

Clarity - The Key to Personal Branding

One of the most frustrating, time-consuming aspects of marketing yourself or your business stems from a lack of clarity. Without clarity others don't know:

- Your capabilities
- Your values
- In which environments/roles you'll excel
- In which, you're likely to fail

In this program Dale Furtwengler, a pricing/branding consultant and author of *Pricing for Profit*, will share techniques he uses to help his clients identify their ideal customers and how to attract them. A clear, strong personal brand will help you attract the right companies and positions to you.

Dale Furtwengler is an internationally-acclaimed author, speaker, business consultant and coach who helps his clients break the bonds of industry pricing. For more information visit <http://www.pricingforprofitbook.com>.