

got charisma?

Ellen Looyen
branded with
Charisma

What it is...
(and how to get it and use it to attract more)

cha • ris • ma (kə-rīz'mə)

1. a personal magic of leadership arousing special popular loyalty or enthusiasm for a public figure.
2. charismatic people throughout history have possessed the unique ability to capture the imagination of others and inspire them to be supportive and devoted to a cause.

Access The Charismatic **Zone** of Influence...

To attract more of what you want in your career, your business, your relationships and in your life

Charisma is one of the most powerful non-verbal forms of persuasion...

it's an intangible energy and strongly felt presence that makes people feel comfortable, connected and instantly attracted to you, even if they hardly know you or never even met you before!

Most great leaders and mass influencers are charismatic communicators, but not all were born that way. Everyone can take their innate charisma up a notch or more...

Learn a Marketing Insider's Secrets

- Understand the motivations of why people buy and make choices the way they do
- Communicate to both sides of peoples' brains and learn to empathize with them
- Develop an inner confidence and a commanding and charismatic presence
- Express yourself and your ideas more powerfully and with more enduring influence

Create a Unique & Charismatic Personal Brand

- Differentiate yourself, your business, or your ideas and stand out from the pack
- Connect emotionally and congruently with your market, clients, customers or team
- Develop compelling marketing language, sound-bites and a charismatic "sales presentation" to more effectively promote yourself, your product or your service, in all types of situations
- Craft your unique "Brand Story" and articulate it with passion, confidence and charisma



Since 1988, Ellen Looyen has helped thousands to communicate their uniqueness and value in a more charismatic way.

Ellen's very popular Keynote talks are as entertaining and inspiring as they are practical. She shares her twenty plus years of valuable "Insider Secrets" for communicating more confidently and persuasively, and Ellen's audiences leave her talks armed with more charisma and practical tools to shamelessly promote their unique brand. Ellen was one of the first females in sales & marketing at leading corporations such as IBM and Xerox. She has owned her own marketing and sales consultancy for 20+ years and she is a frequent guest commentator on San Francisco's #1 Radio station, KGO NewsTalk Radio.

Need an Entertaining & Informative Speaker for Your Next Conference or Sales Training?

Please contact *Ellen Looyen* to schedule a Keynote Talk, Break-out Session or Training (customized to the needs and timeframes of your group or organization).

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Ellen Looyen has the marketing, branding and sales savvy to help any business, individual or organization grow and thrive.

Jay Conrad Levinson
Best-Selling Author
Guerrilla Marketing

