

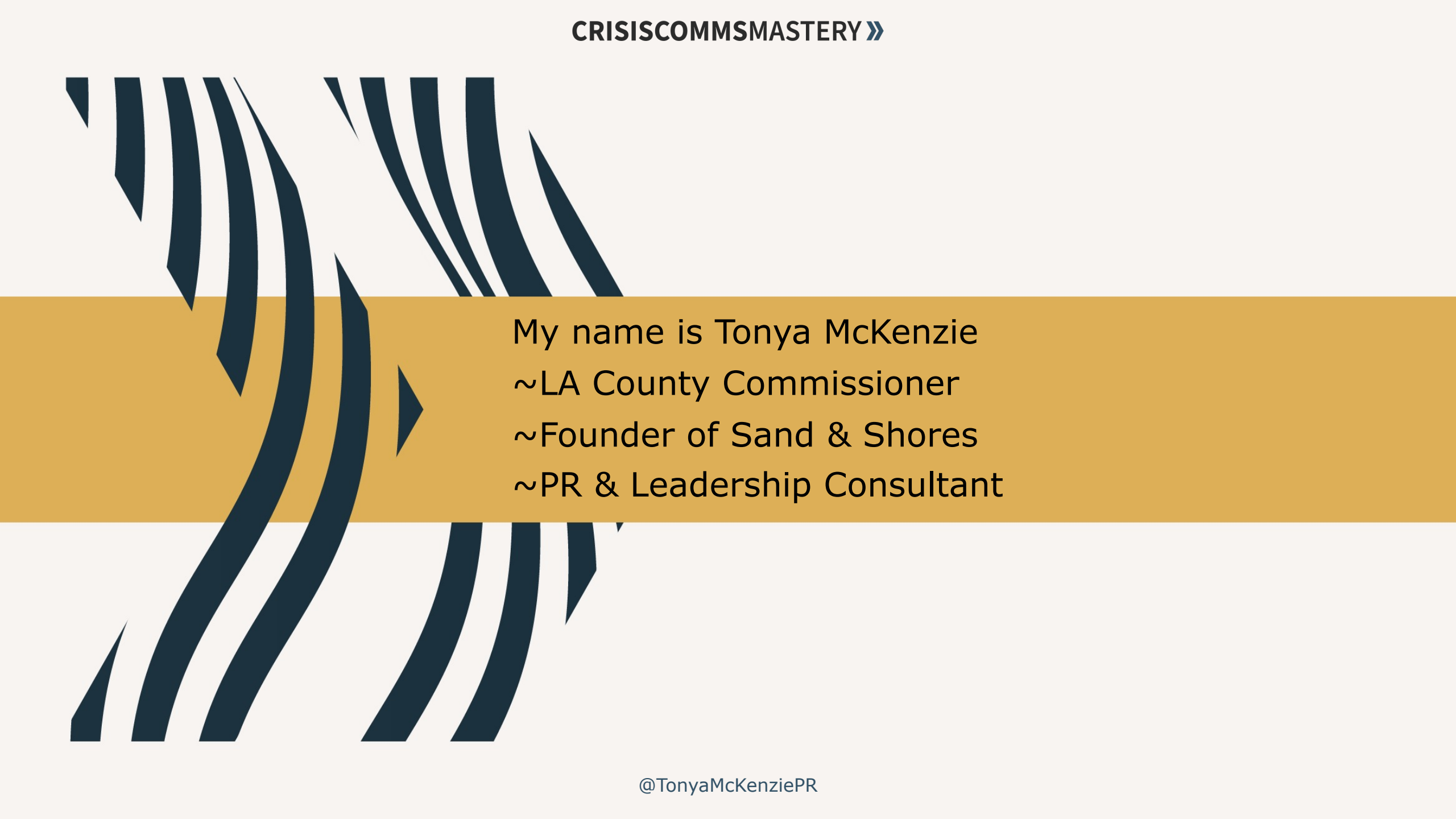
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VIRTUAL
SUMMIT

Building a Bullet
Proof Brand

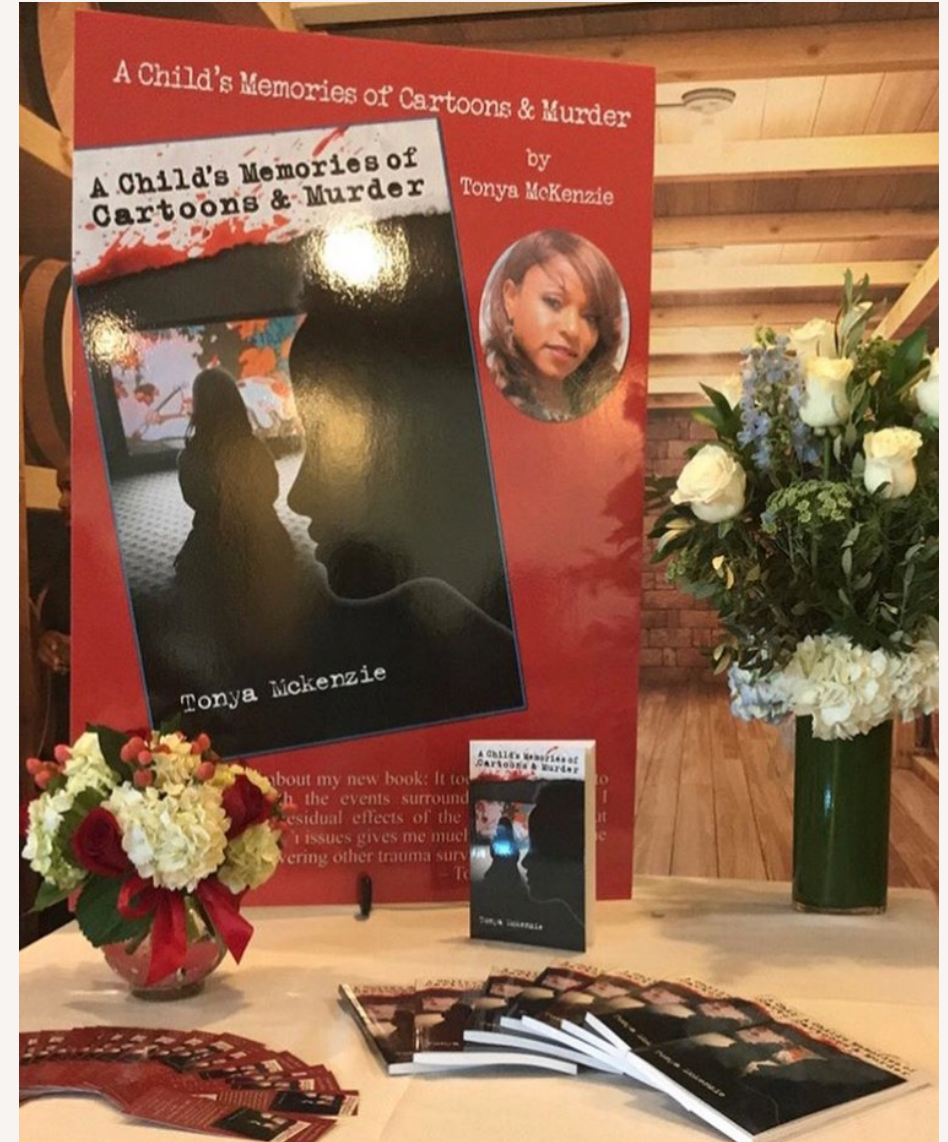
PRESENTED BY:
Commissioner Tonya McKenzie





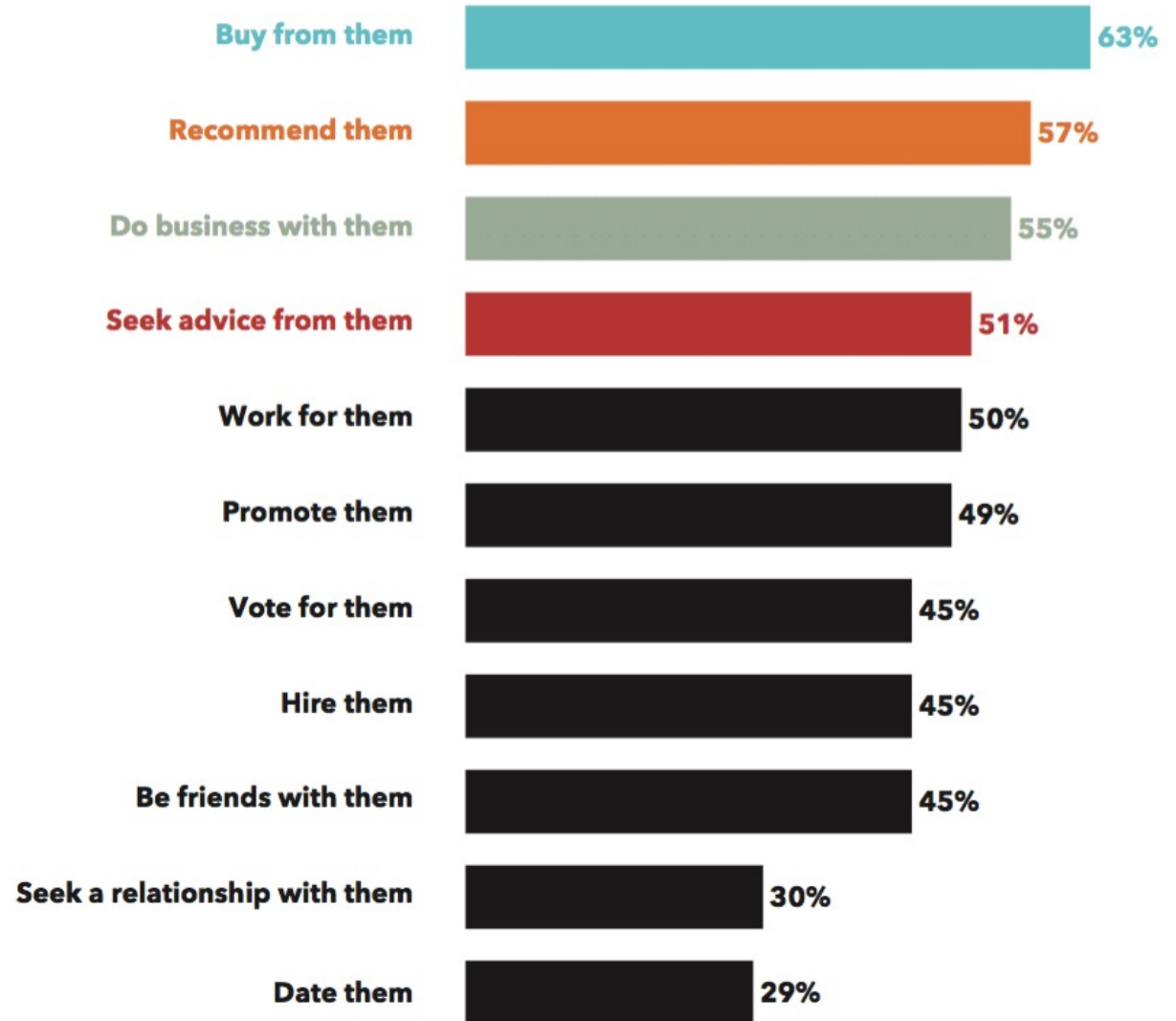
My name is Tonya McKenzie
~LA County Commissioner
~Founder of Sand & Shores
~PR & Leadership Consultant

- My Personal Story
- ~Built the brand
- ~Revealed the Story
- ~Shown a consistent pattern of work and commitment



Americans are most likely to buy from, recommend, and do business with an individual who has an established personal brand

Q: Are you more likely to do each of these with an individual who has an established personal brand? Select one for each row.

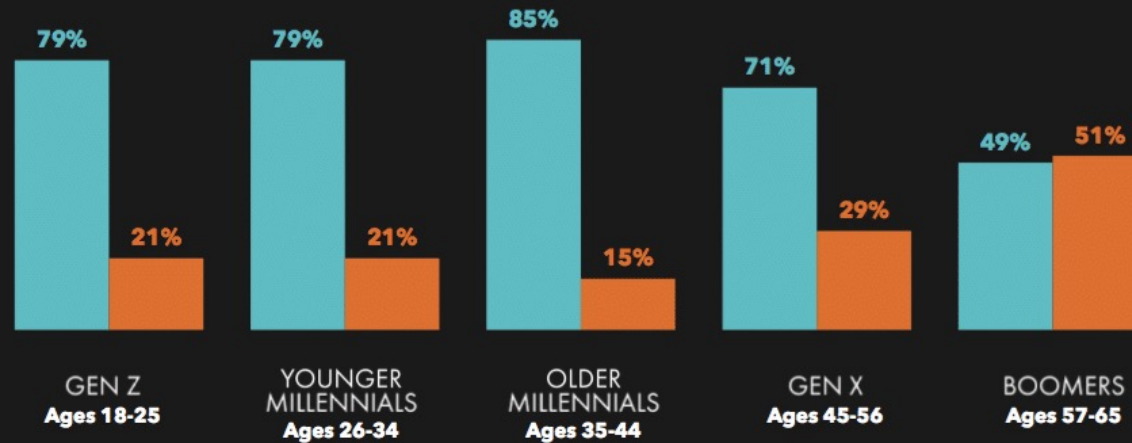
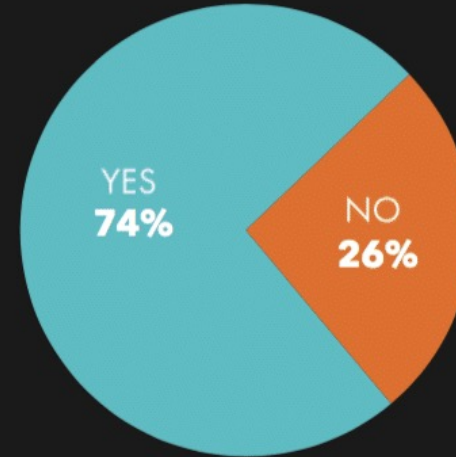


Almost 3/4 of Americans are more likely to TRUST someone who has an established personal brand.

Millennials are the most likely generation to **trust** someone who has an established personal brand.

Q: Are you more likely to trust someone who has an established personal brand? Select one.

ARE YOU MORE LIKELY TO TRUST SOMEONE WHO HAS AN ESTABLISHED PERSONAL BRAND?





5 REASONS WHY “B” COMES BEFORE PR & MARKETING

What is a BRAND?



- It's who you are, who you want to be known as, and who you want to attract
- Your brand is your promise and commitment to your client, customer and prospects
- It's the emotional connection that the public, your target market has with your company or personal brand. How does it feel when people hear the name?

The 5 Essentials



1. Branding is the foundation of getting the public to know, like, and trust you. (Ford, rebrand)
2. A solid brand not only brings you clients, it detracts those that are NOT your customer/client. (Chick-Fil-A)
3. A solid brand helps you be consistent with messaging, process, and procedures. (Coke)
4. A solid brand has an element of good-will that should drive actions and reactions. (Ben & Jerry's)
5. Consistency brings referrals and increased brand awareness. (any company you have referred)

Bulletproof

Definition: designed to resist the penetration of bullets.

Conclusion

When you have built a brand on authenticity and integrity and you are consistent about your message, your causes, and your quality of service or product, your brand is bulletproof.





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