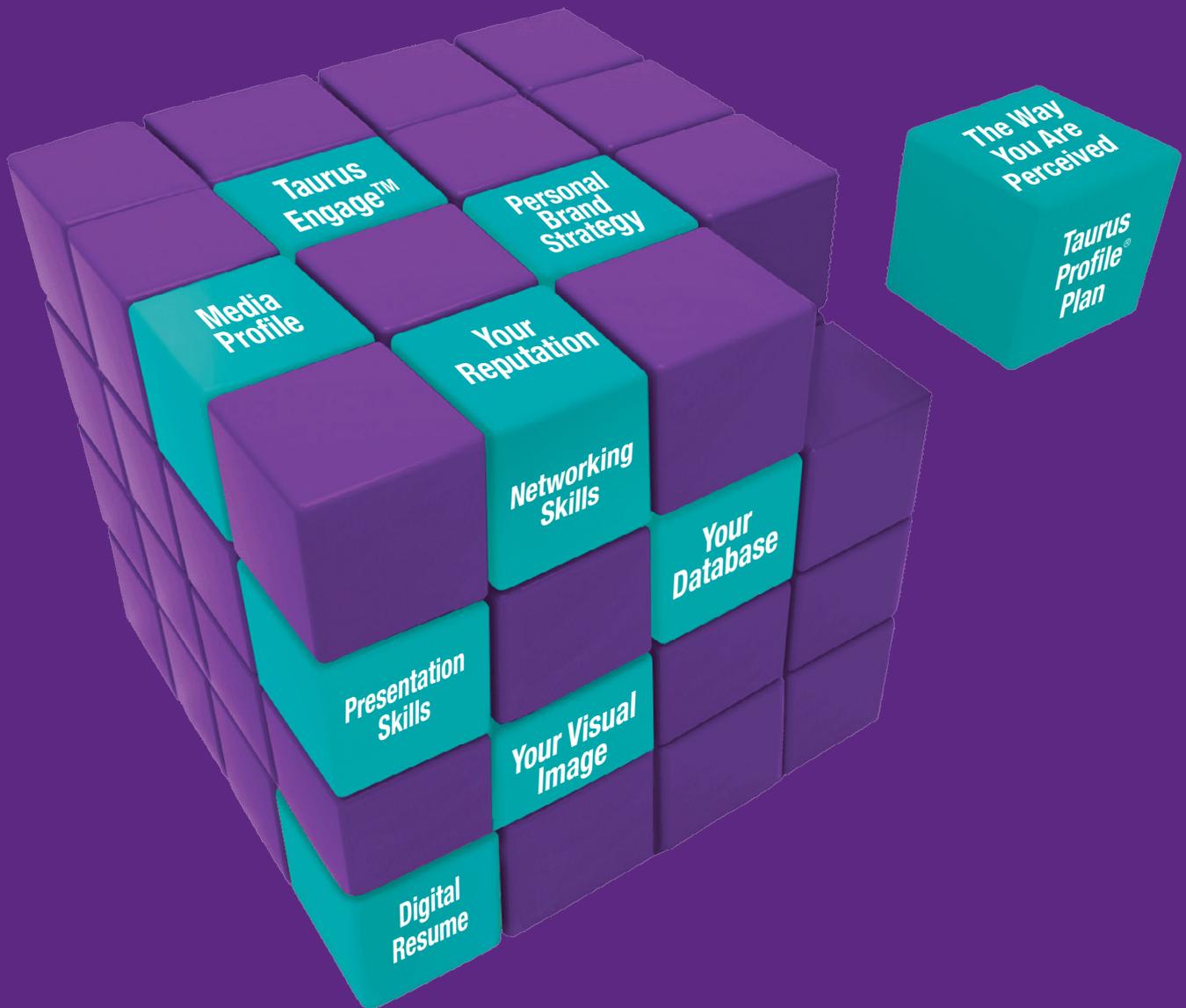




TAURUS[®]
PROFILE

Take the bull by the horns
Be yourself with purpose



Whether you like it or not, you are
captain of your personal brand

You are your personal brand

Never before has your personal brand been more important with the dominance of social media. You are your brand. Whether discreet or 'out there' we help you **be yourself with purpose**. Focus and you can emerge stronger, surer and way ahead of the field. The TaurusProfile® process takes you through a structured methodology to strengthen your personal brand presence.

TaurusProfile® is about building your personal, professional and corporate reputation. We know how - we do it all the time!

Why build your personal brand?

In a highly competitive environment, building your personal brand profile will leave you a step ahead of your competition. The TaurusProfile® process guarantees you will:

- ↘ Gain clarity on your personal brand
- ↘ Have a strategic communication plan to better develop your personal brand
- ↘ Ensure your key messages flow through your actions, visual, verbal and written communication
- ↘ Be well equipped to deal with media and the people you meet
- ↘ Become known as a thought leader

“

“The TaurusProfile® workshop gave me clarity on my objectives, a clear understanding of my brand profile and focused my effort. It stretched me to build my personal profile and has dramatically increased the value of my brand - the results were instant.”

Michael Bevan,
Australian Cricket legend

”

What is your personal brand?

Your personal brand is the image you present in the world - it is represented through:

- ↘ Your reputation
- ↘ The way you deal with people
- ↘ Delivering presentations
- ↘ How you behave
- ↘ Attending social events
- ↘ Your daily image and dress code
- ↘ Your body language
- ↘ The way you speak
- ↘ How you promote your expertise
- ↘ Your online and digital presence
- ↘ Your collateral
- ↘ Quotes in the media

Expand your business, broaden your horizons, 'walk the walk' and 'talk the talk' - capture market share by developing your personal brand and as a benefit increase your company profile

Shine in the eyes of your stakeholders and stand out

What are the benefits of building your profile?

- ↘ Increase awareness of you and your company's brand
- ↘ Increase the impact of your personal brand key messages
- ↘ Feed your sales and business pipeline
- ↘ Position you as a thought leader
- ↘ Gain clarity - aligns you with your company's brand values
- ↘ Differentiate you in a competitive market
- ↘ Build brand equity
- ↘ Build credibility and reputation in the market
- ↘ Increase staff morale

TaurusProfile® helps you focus, emerge stronger and ahead of the field

The TaurusProfile® process



Phase 1
Audit

Phase 2
Strategy

Phase 3
Execution

Phase 4
Measurement

Ongoing Monitoring and Measurement

Audit of your Brand

We undertake a comprehensive audit of your brand, personally and externally and help you define who you are and what you stand for.

TaurusProfile® Strategy

We provide you with strategic recommendations on how to maximize your personal and business objectives.

Active Execution

TaurusProfile® aids execution with your target markets and spheres of influence through practical plans and tactics.

Measure and Report

TaurusProfile® measures the return on investment of your progress.

Profile

How does the TaurusProfile® workshop work?

TaurusProfile® consists of a kickoff brand audit where we define your brand, a plan and a series of optional modules tailored to your specific needs. Before your first TaurusProfile® workshop, we conduct a situation analysis and brand audit of your personal profile and future career outlook. You will complete a short questionnaire which will create the foundation of your first session. We then facilitate a series of workshops with you to draw out key information regarding your personal and corporate identity. This information is evaluated and translated into a clear and practical plan to direct the development and enhancement of your personal brand.



One of the most respected Publicists I have ever met. Sharon's team are a pleasure to deal with, they are fast, effective and single-mindedly focused on deliverables. It is a pleasure to do business with her & Taurus.



Emanuel Perdis
MD of Napoleon Perdis



What does TaurusProfile® offer you?

Deliverables

- Clarity on your personal brand
- Core values and key messages
- Speaker profile
- Speaking opportunities
- Media list
- 6 -12 month communication plan
- An increased personal profile
- Recommended modules

Who is TaurusProfile® for?

- Leaders
- Rising corporate stars
- Founders and Entrepreneurs
- C-level executives
- Subject matter experts
- Celebrities and personalities
- Executives looking for new direction
- Politicians
- Job seekers

Personal brand checklist - maintain a healthy career by working on your personal brand

- How do you perceive yourself?
- Could your brand be improved?
- Is it building your business?
- Who knows you?
- How do others perceive you?
- What do you do?
- Who are you and what do you stand for?
- What does your company do?
- Why should I listen?



There has never been a better time to build your personal brand. With CEO brands such as Bill Gates and Richard Branson building their profile for years, I challenge you to discover and take control of your own personal brand.

Sharon Williams CEO,
Taurus Marketing



As seen on



Integrated Marketing and PR.



Personal Branding Expertise.



Social Media Engagement.

Smart Company. Smart clients.

Taurus is one of Australia's highest profile, privately owned, integrated Marketing agencies. We deliver strategic Marketing, Public Relations, Creative and Social Media Solutions to help drive your business forward. Clients range from smart entrepreneurs to major ASX-listed corporations across the B2B and B2C sectors. Taurus offers unparalleled levels of service with a practical, 'No Bull' approach focused on delivering results based on the Taurus Bullseye®. We warmly invite you to experience the Taurus way of doing business!

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