

IMPOWER

GROW THE TALENT THAT
WILL GROW YOUR COMPANY



IMPOWER

The Women's Organization for Mentoring Education & Networking
Developing Leaders Who Deliver Results

Peer Team # 5

WOMEN
UNLIMITED, INC.

MENTORING
EDUCATION
NETWORKING

Using social media to promote

Brand YOU[®]



Wanda Jones



Amanda Rosas



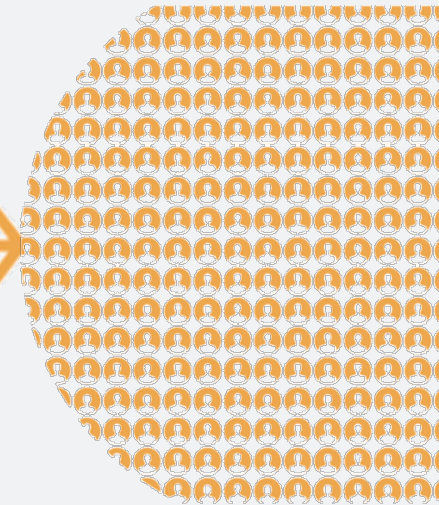
Keyla Barrow



Katie Bailey



Alissa Russelburg





Interesting Facts:

- We live in its “A Brand You” world
- A “brand” is a collection of perceptions *not* a logo
- Set a brand for yourself, or others will do it for you
- Just being good enough is not good enough
- It takes little to no money to brand yourself, it takes time
- Brands are born of experience and reflect reputation

“We are CEO’s of our companies : Me Inc. To be in business today, our most important job is to be head marketer for the brand called you”

- Tom Peters