

# Laid Off?

Wondering what's next for you –  
What's the alternative to a job?

## THE LIFE 2.0 PERSONAL BRANDING COVID-19 RESCUE PACKAGE

No one's career forms a straight line. We've worked with a pilot who became an industrial materials manufacturer, a highly successful commercial construction project manager who became a leading commercial photographer, a leading marketer who became a garden designer, a teacher who opened his own landscape company, and a rock journalist who became a partner in a major law firm.

You get the picture. So do we.

The power of our conversations is our ability to find your through-line that enables you to tell your story in your own personal terms. Frequently, people can't see their through-line themselves. Or they see the individual pieces but don't see how they add up.

We do. That ability comes from our background as facilitators and strategists. We have ears that are attuned to hearing people's stories and playing them back with a powerful spotlight that individuals are loathe to turn on themselves.

Our mission with the Life 2.0 COVID-19 Recovery Package is to create a "package" that defines your career – and your character.

During this crisis, we have assembled a team of elite senior-level marketing professionals who are applying their high-touch bespoke strategic and creative development process to individual professionals who see their future as independent consultants.

All of us at Branderos have decades of experience shaping brands of all sizes. We specialize in marketing for small and medium-sized businesses. Just as we often build small business brands around the particular personality of the owner, we will build your personal brand around the strength of your collected experiences and persona.

We want your prospects to get to know you – not just your CV, but who you are and what makes you tick.

You know your skillset – that unique collection of skills, experience and personality that constitute your working life. We help you articulate it.

Our group's goal is to help as many professionals as possible accelerate their economic recovery so they're ready to face this new World 2.0.



### The Life 2.0 Personal Branding COVID-19 Rescue Package includes:

- Personal branding consultation and coaching to identify audience and market niche
- Selection and purchase of domain/URL
- Personal brand strategy and narrative including tagline and blurb
- Personal brand look and feel
- Personal brand video interview
- Personal brand templated simple 3-4 page website
- Website SEO, testing and implementation

This is what we do. And we do it well, with care, humanity and a process of meaningful collaboration.

We've developed tools to make this process as efficient as possible, building templates to avoid the cost of developing a normally expensive asset such as your website. By scraping away costs to the core and designing efficiencies with economies of scale, we are able to deliver your personal branding package for \$2500. That's a small fraction of the regular cost. And that cost may be covered by many severance packages or other transitional training subsidies.

Ready to kick-start your personal recovery? Ready for what comes next in your career – whether it's a full-on pivot, a consulting gig, contract work or a new business venture – we want to help you get to the other side of this transition.

**The next chapter in the history of your  
personal brand begins right here right now.**

Learn more: [branderos.ca](https://branderos.ca)

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