



“Entrepreneurship Education is How Communities Grow Stronger”

-Will Ferreira

HOW TO SELL YOURSELF - LEARN HOW TO CREATE YOUR PERSONAL BRAND

Your personal brand is not the same as a product brand, however, it does carry some of the same attributes. *Do you trust a corporation more than a person?* Who is more likely to be responsible for their actions? Your personal brand is the key for your life’s success.

Your personal brand is an opportunity to define yourself based on what you care deeply about. It should carry the perception of who you are and what you stand for. If you don’t define yourself, people will.

Learn how to market yourself as a brand to succeed in your career! Come to this workshop to learn with our instructor, Will Ferreira, Director of the Freshwater Coast Community Foundation-Clemson Entrepreneurship Education Alliance.

| |
|---|
| CLASS: PERSONAL MARKETING Piedmont Tech 143 Hwy 72W Abbeville, SC 29620 |
| HOURS: 10am to 12pm |
| DATE: October 27, 2015 |
| WHERE: Abbeville Campus |
| COST: Free (must register) |
| Registration: 864-941-8400 |

