

mws  
miniworkshopseries



“create your name,  
create your image,  
create your identity,  
create your brand,”  
.. as a Professional Trainer.

Brand  
Yourself



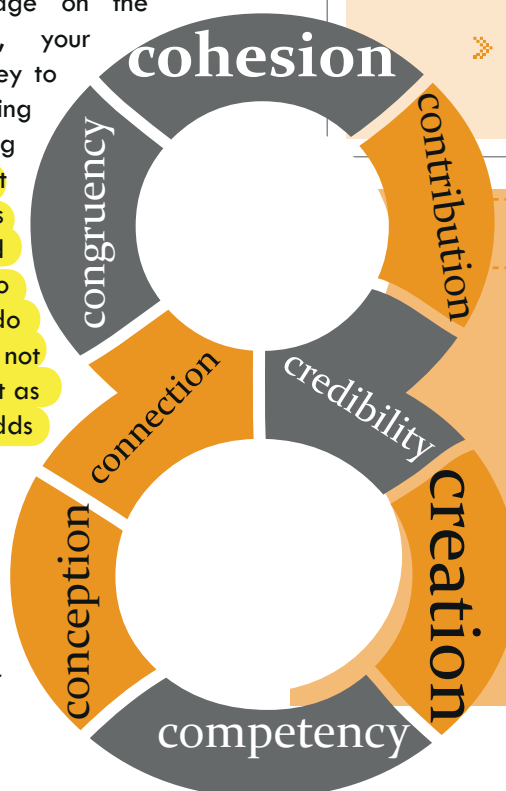
USD  
only 2999

## About Trainer's Branding

One of the most challenging obstacles faced by in-house trainers and line managers is their ability to establish themselves as reputable and established corporate trainers within their own organizations. By establishing your brand, you are actually building credibility and trust amongst people who will experience your workshop.

While you leverage on the MWS global branding, your personal branding is the key to building, as well as ensuring the longevity of your training business. It is about managing the perceptions of your prospects and customers, packaging who you are and what you can do for them. So that others will not just see you as a trainer, but as a brand, a service, who adds value.

When you, as the brand, are registered in the minds of people, your **reputation and credibility** will be better established.



## Why Branding You?

Being a trainer can be a very lucrative profession; however just like any business it needs to be marketed and nurtured over time.

- » We will help you create your very own **Branding Toolkit**,
- » Guide you on how you can optimize both the online and offline **marketing tools**,
- » As well as tips on how you can **craft a niche** for yourself.

## The 8C Branding Process

During this 5day workshop, you will go through the 8C process of branding:

1. **Conception**
2. **Competency**
3. **Creation**
4. **Credibility**
5. **Contribution**
6. **Congruency**
7. **Connection**
8. **Cohesion**