

The Brand of — You.

HARNESS YOUR PERSONAL BRAND
FOR YOUR UNBEATABLE
PROFESSIONAL ADVANTAGE.

EX-FORTUNE 500 PROFESSIONALS ARE THE MOST VALUABLE ENTREPRENEURS IN THE MARKETPLACE—AND MOST DON'T EVEN KNOW IT. YOU'VE GOT THE SKILLS, THE EXPERIENCE, THE TRACK RECORD. WHAT YOU DON'T HAVE? A VOICE THAT'S UNMISTAKABLY YOURS.

SOMETIMES YOU'RE TOO CLOSE TO SEE WHAT MAKES YOU DIFFERENT, WHAT MAKES YOU VALUABLE, WHAT MAKES YOU WORTH PAYING ATTENTION TO. A LITTLE OUTSIDE PERSPECTIVE HELPS

The Solution

YOUR NEXT BIG MOVE ISN'T GOING TO BE HANDED TO YOU. YOU HAVE TO BUILD IT YOURSELF. YOU HAVE TO CLAIM IT. THIS PROGRAM BUILDS YOU A PERSONAL BRAND THAT SHOWCASES THE UNIQUE POWER AT THE CORE OF YOU: THE VALUES, EXPERIENCES, AND PERSPECTIVE THAT SET YOU APART FROM EVERYONE ELSE.

The Result

YOU STOP TRYING TO BE THE LEADER YOU THINK THE MARKET WANTS. YOU START BEING THE LEADER IT ACTUALLY NEEDS. YOUR MESSAGING BECOMES MAGNETIC BECAUSE IT'S ROOTED IN SOMETHING REAL. AND WHEN YOU DO THIS RIGHT, YOU'LL BUILD A BIGGER NETWORK, LAND BETTER OPPORTUNITIES, AND START CREATING MORE FULFILLING WORK.

What We Build

WE BUILD A FOUNDATION:

- YOUR WHAT, WHY, AND WHERE (MISSION, PURPOSE, VISION).
- A POSITIONING STATEMENT THAT CUTS THROUGH THE NOISE.
- A PRACTICAL ACTION PLAN THAT TURNS CLARITY INTO TRACTION.

Why Goodstory

I SPENT 20 YEARS AT NIKE, ADIDAS, AND FORTUNE 500 HEALTHCARE AND TECH COMPANIES BEFORE MAKING THIS EXACT LEAP. A YEAR LATER, I'VE BUILT A PERSONAL BRAND THAT'S REACHED OVER 2 MILLION PEOPLE, LANDED MEDIA COVERAGE WORLDWIDE, AND GIVEN ME THE FREEDOM TO WORK ON PROJECTS I GENUINELY CARE ABOUT. I'M HERE TO SHOW YOU HOW TO DO THE SAME.

[BOOK A FIT CALL TO GET STARTED](#)