



Catersource
+ The Special Event
by informa...



Unmute Your Brand

Authenticity in a Loud World

Jen with Weirdo Weddings Photography
and Pink Hair Jen / Speaker | Creative Consulting
@weirdoweddings | @pinkhairjen

Grab the gifts now!



Welcome





Opening Exercise

“Use your Voice”



Staying 'til the end...

Group collab!

Pretty plz.



Writing Exercise

“You Can’t Miss Me”





What is the difference between 'Muted' and 'Unmuted'?

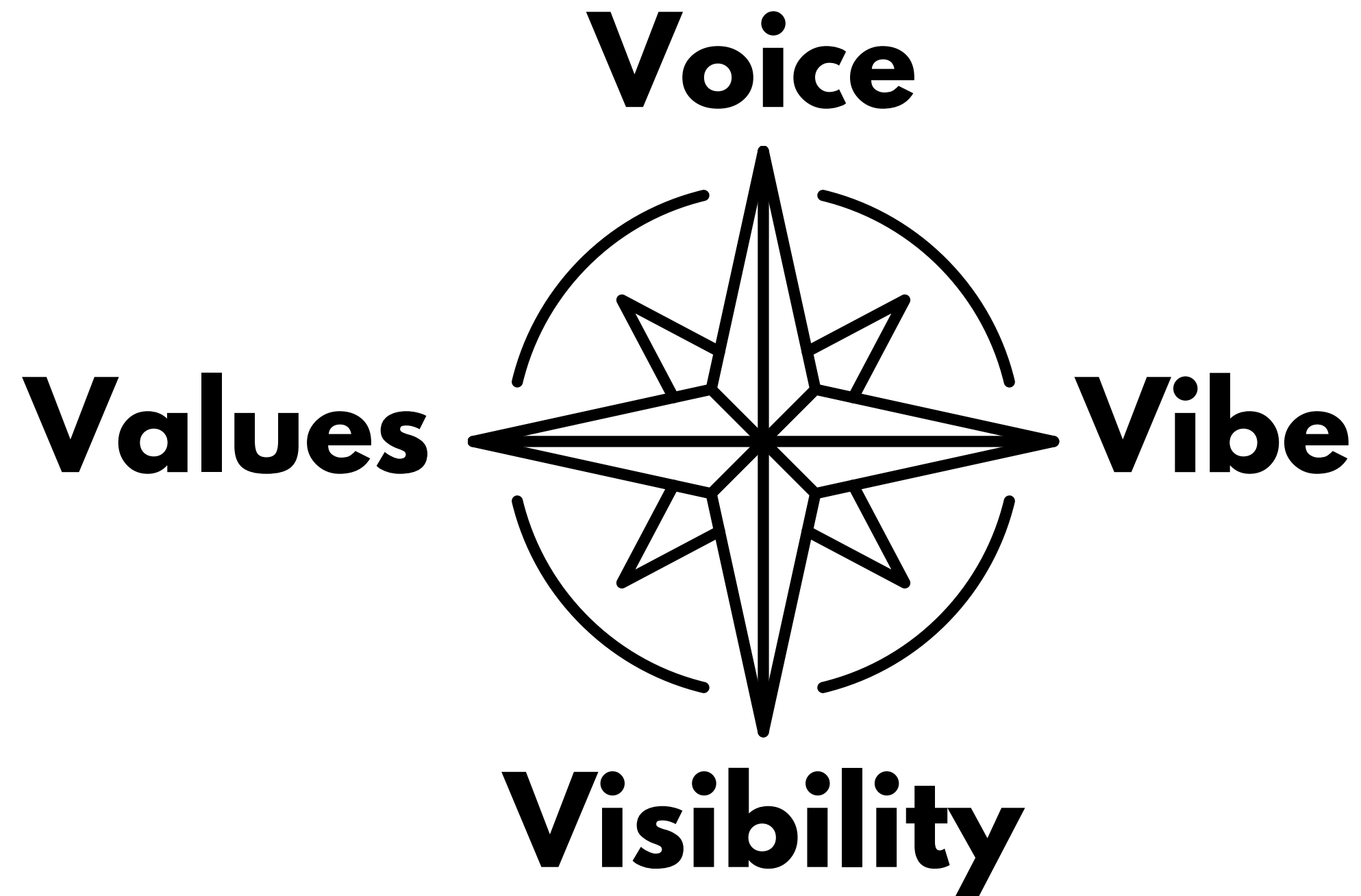




Just a super quick VISUAL....



Navigation Framework



Voice



Values



vibe



Visibility



Exercises in our V's

- *Personal Brand Assessment*
- *“One Real Post” challenge*
- *3-Word Brand Filter*



Assessment...

- *Where are you right now with your V's?*
- *Does your voice feel filtered?*
- *Is the 'vibe' off?*
- *Are you being seen?*
- *When you think "**Authentic**" what does that mean to you?*



One REAL post...

- *Going offline, encouraging silence...*
- *What story WOULD you share?*
- *What story **SHOULD** you share?*
- *What piece of your life is RELATABLE?*
- *Writing flow...where do you go?*



3-Word filter...

- *Not just popular or trendy words.*
- *Curating who YOU are in expression*
- *Do you feel the ‘ick’ about any of that.*
- ***“You Can’t Miss Me” writing,***
does something stand out?



This doesn't end.

*The journey begins...
The path reveals itself...
Beginnings and Beginning Again.*



Workbook



*A small gift to get your Voice going ...
Re-started...Re-fueled...
launching into hyperspace...*



the bigger picture.



portrait by: Vivid View Productions



REMEMBER.

You are a GIFT to the world...



don't forget your inner child....

Be yourself



Q+A+C

Questions - Answers - Comments



BEFORE YOU LEAVE!

Breakfast Club outro

(group video collab)



Thank You!

Connect:

@weirdoweddings | @pinkhairjen

