brand’s personality:

Who Is Brand YOU?

Select 6 business colleagues who will be objective and whose opinion you respect. Tip: Don't go for the safe options. Be brave and select people who will be really honest. Be ready for some revealing yet unexpected answers.

Email or text them the Brand Personality Test. Tell them you would really value their feedback and give them a date to send their answers by.

Review and analyze the answers.

1. Was there a huge discrepancy between your answers and theirs?
2. Was there a common thread between the answers?
3. Did more than three people give you totally different answers?

The accuracy or inaccuracy of how you see yourself in relation to how others see you is crucial to your personal brand success.

Even though this is a small sample of people, you'll get a good idea how your brand is seen by others. You will also see what you are projecting that you were not even aware of.

Clients have told me this exercise served as a wake-up call to kick their booties into gear and start working on their brand.

Open up to opportunities.

The results of the above exercise could lead to opening up a different career or business paths. Many times, others see qualities in us that we have not even thought of.

Judy was a high-level investment broker. When we first met, she told me about a gala function she was helping to organize for her

company. As she spoke, her eyes lit up. She loved arranging get-togethers, connecting like-minded people, and others mentioned how brilliant she was at it.

Shortly after, she gave up her lucrative full-time job and started a highly-niched event planning company. Two years down the line, she is thriving and loving going to work every morning.

Do you Fascinate?

The Fascination Personality Test was developed by the brilliant Sally Hogshead. It's the first assessment ever built to measure personal brands.

Take the assessment on her website, howtofascinate.com, to discover your distinct brand of persuasion. Leverage the results to build a brand that people believe in.

I am the MAESTRO – ambitious, focused, confident.

Show up as the authentic YOU.

Customers don't buy your products or service, they buy YOU. Now, more than ever, people can smell fake from a mile away. So, the only way to build your personal brand is on the real YOU.

Formulate your Secret Brand Sauce, the unique way you show the qualities only you possess. Let it reflect your vision, values, personality, experience, and skills.

The more you strive to always show up as the *real deal*, the more success you will find.

RE-EVALUATE your brand consistently.

Today, companies spend trillions of dollars re-inventing and re-designing their brands to stand out in a cluttered market-place.

Who Is Brand YOU?

At the time of writing this, there are 2 million apps, 876 million websites and 212 major social networks your personal and company brand competes against for attention.

You need to develop your brand to be TOM (top of mind). Re-evaluating your brand is an ongoing process, one that is critical for you to be successful in modern day business.



CHAPTER **THREE**

The Essentials for a Powerful Brand

On a daily basis, we are exposed to over 3,500 brand messages and make 35,000 conscious decisions. No wonder I'm so tired by 11 AM! Think about it...

Fill in brand names.

You are awakened by your _____ alarm. You look in the _____ refrigerator, grab a(n) _____ yogurt. You brush your teeth with _____ toothpaste using a(n) _____ toothbrush. You get into a(n) _____ car. Once you're in the office, you start your _____ computer, which fires up the _____ operating system. For lunch, you grab something quick to eat at _____, then stop at _____ for a coffee to

go. Oh, no! You're in such a rush, you spill some on your _____ shirt. After work, you pop into the _____ gym, and put on your _____ sneakers. By the time you get home and turn on your _____ TV, you are exhausted!

Most of our brand decisions have become habits; others are influenced by past experiences, friends, and advertising.

Imagine you are pushing a shopping cart down a supermarket aisle. You stop in front of an array of coffee choices. Why do you choose one brand of coffee over its competitor? What tips you one way or the other between Samsung or Apple? Mercedes or BMW? Ellen or Jimmy Fallon? For you personally, what makes one brand more attractive than another?

List 3 reasons why you make your brand choices e.g. loyalty

Successful brands have 7 essentials that make them market leaders. You can apply these essentials to your own personal brand.

1. Memorability.

Would you buy a product a second time around if you didn't remember it in the first place? Of course not.

How can we expect people to promote or hire us, or buy our products, if we are not memorable? Just keep in mind that you want people to remember you for good reasons.

A high-level recruiter once told me about a job candidate she had interviewed. During the interview, the candidate asked only

1. _____
2. _____
3. _____

2. Trust

This is the most valuable commodity in the world today. Everything is built on the foundation of trust. From the stock market, to your personal and business relationships.

As the famous saying goes, “People do business with people they know, like and TRUST.”

The more people you get to trust you, the more clients and opportunities you will attract. The more popular your brand becomes.

In 2012, I met global trust expert David Horsager. His Trust Outlook™ principle is brilliant. It’s based on groundbreaking research, which reveals 8 pillars you need to have in place for others to trust you. Here are 2 of them.

Clarity.

The fastest way to develop trust is clarity, in the form of clear, concise communication. Imagine, someone asks you what you do. You might start telling them about the amazing systems and

processes your company offers. Within a few seconds, you have lost them. (In chapter 8 you'll learn how to craft a clear intro). We trust those that are clear, not vague.

Commitment.

Show you put time and energy into every situation, and are dedicated to the project. Deliver on your promise. Too many times in today's frantic world, I hear "Let's do lunch sometime, I'll call you," or "Sure, I'll get that done by Friday." What happens? Much of the time, nothing. Nothing happens.

Successful people make the call when they say they will; they meet the deadline when they promised. Pause before you promise. Think, "Is this something I can commit time and effort to, and deliver on?" If not, make another plan.

Remember: In every interaction, you increase or decrease trust. Ensure you show up every day, as a Brand of Trust.

Here are David Horsager's top 4 ways to earn the trust of someone you've just met:

- Tell the truth.
- Own up to any mistakes and fix them quickly.
- Do what is right over what is easy.
- Keep promises.

3. Consistency.

Just one inconsistency can diminish people's trust in you. It's the little things, done consistently, that make a big difference.

Focused, consistent branding makes it clear to customers what they can expect from a brand. Ensure that you present consistent

images and messaging to your audience. So, if your brand values are “leader, reliable, and professional,” echo these words in your image, website, social media, email signature, and every face-to-face experience.

Ryan’s inconsistency lost him the deal. A few months ago, I hired Ryan to action a LinkedIn campaign. Out of 2 other companies, he got the thumbs up for consistency in follow up, material delivery, etc.

...Until the deal was sealed. After this, Ryan, showed his true brand—one that could not deliver on the promises made. Wrong messages sent at wrong times to the wrong people. He did not return any calls or emails.

Had Ryan been consistent in delivering the service promised, we would have signed a year’s contract. We didn’t. He also lost out on at least a dozen referrals. Ryan’s inconsistency led me to distrust him and his company. In turn, he lost thousands of dollars.

No one wants to deal with an inconsistent brand. It’s like looking into a crystal ball and wondering what to expect next. I have experienced much inconsistency in the market, and it’s often reason enough for consumers to take their business elsewhere.

Consistent quality.

When consumers give you repeat business, they expect the same quality standard as the first time. Don’t think because Mr. Gordon is a repeat customer, you can fob him off to a junior employee, especially if your replacement doesn’t have the skills or experience to deliver the same experience you did. That’s a sure way to lose a customer.

I love food, so San Francisco is one of my favorite destinations. The restaurants are to “dine” for. A few friends recommended I pop in to the French bakery Tartine in the Mission District. So, on a rainy day, my hubby dropped me off at the curb while he waited in the car. The line was a 30-minute wait. The only reason I waited was my curiosity. I had heard this tiny store served anything between 600 to 1,200 people on any given day. I needed to know why.

Back in the car, we began to eat. First the flaky, too-big-for-your-mouth Pain Au Jambon (ham and gruyere) croissant. Next, the banana cream tart filled with caramel. We followed with a taste of the chocolate soufflé cake and ended with a lemon meringue.

After the final bite, Nic looked at me and said, “Thinking what I’m thinking?”

“Yep,” I answered as I got out of the car and walked back to the bakery to stand in another 30-minute line. Suffice it to say, Tartine is my favorite bakery in the world.

Why is this bakery so in demand while other bakeries in the area are barely making it?

Every time you order a Tartine croissant, you 100% know and trust you will receive the same quality “deliciousness” you tasted the previous 5 times...*every time*. The owners know if they decide to cut corners and use lower-quality ingredients, their business is doomed.

So how does this apply to you?

Picture the scene: You get a lead through your website. You call the potential client and manage to get an appointment to see

them. Obviously, they were impressed with your dialogue and material emailed. They believe you are the *real deal*.

The appointment day arrives. Traffic was bad. You arrive at their offices 10 minutes late. Three C-level executives wait for you in the meeting room. You walk in, start apologizing for your delay and spend the next few minutes telling them how bad the traffic was. You look around for the projector, only to realize there isn't one. Bill, your initial contact looks frustrated, and says, "You didn't request one."

So, they all huddle around your chair. As you open up your laptop the first thing they see is your screensaver. It's a photo of you on a Mexican beach slurping a supersized Margarita out of 4 straws. You struggle to find the presentation amongst 30 folders spread across the screen. It's hard to see past the screen's fingerprint marks your kids left the night before.

You hear a familiar sound. It's the song "I'm Sexy and I Know It." Suddenly you realize... It's your phone. You forgot to silence it. While scrambling in your laptop bag to find it, you pull out 7 client folders you've been working on. Finally, there it is! The familiar Hello Kitty cover. With the phone off, you're back to business.

In just a few minutes, you have provided the potential client with clues of *inconsistent* quality. They now question and discuss your ability to deliver a consistent quality service.

Be aware that you constantly surround yourself with a quality halo. It shows up in everything, from your greeting, preparation, screensaver, ringtone, phone cover, laptop bag, and so on.

The good news is, you have control over all these. Your audience—be it a business client, a recruiter, or your manager—will have proof they're working with a brand that will deliver consistent quality service.

4. Exposure.

Companies gain exposure via multiple media channels, search engine optimization (SEO) campaigns, in-store promotions, and many other marketing tools. A big part of being recognized as a distinctive, successful brand is to have focused exposure to your target market. So, how can you do this with your personal brand?

Online Presence. Never before have there been more channels to promote your brand in the marketplace. By developing an online presence on networks like Facebook, Twitter, LinkedIn, and Google+, you are able to reach millions of people 24/7. You just have to know how. I'll take you through the steps of building an online presence for max exposure in chapter 5.

Get on Stage. One of the most popular tools nowadays for personal brand exposure is speaking in front of your target audience. It can also be the fastest way to ruin your brand reputation.

The guru of presentation skills is Patricia Fripp. She has won every presentation award in the speaking profession. Visit her website www.fripp.com and sign up for her online free 7-day trial to experience a sample of her interactive training.

Networking is a great way to get face-to-face exposure. I must confess, I wasn't a fan of networking until recently. I applied some amazing tips and made great contacts, which led to fantastic opportunities. I'll share these tips in chapter 8.

5. Adaptability = Durability.

Many great brands are still around as the result of their ability to adapt to changing circumstances.

Timeless Brands.

From **Lego** for adults, to video games, to the Lego movie and LEGOLAND theme park, this company ensures they constantly adapt to remain relevant to their customers' needs.

Apple is the number-one brand in the world. This company understands innovation like none other. Steve Jobs said, "The only thing that's changed is everything."

Forgotten Brands.

The gas-guzzling **Hummer**. This company ignored the trends toward lower gas use and environmentally friendly cars. No one wants a status symbol that makes you look bad.

Blackberry had a meteoric rise and fall. Ignoring the trends toward touch-screen technology and bigger keyboards, the brand went from being the central player of smartphones to announcing in 2016 it would cease designing its own phones

For over 4 years, **Blockbuster Videos** ignored the trend Netflix began: mail-order videos with no late fees. They even had a chance to buy Netflix! They filed for bankruptcy in 2010.

Don't suffer from tunnel vision (or Big Company Syndrome). If you are doing business today the same way you did business yesterday, you have set yourself up for failure in the future.

The key to a strong personal brand is the ability to adapt and tweak as needed.

How do you adapt to remain a player?

Stay relevant.

Internet marketer Gary Vaynerchuk says, “You need to market yourself in the year you live in.” Can you say you are doing this?

When did you last update your online profile, photos, message, or website pages? Even if you are an employee in a company, you still should have a visible online brand that needs to stay current.

Learn new skills and information; refresh your value proposition. Stay up to date with current and future trends in your industry.

Be constantly aware of your target market’s latest pain points and needs. Participate in their online groups and LinkedIn forums, attend industry events and conferences, and read their journals or online newsletters.

You may discover new opportunities for your products or services.

Be innovative.

Constantly investigate how you can develop your offering or service. Don’t just focus on today’s consumer; anticipate the needs of your future client. Marketing ideas and solutions before your competitors will be the difference maker.

6. Uniqueness.

Add distinction to avoid extinction.

If you wish to secure your real estate as a successful brand in the Distraction Economy, be bold in your positioning.

I recently took my kids to the Academy of Science museum in San Diego. I was fascinated by a frame holding about 200 ladybirds,

with the caption, “No 2 ladybirds are alike; the differences are subtle.”

What are your *subtle differences*?

Being UNIQUE = Being unlike any other.



Personal branding describes the process by which individuals and entrepreneurs differentiate themselves and stand out from a crowd by identifying and articulating their **unique value proposition**, whether professional or personal, and then leveraging it across platforms with a consistent message and image to achieve a specific goal. In this way, individuals can enhance their recognition as experts in their field, establish reputation and credibility, advance their careers, and build self-confidence.

Dan Schawbel-Personal Branding-Gen-Y Expert

This is a crucial, yet most challenging, aspect when working with my clients, as few know the answer.

If Simon Cowell from X Factor walked in and asked you, “What is your X factor?” would you be able to answer him?

Growing up, we wanted to fit in. From the clothes we wore, to the bicycles we rode. Then we entered the business world and heard things like “Think out of the box,” and “Be unique.” No wonder

we don't know how to be different. We've had little experience in this.

But you are different. My 2-year-old twins are totally different.

The challenge in finding our uniqueness or USP, unique selling point, is that it should be relevant and valuable to your audience, making you stand out ...in a good way.

Find your USP.

Think... What is your superpower? What do people compliment you on?



WHEN YOU CAN DO THE COMMON
THINGS IN LIFE IN AN UNCOMMON WAY,

YOU WILL COMMAND
THE ATTENTION
OF THE WORLD.

George Washington Carver

Jenna, a sales consultant for an insurance company, had this endearing yet captivating way of connecting with people when she presented. The listener often feels as though they're the only person she is talking to, with the message crafted specifically for them. I helped her hone this skill and maximize it to its full potential. We weaved storytelling in her presentation, tweaked

her slide designs, and focused on 3 powerful key takeaways. Her sales increased by 32% within 3 months.

Get Creative.

TOMS Shoes competes against big brands like Nike. They were too small to compete on ad spend with the big players, so they got creative. They labeled themselves "The One for One" company. For every pair of shoes bought, TOMS donates a free pair to a child in need. They used the Noble Edge Effect to carve out a great slice of the sports shoe segment.

When thinking about your USP, analyze what it is you really sell and not just the product or service features.

Take Charles Revson, founder of Revlon. He said he sold hope, not makeup. Neiman Marcus sells luxury; Wal-Mart sells bargains.

Stand Out by being REMARKABLE.

You may be the experience people have been waiting for.



IN A BUSY MARKETPLACE,
NOT STANDING OUT IS THE SAME AS

BEING INVISIBLE.

Seth Godin

So, why are you shining a 30-watt light bulb when you live in a 5,000-watt world? No one notices normal or mediocre. People notice remarkable. Author Seth Godin talks about standing out by being RE-MARK-ABLE. If you read it backwards, you'll understand that the word means being ABLE to make a MARK.

Remarkable is in the eye of the consumer, the person who "remarks." If your customer feels something you are doing is worth remarking on, then it is remarkable. If people talk about what you're doing, it's remarkable.

Are you just good at what you do or *remarkable*? If you are a financial advisor, are you a *remarkable* financial advisor? An entrepreneur... Are you a *remarkable* entrepreneur?

Start creating experiences that your customer finds worth remarking on.

I'm a Seth Godin groupie. Sign up for his daily [blog](#), and you will be inspired by his genius insights.

Be bold with your personal brand and positioning. Dare to stand out—don't fall by the wayside like Toys 'R Us who thought just stocking toys on shelves would be good enough to stay competitive in a multi-billion dollar industry. Their ability to not stand out made them invisible to buyers and bankrupt.

Add the personal touch in all you do.

How do you currently add the personal touch? Here are some ideas:

Pay attention to detail. Mercedes Benz identified that a large number of their customers like bling, so they added Swarovski crystals to the headlights on some of their high-end vehicles. This

addition scores a zero in functionality, but 150% in stand-out quality, personal touch, and uniqueness.

I recently popped in to American Girl with my 9- and 2-year-old daughters. Andrea, my oldest, has never wanted a Barbie. She prefers playing with Lego. Within 10 minutes, she said, “We need to leave this store with 2 dolls—one for me another for my sister.”

What made her suddenly want a doll?

It was this brand’s attention to detail and personal touch. Andrea, for the first time, could choose a doll that resembled her face shape, skin tone, eye color, and hair color, length, texture, and/or style. It takes playing with dolls to another level.

You can also have lunch in the restaurant with your doll seated next to you. You can book an appointment for the doll’s hairdresser where she can have braids or an up style. They have “hers and mine” matching outfits representing the latest fashion trends. American Girl makes the visit such a unique experience, even I wanted a doll!

What are personal touches you can add to make a difference when working with your customers?

What is the little extra you can add daily to take you from ordinary to extraordinary?

7. Sell happiness.

People rarely remember what you said or did, but they remember how you made them feel.

The Queen of Facebook and one of the world's leading social media thought leaders, Mari Smith, says if you make people happy, you will make more money!

When you “sell” your personal brand, is it making people happy?

Tony Hsieh, CEO of Zappos believes in ‘*Delivering Happiness*’ and has built it in the DNA of the brand and employees. His book by the same name shows how, by concentrating on the happiness of those around you, you can dramatically increase your own.

Customers don't do business with email addresses, mobile numbers, or company logos; they do business with people. As the founder or employee of the company or start up you represent, you are in essence the “face” of the company.

When you think of Virgin, what do you see? Richard Branson. Does he look like someone you'd like to spend an hour on a flight with? I would say yes. Even if you'd never heard him speak, he radiates passion and positive energy. It would certainly be one of the most entertaining hours of my life!

The more positive the emotion you conjure in your audience's TOM (top of mind), the more likely they are to do business with you. Your passion and enthusiasm is contagious.

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Many clients through the years have said they “feel” my passion when I speak about personal brand success. This has been key to building a business based on word of mouth advertising and referrals.

Apply the 7 key principles of powerful brands to secure your real estate as a STAND OUT brand in the distraction economy.

Unsure where to start on your branding journey? Ask us! I help with businesses, professionals, and entrepreneurs to help define a brand that drives success; we’re always happy to help. Reach out to ask@haydeezantezana.com



Author's Note

Your Time for Success is Now!

Hollywood movies gross millions of dollars at the box offices all based off a 15-second movie trailer. If you think about it, most people watch a movie because the trailer appealed to them and they believed it was movie worth watching.

The impression you make on others is your movie trailer for the coming attraction, which is working with brand YOU.

Your ultimate success requires that all of the moving parts we have talked about in this book are synchronized to win you an Oscar for a Stand-Out brand. By implementing the smartcuts outlined, you can be Packaged for Success in 30 days or less.

Smartcut: *n* The optimal and fastest route to achieving a goal; an accelerated way to success.

I say this with confidence as I have many clients which have achieved different success levels by doing so.

As a bonus to this chapter, I have created an action plan checklist for you to be able to do this. To download it go to bit.ly/HAACTION



ACTION

IS THE FOUNDATIONAL KEY
TO ALL
SUCCESS

Pablo Picasso

Answer the following and put a completion date next to each one:

1. What areas do I need to learn more about that this book has covered?

2. What skills do I need to acquire to reach my success goals?

3. What beliefs and habits do I need to put into place to reach my ultimate success potential?

4. What beliefs and habits do I need to let go of?

5. Who do I need to consult, hire, or be mentored by to support me to be able to do 1-5?

6. What would reaching my ultimate success goal mean to me?

7. How would it impact my life?

8. How will I feel to look back 1 year from today and find myself in exactly the same place as now?

A work in progress.

Your personal brand is a constant work in progress. You need to regularly evaluate it, tweak it, and evolutionize it to be relevant and Top of Mind.

Avoid the following personal brand traps:

1. Taking your brand for granted.
2. Allowing your brand to become old and irrelevant.
3. Neglecting consistency.
4. Losing purpose and vision.

I admit, the above is far from easy. So, how can you constantly keep on top of your game? One of the ways I've done this is better explained by 12th century theologian John of Salisbury.

"We are like dwarves sitting on the shoulders of giants. We see more, and things that are more distant, than they did, not because our sight is superior or because we are taller than they, but because they raise us up, and by their great stature, add to ours."

I believe my business and career success has largely been as a result of this phrase. I feast from a buffet of great mentors and belong to brilliant masterminds. I surround myself with people that believe more in my success potential than sometimes I do. These individuals encourage me to constantly challenge myself and dream bigger.

One of the fastest ways to accelerate your success to greater heights is finding giants whose shoulders you can stand on. It could be an expert coach, a mastermind group, an industry association, or even better, all these and more. Currently, I'm working with a business coach, a professional speaker coach, and

a life energy coach. I am part of 2 mastermind groups, a member of 4 associations, and my local Chamber of Commerce. I have been incredibly picky at making sure I am with the best of the best. My time is too valuable to do it any other way. So is yours, do your homework and choose wisely.

If you want to catapult your brand forward, have a ferocious appetite to master your expertise. Work at creating your own lane where your expertise and profit meet. In so doing you will begin swimming in a lake of differentiation rather than bathing in an ocean of sameness.

Align who you are with what you do and how you do it. This way you will always show up as unapologetically YOU.



SUCCESS DOESN'T JUST
COME AND FIND YOU,

YOU HAVE
TO GO OUT
AND GET IT!

Jim Rohn

PACKAGED FOR SUCCESS

With the volume of personal brands in the workforce today, it's never been more important for you to develop a Stand Out personal brand.

Many people will not implement any of the action steps in this book, it's human nature. Don't be one of those people.

The only thing standing in the way of your success is YOU. So, move out of the way and start taking action NOW.

My final ask of you is to practice the Go-Giver principles. Once you've read this book, please pass it on to someone whose future success you care for.

Stay awesome, and always remember great things come to those who are Packaged for Success.

- Are you overwhelmed by all you need to put in place?
- Do need expert advice on what your next step is?
- Do you want to escalate your success to new heights?

If you answered a resounding YES to all, book a discovery call with me on bit.ly/HAIC4 I'll provide you with 3 customized action steps to accelerate your success.

YOUR
TIME FOR
SUCCESS
IS NOW!

Spaces are limited every month. They are on a first come first served, so take advantage now!

About the Author

***Haydee Antezana – CEO, Keynote speaker,
Workshop Trainer, Twin Mum.***

A defining moment as a 23-year-old L'óreal intern led Haydee to a successful 20-year career as a Professional Impressions Specialist.

On that particular day in an executive boardroom, she decided that she would never again throw away a once-in-a-lifetime opportunity like she just had. Haydee began researching, studying, and networking with successful people.

She soon discovered that successful people are not born with a success gene. They learn and implement certain skills so that when they walk into a room, their presence captivates you. When they speak, they have you hanging on their every word.

She ferociously applied everything she learned, and 4 years later, she became the youngest marketing manager of the world's

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Number 1 cosmetic brand. From then on, she knew her purpose was to help people be Packaged for Success.

In 1999, she combined her love of marketing, advertising, and personal image, and launched an impression management consultancy, Professional Impressions.

Her signature Packaged for Success program has impacted thousands of professionals, entrepreneurs, and business owners worldwide.

Haydee has worked with teams in medium size to Fortune 500 companies, from investment, banking, hospitality, real estate, retail, government, and automobile industries.

She and her team have coached celebrity clients, 14 country pageant holders, Miss World 2014, Miss Universe 2017. In between, she launched 2 successful businesses in retail and manufacturing. There is no aspect of the running of a company she is not familiar with, from IT, to logistics, to production, to HR.

In 2016 she founded Haydee Antezana International – a professional development company.

But by far her greatest achievement was giving birth to twins at age 48!

Today, she lives her dream lifestyle in the Temecula wine region of Southern California with husband Nic, daughter Andrea, and (busy, but delightful toddler twins) Gia and Nic.

She meets individuals daily with brilliant minds and advanced degrees – amazing people but shocking marketers of their own brand. The world will never know them. What wasted potential.

She doesn't want this for you or your team.

Why Haydee and her team are the right choice for your next in-house workshop, event or conference...

- **Outstanding feedback** – 99% of clients rate Haydee and her team as meeting or exceeding expectations. 92% refer them to their network.
- **Proven results** – She has been the Trusted Advisor to thousands of teams in Fortune 500 companies for 2 decades.
- **Unique insights** – After having owned businesses in consulting, manufacturing and retail, she has global insights and experiences that audiences love to hear.
- **Subject matter expert** – As a Certified Speaking Professional (highest international designation held by 12% of speakers worldwide) she is committed to ongoing excellence.
- **A memorable experience with** powerful, cutting edge content.
- **Action focused, practical** – Her strategies and solutions are relevant and easily implemented.
- **Playful and engaging** – Her “say it like it is” style combined with INFO-tainment create a unique experience that is fun and informative. People learn when having fun.
 - **Customised** – *One size fits one* approach. Never the same presentation twice. Each presentation is customised from... industry and business examples, videos, images, music to content and updated with relevant and powerful “take-aways” At all times we

ensure that the training is linked to the overall business strategy for maximum results.

- **Inspiring** - Being half-Spanish, half-Bolivian, passion and energy are in her DNA! Impossible to walk away uninspired.

The Must-Have Biography (if you like details and have the time.)

Bachelor of Commerce degree (majoring in Business Economics and Industrial/ Organizational Psychology).

International Honors Diploma in Advertising and Branding. Marketing executive for 10 years at global cosmetics giants L'Oréal and Lancôme.

Internationally certified impression management specialist and image consultant.

Founded Professional Impressions in 1999 – an impression management consultancy.

On the Board of Advisors of the Professional Women Network (based in the USA).

Past president of APICSA (Association of Professional Image Consultants SA).

CSP (certified speaking professional) the highest designation a professional speaker can attain internationally (only held by 12% of worldwide speakers).

Accredited life coach.

Founder of Haydee Antezana International – a professional development consultancy.

Her book “Packaged for Success” ranked no.1 international Amazon best seller in 11 categories!

What they say about her:

“Haydee was a powerful speaker, witty, charming, and engages the audience with impactful tips that empowers them to make a difference in their professional presence. I would highly recommend Haydee for any group interested in getting cutting edge info about how best present their brand!”

Elizabeth Kennard, President NAPW - South Orange County, CA

“Haydee's talk was refreshing, it serves as a harsh yet critical reminder of the importance of our consistent brand in everything we do, and provides for new ideas that are easy yet incredibly effective to implement. We can never get complacent in our brand and Haydee walks her talk in a way that inspires us to re-evaluate and revamp to suit today's environment.”

Lesley Everett, Founder and CEO, Walking TALL International – Past-President of the Global Speakers Federation

“It was a pleasure dealing with Haydee, she is extremely resourceful, helpful and delivers above expectations. Our staff thoroughly enjoyed each session.”

Elize Crampton, Vice President – IB Finance & Bus Mgmt – J.P. Morgan

“Sales and marketing team was given a wake-up call when Haydee took us through her presentation. The delivery was perfectly tuned with the message. This highlighted the full impact of the subconscious messages that we give out, when we don't take note of what we wear and how we behave.”

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John Backman, Commercial Marketing Manager – Adcock Ingram Gencare

“I highly recommend Haydee for her business manner, powerful message, contagious energy – the staff just keeps coming back for more!”

Shirley Van Biljon, Communications Coordinator – Vodacom

“The impact the training had on our team of consultants was dynamic with immediate effect! Watching our staff apply the tools and techniques that you shared with us in such a polished and proficient manner has been testament to a truly unique and invaluable experience.”

Kim Tomlinson, Executive – The IQ Business Group



Miscellaneous and Extraneous

This resource is designed to provide information on showing how to project a great personal brand in business. It is provided with the understanding that the author is not engaged in rendering legal, financial, or other professional services.

Such topics, discussed herein, are for example or illustrative purposes only. If you need legal, financial, or other professional assistance, you should use the services of an appropriately qualified professional to receive specific advice.

It is not the purpose of this resource to reprint all information that is otherwise available to authors and/or publishes, but to compliment, amplify, and supplement other resources. You are urged to read all the available material and learn as much as you

can about producing a successful personal brand and to tailor the information to your circumstances.

Every effort has been made to make this resource as complete and as accurate as possible. However there may be mistakes, both typographical and in content. Therefore, this text should be used only as a general guide and not as the ultimate source for having a successful career or business.

Furthermore, this resource contains information on the topics covered in this book that is current only up to the date of release.

The purpose of this resource is to educate and entertain. The author shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused, directly or indirectly, by the information contained herein.

If you do not wish to be bound by the above, you may return this resource to the author for a full refund.



Let your employees be your advantage

Why is the Packaged for Success program a MUST for your teams?

Without you even being aware of it, your employees may be losing the company clients and brand reputation daily. A Walker study showed that, by the year 2020, customer experience will overtake price and product as a key brand differentiator.

Do your colleagues/employees...

- Elevate the company's brand reputation at every touch point?
- Provide an "experience" instead of just a service?
- Leave lasting, powerful impressions?

Haydee and her team will empower your employees with skills and strategies to:

- Increase trust and customer loyalty.
- Elevate professionalism.
- Improve personal image and style.

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- Enhance visibility and credibility.
- Improve confidence and self-esteem.
- Increase revenue and sales..

As a result:

- Memorable customer experiences are created.
- Teams become a competitive advantage.
- Employees are kept ahead of the "curve".
- Employee morale is raised.
- Job performance improves.
- Company, employee and employer brand reputation is elevated.

Experience Haydee's charisma and INFO-tainment style that has made her a stand-out presenter for in-house workshops, onboarding programs and conferences worldwide.

Formats: Keynote (45-90 minutes), half day, full day.

Interested in booking Haydee to speak at your conference or conduct an in-house workshop?

Email her on haydee@haydeeantezana.com

Visit www.haydeeantezana.com

To connect with her on **social media** visit:

LinkedIn - www.linkedin.com/in/haydee-antezana

Facebook - www.facebook.com/haydeeantezana1

Twitter - [@Profimpressions](https://twitter.com/Profimpressions)

Let your employees be your advantage

Instagram - www.instagram.com/haydeeantezana

Google+ - plus.google.com/+HaydeeAntezanaInternational

YouTube - www.youtube.com/user/Profimpressions



CREATE A STAND OUT BRAND
FOR
VISIBILITY,
CREDIBILITY AND
PROFITABILITY

visit
www.haydeeantezana.com
to get this free cheatlist

