

EXECUTIVE COURSE

DISCOVER YOUR PERSONAL BRAND

Your Brand Already Exists. It's Time You Took Control of It.

Most professionals never stop to ask one simple question. What do people think of me when I am not in the room?

Your personal brand is the answer to that question. **This course is built on Sonia Dubey Dewan's original 4 Personal Brand Archetypes system.**

The only framework of its kind in the world. Across 55 lessons and 3 modules you will identify your Brand Archetype, develop your Brand Voice, and define your Brand Visuals.



KEY FEATURES:

- Built on Sonia's Original 4 Personal Brand Archetypes System
- 55 Lessons Across 3 Focused Modules
- Fully Self-Paced. Learn Anywhere at Any Time
- ISIM Certificate of Completion Included

KEY BENEFITS:

- Know Exactly Who You Are and How You Come Across
- Develop a Brand Voice That Is Authentically Yours
- Define Visuals That Reflect Your True Identity
- Show Up Consistently Online and Offline



INDIAN SCHOOL OF
IMAGE MANAGEMENT

WWW.ISIMX.IO

DISCOVER YOUR PERSONAL BRAND

ONLINE SELF-PACED COURSE

Taught by **Sonia Dubey Dewan, AICI CIM**

55 Lessons | ISIM Certificate of Completion



WHAT THE COURSE COVERS:

Module 1. Discover Your Brand Archetype

Module 2. Discover Your Brand Voice

Module 3. Discover Your Brand Visual

WHAT YOU WILL LEARN:

- Identify Your Personal Brand Archetype From Sonia's Original 4 Archetypes System
- Develop Your Brand Voice and Create a Compelling Brand Message
- Define Your Brand Visuals. Colors, Aesthetics and Visual Identity
- Study Real World Case Studies Including Oprah Winfrey and Elon Musk
- Walk Away with a Brand That Is Clear, Consistent and Completely Yours

WHO THIS COURSE IS FOR:

- Entrepreneurs and Business Owners
- Leaders, Managers and C-Suite Executives
- Coaches, Consultants and Trainers
- Influencers and Social Media Professionals
- Image Consultants Who Want to Add Personal Branding to Their Practice
- Anyone Who Wants to Build a Strong Personal Brand

Created by

SONIA DUBEY DEWAN

AICI CERTIFIED IMAGE MASTER

Sonia is India's foremost Image Consultant and the only Indian to hold the AICI Certified Image Master credential.

With 14 years of experience she has impacted over 300,000 individuals and trained 500 certified image professionals across continents. The 4 Personal Brand Archetypes system that powers this course is her original creation. No one else teaches it.

