

# SELF MARKETING POWER

## Branding Yourself as a Business of One

*A Presentation by Jeff Beals*

**“To succeed, you must develop a personal brand used to further yourself, your company, and your community.”**

In order to get ahead, land a big client, or make a difference in the community, professionals need to establish and promote their “personal brands.” Today’s marketplace is crowded and noisy, making it difficult to stand out. That’s why Jeff Beals, a real estate executive, radio and television talk-show host, part-time college professor, and international award-winning author delivers enlightening and entertaining keynote speeches and workshops that show how *Self Marketing Power* builds individuals, organizations and communities.

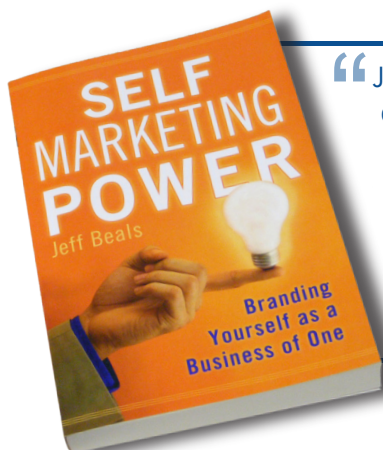
### The Secrets to Effective Self Marketing:

- **Promote your brand to your personal target audience**
- **Become a respected “celebrity” inside your sphere of interest**
- **Get better results from your networking efforts**
- **Harness the media to promote your personal brand**
- **Develop an expertise and become a sought-after source for news stories**

Based on his book, *Self Marketing Power: Branding Yourself as a Business of One*, Jeff Beals’ presentation is the perfect message for any group of people striving for success.

“Jeff Beals talked to our small business leaders and explained how they can promote themselves as well as their businesses without being pushy. Several of our members requested that we have Jeff back for a longer session, so he can share more of his strategies. If you have never had the opportunity to hear Jeff speak, do it now! He is truly motivational!”

—Stacy Gaskins, Greenville, NC Chamber of Commerce



### Speaker Profile



Jeff Beals is Vice President at Coldwell Banker Commercial World Group and host of weekly radio and television shows. Earlier in his career, he was Dean of Student Affairs at a private college. Additionally, Jeff teaches at the University of Nebraska at Omaha and is a professional member of the National Speakers Association.

He is author of the award-winning book, *Self Marketing Power: Branding yourself as a Business of One*. Jeff holds Master of Arts and Bachelor of Journalism degrees from the University of Nebraska-Lincoln.

