



The **Ginac** Group  
Your Career Is Our Business

## PERSONAL BRANDING

Create a distinct personality in the marketplace and use it to stand above competitors

### Positive Results

#### We can help you:

- Secure a new job or transition to a new career, occupation, or industry in 45 days or less
- Improve your job search effectiveness through the use of winning practices, targeted techniques, and influential marketing
- Enhance your personal confidence and success with interviewing, networking, and negotiations
- Find a job that's right for you and increase your job satisfaction

### Build a Brand that Lasts

- Looking for a strategic way to stand out from the crowd?
- Yearn to articulate your leadership style, differentiators, and talents that set you apart from competitors and peers?
- Want to increase your notoriety and improve your presence in your community, industry, or organization? Looking for more effective ways to land a new job or change careers?

What do Michael Jordan, Jack Welch, Lee Iacocca, and Martha Stewart have in common? They all have strong personal brands. Personal Branding is an effective marketing tool for people looking to take control of their identities and influence the impressions that others have of them. No matter what your career level or aspirations, it is important to differentiate yourself to succeed. This requires understanding, building, and communicating your unique personal brand.

### Branding Services

- Improve your visibility and presence
- Thrive during downturns in the job market
- Increase your compensation
- Land better, more interesting assignments
- Achieve personal and professional goals

Our career experts will help you identify your distinct personality, purpose and the context for your personal brand. We will identify what is unique about you by taking stock of your strengths, skills and passions; investigating your closest competitors, including your colleagues; creating a focus for your target market; and developing a press kit. This information will be used to create and market your authentic personal brand to help you get noticed.

### Satisfaction Guaranteed

Your satisfaction is guaranteed. We are so confident that you will benefit from our services that if you don't gain traction with your brand, we will revise your personal branding campaign at no charge.

### Professional Assessment

- Tools to take stock of your leadership abilities, values or talents.

### Brand Statement

- Develop your 90-Second, 60-Second, and 10-Second pitch

### Brand Assets

- Assets include design guidance on brochures, postcards and logos. It also includes image consultation and wardrobe development.

### Career Portfolio

- A visual representation of your abilities, skills, capabilities, knowledge, qualities – and how it represents your potential in the workplace.

### Marketing Plan

- A tactical plan to help you deliver your message to the right audiences.

## Select a Package That's Right For You

Package	1-10 Years Experience	11+ Years Experience
<b>Professional Services (Sessions)</b>	12	16
Professional Assessments Brand Statements Brand Assets	\$2,095	\$3,945
<b>Premium Services (Sessions)</b>	16	20
Professional Assessments Brand Statements Brand Assets Career Portfolio Marketing Plan Access to Signature Client-only Networking events	\$3,095	\$4,945

*\*Prices subject to change without notice.*

*Our PCMs (Professional in Career Management) are certified by the National Society of Career Management ([www.nsocm.com](http://www.nsocm.com)) and have over 60 hours of training.*

*MPCM (Master Professional in Career Management) have more than 3,500 career counseling hours and have assisted hundreds of clients with successful transitions.*