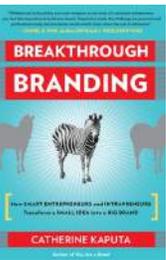
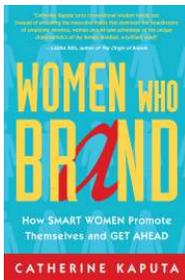


Ben Franklin Award for Best Career Book, Translated into 10 languages



Silver Medal Book of the Year Awards 2012 Business Category Foreword Magazine



SelfBrand is a professional development company offering keynotes, workshops and coaching to executives, employees and entrepreneurs on personal branding - branding yourself for success both in person and online - and kickstarting your business, products and services through the art of branding. A key focus area is women's leadership and creating more female leaders, a consuming passion of SelfBrand's founder, Catherine Kaputa. Catherine draws on principles and strategies from the commercial world of brands such as visual identity, verbal identity, virtual branding and other secrets from the Madison Avenue playbook along with her business experience as a SVP on Wall Street and work with women clients in a wide range of industries.

SelfBrand, led by founder Catherine Kaputa, offers dynamic, fun presentations on these topics for women's groups:

- **Women Who Brand: How Smart women Brand Themselves and Get Ahead**
- **You Are a Brand! Brand Yourself for Success In Person and Online**
- **Women's Leadership: Creating More Female Leaders**

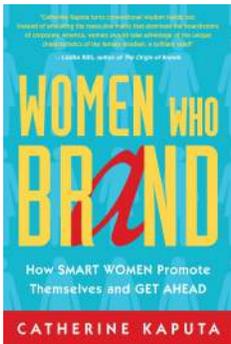
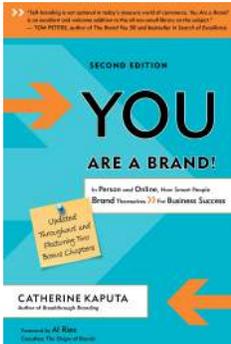
Overall Program Objectives: Give women attendees tools to:

- Take charge of their career identity both in person and online and accountability for their performance success
- Develop personal branding skills, tools, and a successful career plan to achieve company and career goals
- Create more female leaders

Program Formats: Each program can be done as a keynote talk or workshop program, Each workshop module consists of an interactive talk led by Catherine Kaputa based on ideas in her books followed by round table workshop exercises and discussion. Each program is tailored to the company.

Ongoing Learning:

Participants can receive a copy of one of Catherine Kaputa's books, the award-winning *You Are a Brand!*, winner of the Ben Franklin Award for Best Career book or Catherine's new book, *Women Who Brand: How Successful Women Promote Themselves and Get Ahead*, which will be out in the Fall of 2014. Corporate discounts are available through the publisher, Nicholas Brealey.



You Are a Brand! Brand Yourself for Success In Person and Online

Corporate icons, star athletes, and Hollywood celebrities all have what it takes to be in control and in demand — a unique brand. Personal branding can be subtle or grating, up-to-date or out-of-date, but if you don't participate, you will be left behind. After all, if you don't brand yourself, other people will. And no doubt, they won't brand you the way you want to be branded. Personal branding is especially important for women to master since studies show women are not as good at branding and marketing themselves as men are in the business world. Today, it's particularly important to develop an online brand that complements your in-person brand as well. A weak digital brand is like a weak reputation. People won't think you are as good as people who have a strong brand on the Internet. People are going to "Google" you, and they're either going to find a strong image online, a weak one or nothing. In this interactive talk, you'll learn through vivid case-study examples featuring women professionals how to build a powerful personal brand in person and online identity on LinkedIn. You'll learn how to apply branding principles to your most important product — Brand You.

In this program, you will learn:

- The multi-step branding process for personal career success
- How to take a more strategic and creative approach to your career destiny
- How to rebrand yourself if you've been branded negatively
- How to build a strong brand identity on LinkedIn
- Specific, actionable tactics to accomplish your goals that you can implement

Women Who Brand: How Smart Women Promote Themselves and Get Ahead

Men don't leave their gender-based advantages at the door when they go to work. Neither should women. This talk will introduce new findings in gender research on female aptitudes, along with new insights into why it can be different for women in business. You'll learn how to harness all your assets to build a successful career identity that's authentic, focused, and relevant and an action plan for success. This talk will show you how with vivid principles and case study examples featuring women professionals.

The talk will cover:

- Female aptitudes and strengths that can be leveraged in business: empathy, social perception, verbal agility, people orientation, relationship-building, and visual identity.
- The female leadership style and why it's an asset in the 21st century workplace
- How women can be perceived in business and how to be more effective
- Specific tactics women can take to achieve their goals

SelfBrand and Catherine Kaputa



Catherine Kaputa is a brand strategist, speaker, author and founder of SelfBrand, a New York City-based branding company - www.selfbrand.com. From Madison Avenue to Wall Street to the halls of academe, Catherine Kaputa perfected her ability to market products, places, and companies. She led the award-winning “I Love NY” campaign and was SVP, Director of Advertising and Community Affairs at Citi Smith Barney, and she taught a branding course at New York University’s Stern School of Business.

Yet Catherine came to appreciate that one of the most important applications for branding is not for products — it’s for individuals to define and own their career identity both in person and line and create their own performance success.

That’s why Catherine wrote the award-winning book, *You Are a BRAND!, In Person and Online, How Smart Business People Brand Themselves for Success*, winner of the Ben Franklin award for Best Career Book and a Top 10 Employee Training Book in China. The book has been translated into over ten languages.

In addition to personal branding for employees and executives, Catherine does talks and workshops for sales professions on Social Selling and Virtual Branding since using social media particularly LinkedIn can be a powerful strategic resource in building a personal brand image for sellers and a resource to nurture existing client relationships and attract new customers.

Catherine’s other passion is women’s leadership, the topic of her book, *The Female Brand*, and her new book, *Women Who Brand out* in the fall of 2014. Her ambition is to provide women with the tools to brand themselves successfully (and authentically) and to transition from individual contributors to successful leaders. Catherine is active as a speaker at women’s groups and one of her missions in life is to create more female leaders. She gave the keynote talk at the Women’s Leadership Conference in Vienna sponsored by the U.S. State Department in October, 2013.

Her new book on branding, creativity and entrepreneurship is *Breakthrough Branding*, Silver Medal Winner in the Book of the Year Awards, 2012, Foreword Magazine.

Catherine has spoken and done workshops at a wide range of companies including Google, PepsiCo, Microsoft, Intel, AT&T, Merck, UBS, Unilever, Marsh, ADP, KeyBank, Whirlpool, Symphony IRI, Time Warner, Citi, Dow Jones, and the U.S. State Department. She has been featured on NBC, ABC, MSNBC, The Wall Street Journal, The New York Times, Fortune, Fast Company, Wired and other media.