

Michelle Villalobos

(vee-yá-low-bos)



Leading expert in "Personality Marketing" teaches audiences to leverage their unique personality, communication style & skill sets to drive opportunities, promotions and new business.

The Miami Herald

Lifetime NETWORKS

TELEMUNDO

Alexander Speakers Bureau

For more information or to book Michelle Villalobos call 1-800-622-5630 Or E-mail us at: adminasb@comcast.net

"Make Them BEG: Stop Selling & Start Seducing with Your Irresistible Personal Brand"

"Communicate Powerfully... Without Being A Bit\$%"

"You: The ONLINE Brand"

"20 ways To Become A Compelling Presenter & Speaker"

Get ALONG Get NOTICED, Get PROMOTED

Topics/Subjects
• Personal Branding
• Top-of-Mind Marketing
• "Storyselling"

MICHELLE VILLALOBOS helps people sell, market and promote themselves more effectively through personal branding and "Personality Marketing."

"The more high-tech we become, the more low-tech human-to-human relationships matter."

Michelle helps two groups of people especially: entrepreneurs who need to brand themselves to become top-of-mind

in their niche; and employees who need to brand themselves internally so they can be top-of-mind for the projects and promotions they desire. Corporations often hire Michelle to help employees "get along, get noticed and get promoted."

Michelle also trains and coaches sales teams to apply the principles of personality marketing in order to build deeper relationships with prospects so they can creatively mine their networks to grow revenues.

Michelle has a stable of popular, "off-the-shelf" programs (see p. 2), but is especially effective at creating and customizing programs based on client needs. She has designed programs for **American Express, Burger King, Gibraltar Private Bank & Trust, Great Florida Bank, Adidas/Y-3** and **Lexis/Nexis**, to name a few.

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Personal Info

Born overseas to Cuban parents, then raised all over the US and abroad. Or as Michelle puts it: "My passport is American, my blood is Cuban, my heart is Dominican and my coffee is Colombian."

Recent Accolades

Named as one of Miami's "Top 20 under 40" in 2011 by **The Miami Herald**, Business Monday

Education

BA, Dartmouth College in Psychology Modified (with Mathematics).

MBA in international business from University Of Miami.

What's The Deal With Sharpies?

"Sharpies (and large, blank expanses of paper) are how I brainstorm ideas and illustrate concepts both for myself and also spontaneously with audiences."



Michelle's audiences interact and participate in her programs, which is part of what makes them so enjoyable.

MICHELLE'S STORY (in her words)

When I started my sales and marketing consulting business several years ago after leaving the magazine publishing world, I knew from the beginning I'd have to network to generate business. Early on I had an experience that changed the direction of my business – and my life.

I met a "hot" prospect at a chamber event who was interested in working with me after we had a great conversation about marketing and sales. Unfortunately, when I caught up with him a few days later, he confessed that he had done some homework. He had "Googled" me and found... nothing at all. That worried him, because he said he wanted to go with someone "more established."

So I went online and Googled myself. Sure enough, that first page was filled with results for "Michelle Villalobos" – only one of whom was even me. Who knew there were so many people with my name out there? In fact, that only result that was actually mine was from back when I was still in the magazine business.

That situation was a wake-up call. I had work to do.

Fast-forward five years. These days, when you Google my name, you find literally thousands of results for me (and more every day): web search results, image results, video results and more, all of which tell the same story of who I am, what I do, and the value I deliver.

Getting to this point was no accident. I carefully researched, planned and executed a strategy to raise my profile and build my reputation online. Creating a personal brand online has become an essential component of my marketing efforts.

Surprisingly, however, I constantly meet people who (a) don't realize the importance of branding themselves – not their business, but them, the person –and (b) think it's a lot harder than it really is.

If you're actively networking to generate business, chances are the prospects you meet are going to research you online to decide if you're trustworthy, credible and someone with whom they want to work.

So, when people look for you online, what do they see? When they Google you, friend you on Facebook or look you up on LinkedIn, does what pops up represent you well? Is your personal brand consistent across platforms? Does it tell the right "story" about you?

We've all heard at least one nightmare story of "that guy" who lost his dream job because of some inappropriate Facebook photo, or the urban legend of some crazy college night coming back to haunt some poor girl... But what about the more subtle damage when your online reputation simply doesn't measure up to what people expect?

The most valuable asset you own in business is your reputation. And these days, your online results are your reputation (or at least a huge chunk of it).

It's no longer about *what* you know, or even about *who* you know. It's about *who knows YOU* - and what they think you can do for them. You need to take control of that.

Google Is the new resume. Having a strong online presence that represents you well is one of the most fundamental strategies you can undertake to brand yourself – whether you're self-employed and trying to generate new business or you are an employee trying to get ahead in your company.

Most Popular Programs

"Off the shelf" programs Michelle can customize & deliver on short notice. She can instead create custom presentations for your audience & objectives.

You: The Brand

How to develop a solid reputation quickly and easily so you can be top-of-mind for whatever you're after, either in your business or your career, using a combination of networking and online personal branding. Good for corporate audiences.

You: The Online Brand

How to develop a solid online reputation quickly and easily using only free and low-cost online tools. This is Michelle's longest-running and most popular program, and can be tailored to mixed audiences or female-only audiences.

Communicate Powerfully (Without Being A Bit%\$)

A fun (and funny) program to help women navigate the fine line between "aggressive" and "assertive." This program can be as short as 30 minutes to as long as 3 hours.

Get Noticed, Earn Respect & Climb The Ladder

An honest look at why and how people undermine themselves in business with weak communication – and how to overcome it. Full of fun video and pop culture examples, plus interactive discussion-based exercises. Best for smaller (under 100) groups.

What Clients Say

"Worthwhile. Informative. Challenging. Just a few of the comments I heard after your presentation last week. YOU ROCK!" – T. Gomez, Brides Rule

"I can't tell you impressed I was with Michelle! She's witty, engaging and incredibly knowledgeable. Every single attendee said they felt more comfortable and confident in selling/marketing our company afterwards."
–Veronica Moro, Miami Plastic Surgery

"Unlike other speakers... Michelle gets "hands-on" and teaches practical tactics that I now use while networking. I personally don't ever miss her programs because they provide me with insight to make my practice better every time."
– Dr. Maria Escoto, SoBeDENTIST.com