

Meet Rahna Barthelmess

For over 20 years, author, speaker and branding expert Rahna Barthelmess has passionately built some of the world's beloved brands, like LEGO® Toys, Miracle-Gro® Plant Food, Build-A-Bear Workshop®, and Texaco® Gasolines.

As a branding and personal branding strategist, it is her job to help entrepreneurs find more clients, job seekers land that dream job, and coach corporate executives to get promoted, maximize their potential and take their careers to the next level.

As President of digital marketing agency **Beacon Marketing** and author of the book, "**Your Branding Edge: How Personal Branding Can Turbocharge Your Career**", Rahna pulls from real-life experiences, translating classic marketing ideas into practical how-to's that can be immediately applied to people's business lives—to have more fun in their lives, do more meaningful work and earn more money!



Rahna Barthelmess

SPEAKER, TRAINER, BRANDING EXPERT

Don't Just Dream It - Be It!

Build a Career With Serious Horsepower!

Transform your mundane job into a powerful, soul-satisfying career! Land that dream job, get a well-deserved promotion, and do work that means something by leveraging what is unique about YOU. "**Your Branding Edge**" gives step-by-step instructions to build a plan that will maximize your potential and help you achieve greater business success right now!

YOUR BRANDING EDGE: How Personal Branding Can Turbocharge Your Career

The book is available in hard copy and digital formats.

Amazon
Barnes and Noble

Or visit www.YourBrandingEdge.com



YOUR BRANDING EDGE™

Introduction

Chapter 1 Why You Should Care
About Personal Branding?

Chapter 2 Your goals

Chapter 3 What is a Personal Brand?

Chapter 4 Be Clear

Chapter 5 Be Confident

Chapter 6 Be Professional

Chapter 7 Be True To Your Brand

Chapter 8 Be Connected

Chapter 9 Be Bold

Chapter 10 Be Dynamic







Chapter 11 Putting These Principles
in Action

Rahna delivers keynote speeches, training programs, and facilitated hands-on learning sessions. Audience sizes range from 20-500 people. A sampling of past speaking engagements include:





Large-Format Speaking Platforms

-  St. Louis Product Camp
-  St. Louis Business Journal Annual Women's Conference
-  MBO Partners Independent Consulting Series
-  Assoc of Funding Professionals St. Louis Annual Conference
-  WOW! Women's Forum
-  Connecticut Expo
-  JETS Schmoozers Group
-  Powerful You! Women's Network

Association Addresses and Workshops

-  LIMRA (Insurance Association)
-  National Assoc. of Women in Construction
-  ALPFA (Assoc. of Latino Professionals for America)
-  Millstone Institute for Leadership
-  LENS On...Program
-  Businesspersons Between Jobs Workshops




Private Corporate Speaking Engagements

-  UPS (United Parcel Service)
-  Sun Life Financial Leadership Development Program
-  Mass Mutual Executive Leadership Program
-  ING - ALPFA Meeting

Undergraduate and Alumni College Programs

-  University of Hartford's Entrepreneurial Center
-  Center for Entrepreneurship and Innovation, Principia College
-  Quinnipiac University
-  Bay Path College

Library Business Programs

-  Simsbury Library, Simsbury, CT
-  Russell Library, Middletown, CT
-  Tolland Library, Tolland, CT

Sampling of Webinars, Guest Blogs, Podcasts, and Other Media

- ▶ Guest Blog Post for Truth Concepts Desk Software for Financial Advisors
- ▶ Webinar for MBO Partners
- ▶ Guest on The Reluctant Speakers Club Podcast with Eamonn O'Brien
- ▶ Guest Blog Post for Podcasting Success Secrets with D'vorah Lansky and Doug Foresta
- ▶ Guest on Bolder Business Podcast with Aprille Janes
- ▶ Contributor to Blog for Southworth Resume Paper Manufacturer
- ▶ Guest Blog Post for Work on Your Own Terms



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Are Your Digital Marketing Efforts Growing Your Bottom Line?



Beacon Marketing is a digital marketing agency that inspires business success by improving your digital presence and deepening connections with customers to:

- Grow business profitably
- Strengthen their competitive position
- Create effortless sales

Whether you are an entrepreneur or a Fortune 500 company (we've helped both!), we can help you forge rich connections with your customers, strengthen your brand, identify marketplace opportunities and create a concrete path to capitalize on those opportunities.

AREAS OF EXPERTISE:

- Branding
- Personal Branding
- Digital Marketing
- Search Engine Optimization
- Strategy
- Website Development
- Public Relations
- Social Media
- Presentations & Public Speaking
- Lead Generation & Marketing Automation
- Innovation

We're a small digital branding agency with big brand expertise.
We're passionate about strategic digital marketing efforts.
We create powerful customer connections.
We help you discover your branding edge.



What Others Say

"I have to say, hands down, she owned the room. Fun, vibrant, inspiring..., She truly is the spark that ignites the change and growth within people and their businesses! I would highly recommend Rahna." —Chana Monahan, President, Litchfield County Women's Network

"This course is extremely valuable in helping me more clearly identify and articulate my brand. Thank you!"
—Kate Ciriello, Mass Mutual Executive Development Program

"If only my previous employer had hired you!" —Susan McNamara, Marketing Consultant

"This is one of the most positive and professional presentations I have ever attended. This presentation really got me to thinking more about my personal brand and improving my impact on other lives." —David McClau

"I loved your presentation yesterday, and we are getting rave reviews on the "excellent" speaker and her presentation. Your delivery was outstanding and the content was very substantive. You really hit it out of the ball park yesterday."
—Judy Rosenthal, Program Facilitator, Jewish Employment Transition Services

"I like the coaches sitting in and brainstorming during breakout session." —Xingcheng Hua, Mass Mutual, Executive Development Program

"Great energy, very clear, concise, very helpful." —Matt Billard, Xillion Design

"Thank you so much for being a part of this professional development series. You definitely inspired the women who attended, especially me!"
—Bernadine Franco, Bay Path College

"Thank you for sharing your talent and perspective with us. First ... you really connected with my team....The messages you delivered really resonated...defining and managing the most important brand in your life...YOU. I saw lots of light bulbs turning on ... and it was wonderful how you took some opportunities to bring in your personal experiences ... great illustrations and way to connect ... Fabulous!"
—Yvonne Lieblein - Owner, Lieblein Associates

"I think a lot of people, especially introverts, need to hear you!" —Kathy Valade

"I learned how important it is to branch out and take risks." —Kathleen Blessing - Alcoa, Sales Assistant

"These invaluable lessons are so basic; it's amazing how few focus on their own brand...Kudos! Brilliant concept."
—Bette McIntire - Management Consultant

"Your Branding Edge was both a great reminder of things I can be doing all the time to turbocharge my career, as well as a wonderful list of suggestions of additional things to do. Rahna's use of stories and questions made it easy and enjoyable to read and learn. I recommend this book to anyone who wants to step their career up a notch by adding a turbocharger." —Kim Butler - President, Partners For Prosperity, Inc.