



Keep the best. Revitalize the rest.

Professional Development Group Coaching/TeleSeries Topics

Confidence in Communications – A Business Development TeleSeries

- Subtleties of Selling: Women to Men
- Applying Learned Optimism to Business Development
- Leveraging Feet on the Street – Communicating with Relationship Quadrants
- Feeding Fan Club Buzz – Confidently Arming Others to Sell for You

Business Etiquette – A Professional Basics TeleSeries

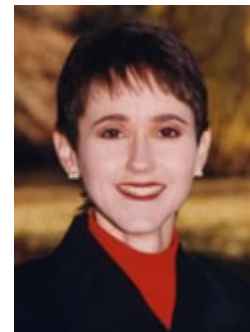
- Etiquette of Communications – Phone, Voicemail, E-mail, Hand-written Communications
- Meeting Etiquette – Planning, Conducting, Attending Meetings
- Networking Etiquette – Introductions, Conversation, Food and Drink
- Meal Etiquette – A Crash Course on Navigating the Business Lunch

The Role of Branding in Rainmaking TeleSeries

- Session 1 – Introduction to Branding Professional Services
- Session 2 – Building a Branded Message
- Session 3 – Communicating a Branded Message
- Session 4 – Delivering a Branded Message

Instructor Profile

Linda Travis is a 20-year services marketing veteran and founder of Personal Branding®. She began her career working on marketing research assignments for Fortune 500 companies, moved on to become a marketing VP with a nationally recognized financial institution, and led marketing information at a premier staffing company. Today, Linda specializes in branding professional firms and the professionals who represent those firms. She applies fundamental marketing principles to help professionals better champion their talents, package their capabilities, and promote themselves into positions of leadership. Linda is a *Fuqua Scholar* of Duke University's top ranked MBA program and a nationally recognized speaker on branding businesses, professional services, and people.



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