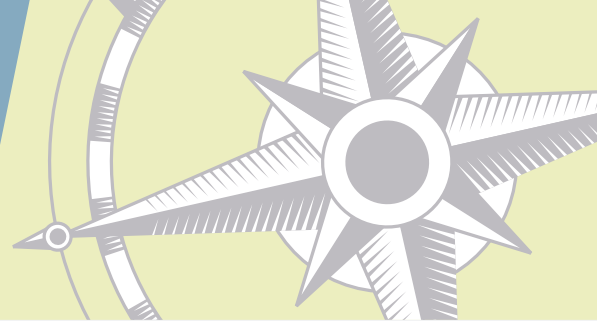


Online Course Outline

BREAKTHRU BRANDING™



Day 01 - Getting Started Video

Course Checklist (a high level overview of the entire course)

7 Course Completion Insights

30 Day Personal Branding Plan

Day 02 - Module 1: A Look at Personal Branding Video

Day 3

Lesson 1: What Personal Branding IS & Is Not

Day 4

Lesson 2: Navigating the Waters & Authenticity

Day 5

Lesson 3: You Are in the Driver's Seat - Brand Strategy

Day 06 - Module 2: Credibility & Influence

Day 7

Lesson 1: The Brand Map™: Where Are You?

Day 8

Lesson 2: Enhancers & Detractors

Day 9

Lesson 3: The Relevance Factor™

Day 10 - Module 3: Discovering Your Brand

Day 11

Lesson 1: What is the Branding Compass™?

Day 12

Lesson 2: What Do Others Think About Your Brand?

Day 13

Lesson 3: Choosing Your Core

Day 14 - Module 4: Stages of Building Your Brand

Day 15

Lesson 1: The Establish Stage

Day 16

Lesson 2: Shape & Build Stage

Day 17

Lesson 3: Work to Expand

Day 18

Lesson 4: Now, What's Next?

Day 19 - Module 5: Driving Your Brand

Day 20

Lesson 1: Keeping Yourself Accountable - FOCUS!

Day 21

Lesson 2: Putting It All Together

Xtras - Bonus Section