

WORK SAMPLE: LANDING PAGE COPY (EVENT) Copyright protected

What Competition?: Make Yourself Indispensable to Customers Through Your Personal Brand

NEWSFLASH! You're not a salesperson. You're a *brand*.

That's right. You. All by yourself.

My name is David Tyreman and I love branding more than any sane man should. But that's good news for you, because what I know can change your life.

For example, I know that salespeople make sales, but well-defined *brands* make *fortunes*.

I know that customers stick to brands like glue. Your personal brand will make you indispensable to your customers. They won't even *think* of calling anyone else.

Competition?

What competition?

Please join me at the _____ in _____, California on _____ from 8:00 AM to 12:00 PM. Lunch and a Q&A will follow.

After I'm done with you, you'll know:

- How to create a unique brand for yourself that feels authentic and makes selling fun and easy
- Concrete ways to add value to what you do
- How to customize your approach to each unique customer for maximum results

From here on out, things are going to be different. And by different, I mean better. Remarkably better.

But listen, don't say I didn't warn you: there are consequences to failing to brand yourself. The worst is invisibility. You might already be seeing the signs.

You think you're going to close a sale with that customer, but you call and find they bought from someone else. Or they bought a different brand. Or they bought from you once, but didn't think of coming to you again.

Kim Brittingham
Content Development • Social Media
hello@kimwrites.com
212.729.4370

And how frustrating it is to know you're *way* better than that vendor down the road, but *he* got the business?

That's madness! And it's unnecessary, because you've got *me* on your side. I know there are masses of people just waiting to do business with you when they're so inspired. And I'm just the guy to help you inspire them.

This year, treat yourself to a total career transformation. It's a 4-hour investment that will impact your life for years to come.

David