

Peg Marckworth

Branding Expert

Speaking Engagement Media Kit

When you're branded properly,
competition is irrelevant.



Peg Marckworth, Speaker



Peg Marckworth is the principal of Marckworth Associates and Silver Fern Publishing. She creates brands for companies, professionals and individuals that set them apart from the competition and catch the attention of the right clients. She has a 25+ year career in communications including co-ownership of an award-winning public relations firm, child welfare administrator, Washington State lobbyist and family therapist.

Peg's collaborative, strengths-focused approach is based on her ability to see the potential in others and build on their strengths. Peg's background in marketing, public relations and cognitive behavioral therapy gives her a unique perspective on people's strengths and how to highlight them. Her real world and theoretical understanding of individual and group change helps her clients succeed. She holds a Master of Social Work from the University of Washington and a BA in Psychology from Whitman College.

Peg is the author of *Competition is Irrelevant: The Essential Workbook for Creating a Stand-Out Brand*.



Areas of Expertise

- Branding yourself and your company
- Showcasing your value within a company
- Transitioning skills into a new career
- Developing a team identity
- Brand development
- Brand management
- Branded website
- Strategic planning
- Strategic communication
- Public relations
- Non-profit governance

Speaking Engagements

- Lake Washington Human Resources Association (60 people, 9/2016)
- UW Business Services Group (6/2016, 40 people)
- UW Support Professionals Spring Retreat (65 people, 4/2016)
- Pacific Northwest Organization Development Network (11/2014, 45 people)



Sample Presentation Topics

- What is a Brand and Why Do You Need One?
- Stand Out from the Crowd
- Showcase Your Value to Your Organization
- The Climate that Surrounds You: Understand the Context for Your Brand
- How to Fulfill Your Brand Promise and Avoid Brand Pitfalls
- How to Turn Clients into Evangelists
- Make Sure Your Internal House is in Order: Keeping Your Brand Out of Trouble
- Improve Your Communication Strategies with Branded Messages
- Brand Messaging: How to Develop Your Voice and Ensure Consistency
- Strategic Planning for Your Non-Profit Organization



Sample Topics

Stand Out From The Crowd: Strategies to Distinguish Yourself and Your Business

Branding has become a business buzz word. It's often misunderstood to mean logo and website, but true branding is strategic in nature. Professional excellence isn't enough to set you apart from your competition. Prospective customers need to understand why are right for them by understanding who you are, what you offer and what differentiates you from your competitors. This presentation will teach you strategies for catching the attention of potential customers, ways to stand out from the crowd in your marketplace and how to communicate effectively with prospective customers.

After the session, attendees will be able to:

- Recognize the strongest and best parts of who they are and what they offer.
- Translate their value into language their target audience understands.
- Transform what they personally offer into business actions that create success.

Own Your Brand – Showcase Your Value

Much like the brand of a product or business, your personal brand is comprised of two things: the promise you make to deliver a specific set of features, benefits and services and what people who interact with you experience. Understanding and employing your personal brand enables you to communicate more effectively, perform more successfully, enhance your working relationships and develop your leadership skills. This presentation will teach you how to identify your strongest assets, understand what you offer your organization and how to match your personal brand with the needs of your organization.

After the session attendees will be able to:

- Identify their brand assets and traits
- Assess their organization's needs
- Combine their professional profile with their organizational analysis to develop a unique personal brand and showcase their true value

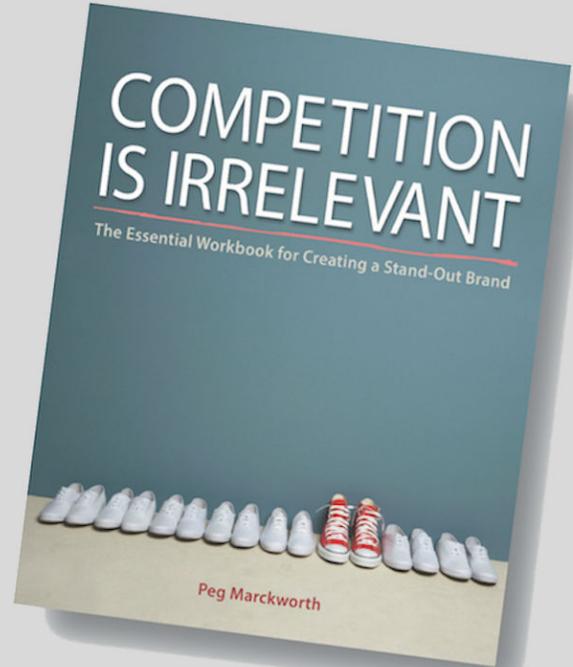


Peg's Book

Peg Marckworth authored *Competition is Irrelevant: The Essential Workbook for Creating a Stand-Out Brand* in 2015.

A well-crafted brand gives you the right kind of visibility and builds your reputation. However, most professionals and small business owners leave their brand to chance—or think their logo is their brand. Being great at what you do isn't enough. Your clients need to recognize your unique capabilities and understand why you are the right choice for them.

Competition is Irrelevant offers a step-by-step process to identify your unique offering, define your best clients, and determine effective communication strategies. *Competition is Irrelevant* is a definitive resource for maximizing potential and profits for your business or career.



What Peg Says About Branding



"Your brand tells people who you are and what you do in a way that makes you stand out from the crowd. It gives you the right kind of visibility and builds your reputation. For your brand to work for you, it must define who you are and what sets you apart."

"Professionals spend years gaining the education and experience to call themselves experts. From the inside this seems significant. For customers/clients, however, excellence is a baseline that must be reached before the person looks for other characteristics that indicate the person is a good fit."

"Your brand has two main jobs: to make you attractive and distinctive. An effective brand expresses your significance. It resonates with your customers/clients and keeps them coming back because you offer them benefits they want. When you are properly branded, competition is irrelevant."

"Developing a strong brand that supports your business is a process of discovery that unveils what makes you unique, memorable and important to your target audience."



What Clients Say About Peg

“There is a lot of value in having to articulate what you value in the work you produce.”

“Great revelations – self-awareness and connecting the dots – parlaying to work.”

“Session was very hands-on and helpful.”

“The Best! Effective and relevant.”

--Workshop participant feedback



Workshop Participants

“Peg brings clarity and wisdom to a subject which I believe is central to flourishing. When I don’t know what to do next or what to STOP doing, I listen to Peg or read her words. She switches on the lights and gets me rolling forward into resonant impactful action again. Always grateful. Always inspired.”

--Jeaneen Schmidt, Executive Coach and Facilitator

Jeaneen R. SCHMIDT

Peg showed me how a brand should be consistent and yet have room to grow and evolve. She identified all of the significant parts of me, my personality, and my values and helped me weave it all into the foundation of my business. People I meet and clients often tell me long after our 1st interactions – that I stood out – and that I was profoundly memorable because of my brand.

--Kristin Hirano, Bites of Wisdom and just better. fiber



“Peg Marckworth is a consummate strategist with a keen listening that opens people up to OWN their unique value by asking all the right questions. Peg had the processes to align the inner work with the outer world, in such a way that makes integrity her guiding light. For our non-profit organization, Peg made the process delightful and fun!”

--Renee Poindexter, SelfDesign Graduate Institute





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