

The Art of Impactful **SELF PROMOTION**

The art of impactful self promotion is your resource for achieving the life you truly deserve to live. Reaching your career goals starts with having a real plan and creating a strategy that will get you there quickly. The tools you'll learn in this training program will teach you how to develop a strategy for maximum impact that will help you get where you want to be faster than you ever imagined.

The key is to become an authority in your field -- a thought leader that others call upon when they want a solution. This program will show you the steps to becoming the well known expert who gets first dibs on high-paying opportunities and has a network of fans and strategic partners that help propel you forward.

In this training course you will:

- Detail an achievable strategic vision for the future
- Learn to look the part - how do you need to present yourself to earn the role you want?
- Craft your plan for developing a reputation as an expert in your field
- Develop your personal brand marketing plan - how will you increase your visibility as an expert?

This workshop is filled with tangible, immediately actionable, and exciting tools that will help you define and reach your personal goals for success.

Krystal Covington, MBA



As an introvert, Krystal initially struggled to find success in the career world. As a result, she set out to learn the key strategies that make the most powerful people so magnetic to others. She studied social and evolutionary psychology, human connection, persuasion, charisma and the art of war. Through her research she was able to develop a simple strategy, proving over the years to provide consistent results, which she shares in her book "The 4 Keys to Influence." She's been featured in several publications including FastCompany, Denver Business Journal & Jobber Tech Talk.