

Re-THINK! The Brand Called YOU!

Welcome to Your Personal Branding Session

Presented by Donna Fedor



Re-THINK!



**We are going to work on
reconditioning the mind**

My Intention for Today



- To polish the diamond. (That diamond is you!)
- How to change the way you think about YOU
- How to know your value
- How to boost your self-confidence
- What is your "ME" file and how important this is to your success
- What relationships are absolutely necessary to drive you forward



DIAMONDS ARE FOREVER!

Carry this feeling with you throughout your life



Live your life
by Design
not by Default!



What are your INTENTIONS?

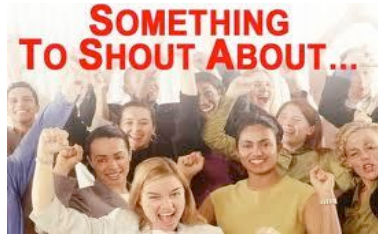
Today's webinar

For the week

For the month

For the quarter

For 2014



How do you define yourself?

How do you want people to see you?

How do you communicate what you do for a living?



"The biggest mistake that you can make is to believe that you are working for somebody else.

The driving force of a career must come from the individual.

Remember, jobs are owned by the company, you own your career!"

- Earl Nightingale (1921 - 1989), American Motivational Speaker and Author

**Most people refer to me as a
Motivational Speaker**



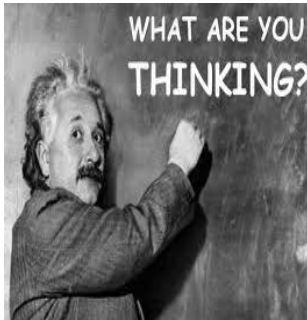
**My mission is to INSPIRE and EDUCATE people
on how to IMPROVE THEIR THINKING by**

Re-THINKING!

What is Re-THINKING?

Results + Thinking =

Re-THINKING!



= Thinking with awareness

By Re-THINKING! you are
transforming old thinking

into **RESULTS** and **HAPPINESS**



Re-THINK! REBOOT



**Re-THINKING IS RE-CHECKING YOUR THINKING!
AND CORRECTING IT!**





MY PERSONAL GOAL

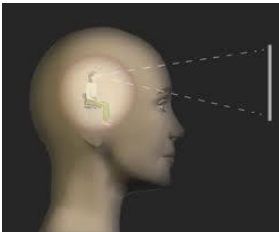
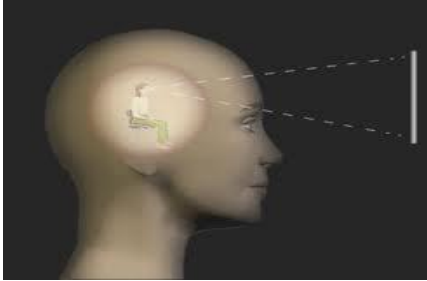
**As a Results Coach, Speaker, Trainer, and Recruiter,
my goal is to:**

INSPIRE and EDUCATE 1 million people to be part of

The Re-THINK! Revolution!



Visualize
yourself





A Brand Distinguishes Us
from the Competition

think
Reputation
instead of
Brand

How do you define yourself?
How do you want people to see you?
How do you communicate what you do for a living?

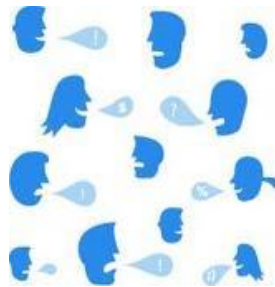




To my wife Trixie and my friends Ralph & Alice



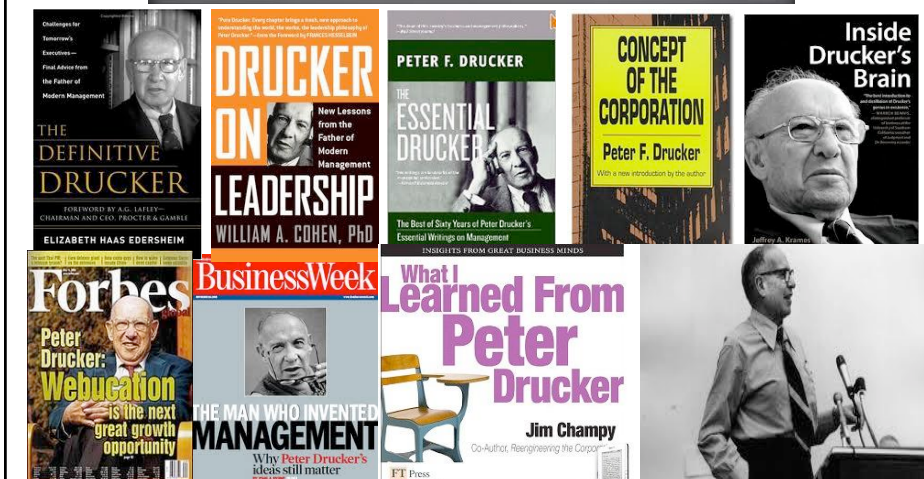
Ed Norton - NVC Department of Subterranean Sanitation
freedivingnews.com



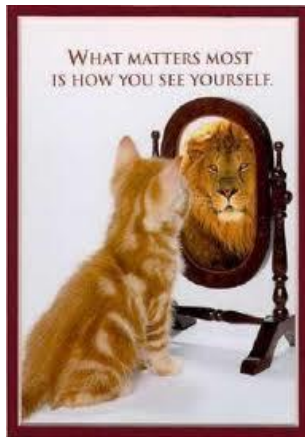


"The best way to predict the future is to create it."

- Peter F. Drucker (1909 - 2005), Author and Teacher



The Brand Called YOU!



You MUST build a “Healthy” Self Image

Know the value of your potential

Be a YES to you starting TODAY!

Be a YES to Self-Confidence

You cannot lose it





You have to **stoke the fire** inside of you

**Just
for
Today**



The Brand Called **YOU!**



Exercises for your “ME” File

- 1. Inventory of all your Good Habits**
- 2. Accomplishments & Successes include Career and Personal**
Make a list:
 - ✓ compliments
 - ✓ kudos
 - ✓ promotions
 - ✓ awards
- 3. Strengths w/ examples and why**
- 4. What are the Top 5 Reasons Someone Should Hire You?**



Water the seed

Practice

Practice

Practice

Practice

Practice

Practice





Practice → 30 Second Elevator Speech

Practice → 2 Minute Commercial

Practice → Value Proposition Letter

Practice → Phone recordings

Practice → Video recordings



The Brand Called YOU!

Example:

I create programs that teach people to improve their thinking so they can produce “extraordinary” results in their career and in their life.



Donna Fedor, Results Thinking Solutions

The Brand Called YOU!

Example:

Tim Wackel is the president of The Wackel Group, a training and consulting firm dedicated to helping organizations find, win and keep customers for life.



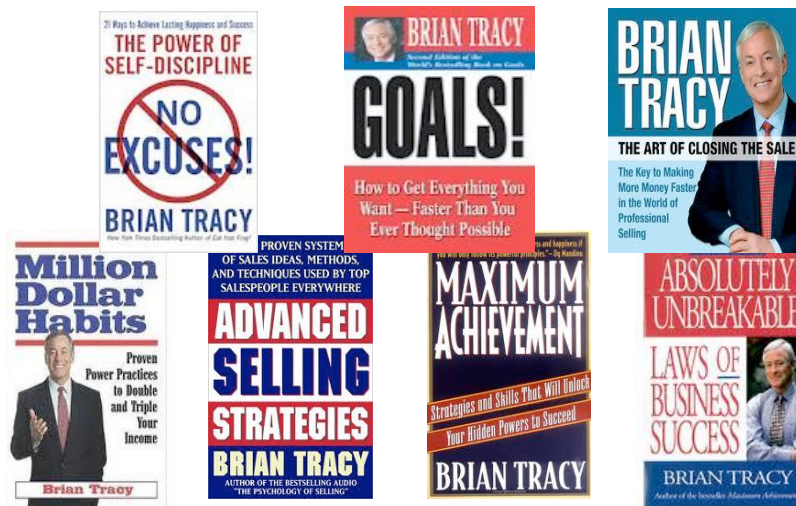
Tim Wackel, The Wackel Group



You are the owner



"I found every single successful person I've ever spoken to had a turning point. The turning point was when they made a clear, specific unequivocal decision that they were going to achieve success. Some people make that decision at 15 and some people make it at 50, and most people never make it at all." - Brian Tracy (1944 -), Canadian Self-help Author



The Brand Called **YOU!**



Polish the diamond

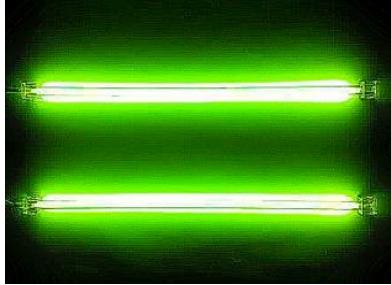
That diamond is YOU!





INEFFECTIVE NETWORKING





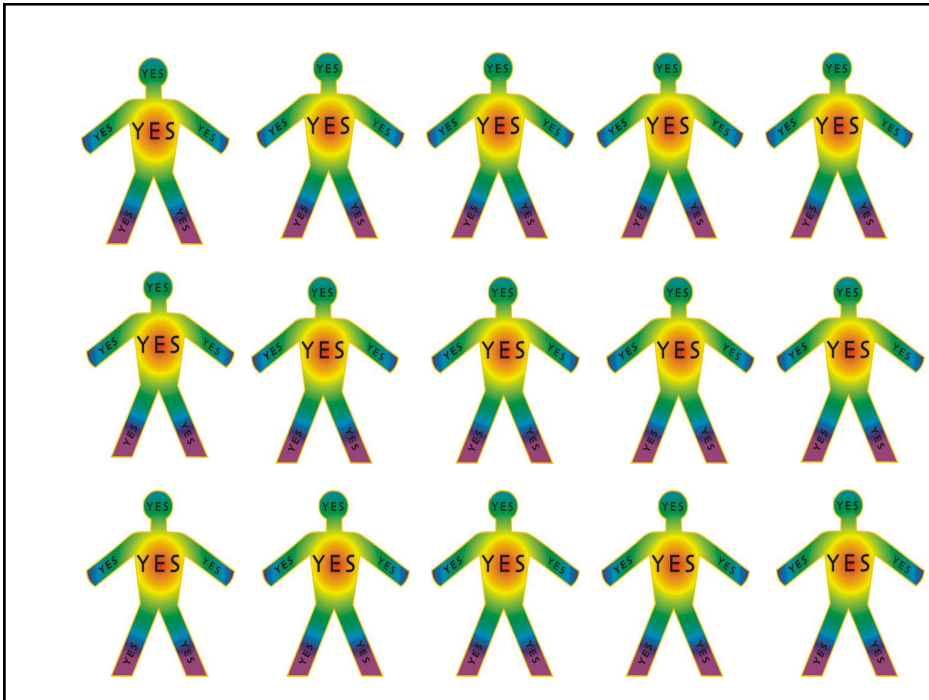
Learn to go from Invisible to **VISIBLE**

Turn your light on!

The Power of **YES!**



SHOUT YES AT YOUR PRIORITIES!



BE A "YES" TO YOU!

- Mary of East Bay, California did and here is what she says:

"I fell out of sync with what it takes to land a job. My self-esteem was at an all-time low. Finding Donna completely reshaped my job search - but more surprisingly, my self-image and direction. I learned how to maintain a positive unshakeable driving force. Not only did I land the perfect job for me, but in the perfect location with the perfect salary, benefits and hours. I will take this guidance and training with me through my life as the tools I acquired are not only applicable to my job search, but to attaining my goals and maintaining my happiness. I hope you give yourself the gift of the Re-THINK! program. You're worth it!"

What is the next most logical step?



Re-THINK! Your Relationships

What relationships are absolutely necessary to drive you forward?

- **Surround yourself with achievers**
- **Champions for your success**
- **Accountability Partners**
- **Advisors / Mentors**



You have 7 BILLION people to choose



Re-THINK! REBOOT



A.N.T.S = Automatic Negative Thoughts



Creepy-Crawly Thoughts – Mind Cooties!



Non-Stop Mental Chatter

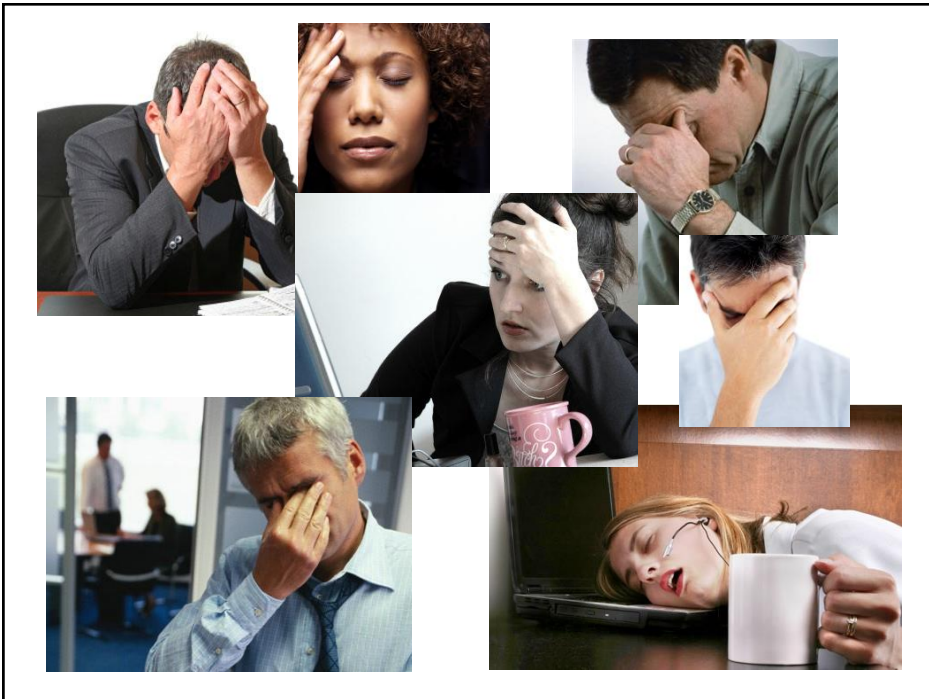
It feels like you are beating yourself up.

Who's voice is in your head?

How does beating yourself up help you?

Allowing the outside circumstances to dictate your emotion is a human trap

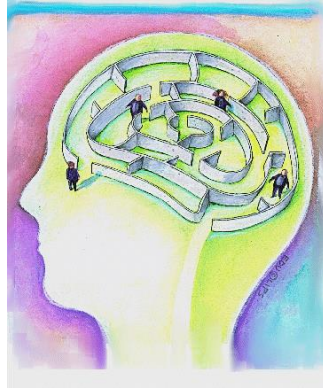




Re-THINK! SEIZE CONTROL

It is an illusion...

Life is a
Mind Game



EVERYTHING
YOU KNOW
IS WRONG!



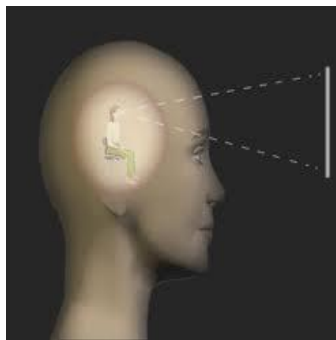
UNBUGGABLE



Re-THINK!

You are a valuable...

***FREE
AGENT***





***Never the Villain
Never the Victim
Always to the Rescue***



What perspective am I coming from?



We are not **REALLY THINKING**

We have a pattern of responses to life

We are programmed or conditioned







You are the owner





ACT
NOW!

ACT
NOW!

ACT
NOW!

ACT
NOW!

ACT
NOW!

Re-THINK!



Make sure to use **TOOLS** to support your **GROWTH**

Your growth is your **RESPONSIBILITY**

Asking for help is a sign of **STRENGTH** not a sign of weakness



Live your life
by Design
not by Default!



i
Dare
you

i
Dare
you

i
Dare
you

Life is minute to minute



***You don't know the future...
so you might as well paint a beautiful picture.***

Your Biggest Cheerleader!



LET'S STAY CONNECTED



www.linkedin.com/in/donnafedor



donna@resultstinking.com



408-365-0500

THE PERFECT BLEND

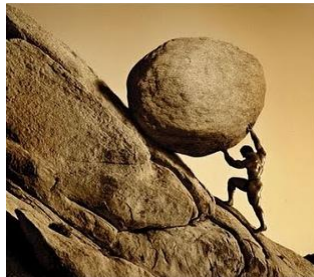
New Thinking is REQUIRED



- 1. RIGHT THINKING**
- 2. RIGHT ATTITUDE**
- 3. RIGHT ENVIRONMENT**
- 4. RIGHT SKILLS**
- 5. RIGHT ACTIONS**
- 6. RIGHT ACCOUNTABILITY**
- 7. RIGHT SUPPORT**

AT THE RIGHT PRICE!

It WILL absolutely be worth it!





TODAY'S VIP Special Offer

Re-THINK! Job Search Program

VIP TODAY ONLY

www.ilostmyjob.com/rethink

10 CDs -One hour sessions

160 page "power-packed" Workbook

Professional Organizer

8-10 Group Coaching Calls per month

Mondays - Re-THINK! Power Calls

Fridays – Re-THINK! Community Calls

Re-THINK! Member's only website

Re-THINK! Member's Forum

ACCOUNTABILITY PARTNER!



BE A "YES" TO YOU!

- Keith of Edinburgh, UK did and here is what he says:

I would highly recommend Donna Fedor and her Rethink program. I worked through the course material and managed to secure a job offer in 21 days. I do not think this would have been possible without the direction and focus that the course provided. I have changed the way that I look at the world and now enjoy every day as it comes. I cannot speak highly enough of how Donna and her course has helped change my life."

HERE ARE YOUR FREE BONUSES

Bonus #1 – Audio MP3 - How to Make Money with Your Talent



Bonus #2 – Audio MP3 How to Win the Mind Game of Health & Fitness



Bonus #3 –Audio MP3 Breaking through the Confidence Barrier



Bonus #4 – Audio MP3 “Live” Interview Coaching Session

Bonus #5 – Interview Prep Scripting



Bonus #6 – Enjoy a 30 days **60 DAYS** complimentary pass
in the Re-THINK! Membership program



BE A "YES" TO YOU !

- Gene of Northern California did and here is what he says:



"I highly recommend Donna Fedor and her Re-Think program. Donna's energy and positive outlook on life is contagious. Her guidance and help choosing positive thoughts was a key to my success in landing my current position. Donna's Re-Think program is a good choice when looking for help getting unstuck in your job search and finding support in a positive group setting."

BONUS #7

The Perfect Wake Up Call Every Morning

Re-THINK! 30 DAY JOB SEARCH CHALLENGE

30 DAYS OF FOCUS
30 DAYS OF WINS
30 DAYS OF SPRINTING
30 DAYS OF MOTIVATION
30 DAYS OF INSPIRATION
30 DAYS OF TEAM SUPPORT
30 DAYS OF POWERFUL INTENTIONS



**Try the Re-THINK! Program
for 4 WEEKS with **ZERO RISK!****



JOB SEARCH COACHING

INTERVIEW COACHING
CONFIDENCE COACHING
ACCOUNTABILITY
COACHING

donna@resultstinking.com

408-365-0500



TODAY'S VIP Special Offer

Re-THINK! Job Search Program

Retail price \$497.00

Special Payment Plan

3 payments for \$87 = ~~\$261.00~~

www.resultstinking.com

www.donnafedor.com

www.igniteyourjobsearch.com

ResultsThinking
SOLUTIONS
Re-THINK! Choose Better Thoughts



Re-THINK! Job Search Program

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COUPON CODE: MOMENTUM

Make your first payment for **only \$ 19.00**
plus tax where applicable

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