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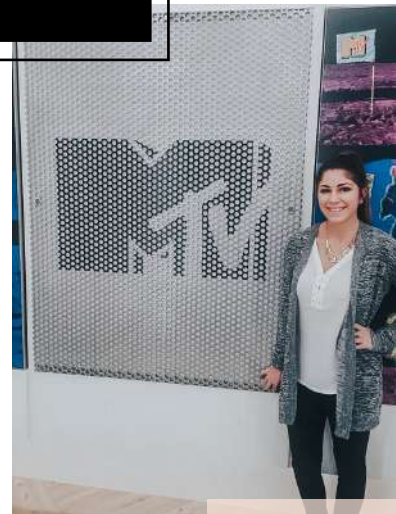
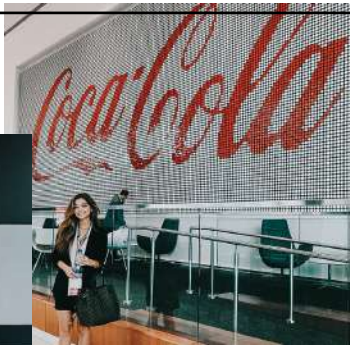
BUSINESS INSIDER



The Brand Girls

SAT WORKSHOP = DREAM COLLEGE

THE BRAND GIRLS WORKSHOP =
DREAM CAREER



[The Brand Girls is] a firm that coaches women on how to define their personal brand and network strategically."

Forbes

Authenticity.

Forbes



3 Common Career Hurdles And How To Overcome Them



Lisa Rabasca Roepe, @WOMENFORBES

3 write on workplace issues that employees are reluctant to bring up.

Women who are just entering the workforce often underestimate their abilities, says Rachael Bozsk, founder and CEO of The Brand Girls, a firm that coaches women on how to define their personal brand and network strategically. Bozsk outlines three common career hurdles women face in the workplace and how to move past them.

Feeling your job search is going nowhere

When you're looking for a new job, don't just rely on LinkedIn, Monster and other job boards, Bozsk says. Only 20 percent of jobs are ever listed, she says, and the other 80 percent are available only through networking.

To develop your network, Bozsk recommends making a list five individuals who have some tie to your dream position. Don't limit yourself to people you work with, she says. Consider the trainer at your gym or the woman who cuts your hair. They might know someone who works at the company where you are trying to land a job.

Take each person on your list out for coffee and talk about your current role and the type of position you want to land. The key, says Bozsk, is to be extremely clear about the type of position you are looking for. Don't say you want to be marketing. Instead, be specific about what you want to be doing in marketing. For instance, tell them you want to work in digital marketing at a startup company. Also be clear that you are asking them for an introduction to someone in that field or at a specific company. Let them know you are willing to make introductions for them as well. "The more generous you are with your contacts, the more generous others will be with you," Bozsk says.

Feeling stuck in an administrative role

Bozsk started The Brand Girls when she noticed that many of her friends were accepting positions after college that didn't align with their career dreams. It's not uncommon to take an entry-level administrative job to get your foot in the door when you really want a role in marketing or public relations, yet Bozsk says many employees aren't even sure how to make the transition to a new department.

WWW.THEBRANDGIRLS.COM/PRESS.HTML

The Brand Girls Mission.

The Brand Girls is devoted to empowering young women in the workplace by **closing the confidence gap.**

Women in the Workplace

40% of worldwide businesses have zero women in leadership roles

Women are **4x** less likely to ask for a raise than their male counterparts

When women ask for raises the value is **3x** less than their male counterparts

Your daughter at BG.

WWW.THEBRANDGIRLS.COM/PACKAGES.HTML

"I am so glad [Jayda] went through BG as a freshman because it has transitioned into success in all areas of her life. Nothing means more than self-esteem."

- Jayda's Mom, Class of 2017

"The cost seemed steep, but the workshop paid for itself 4+ times over in the form of on the job compensation. That doesn't even scratch the surface of the value of of personal confidence in the long term."

-Emily's Mom, Spring Class of 2016



"My daughter enjoyed the personalization and transparency of the BG program"

- Ellie's Mom, Class of 2017



"BG helped guide my daughter in ways her Collegiate Career Services could not offer. The road map they have created to allow her two amazing internships and a full time offer."

- Kathleen's Mom, Class of 2015

Testimonials.



Pitch Perfect

"The Brand Girls helped me create a personal pitch that is incredibly powerful, effective and concise. They even worked with me on my tone of voice! I walked into a recent interview where they offered me the job on the spot - I beyond grateful for all the help and advice from BG!"

-Ridhima, NYU



Self Growth

"With the guidance of the BG Team and support from the BG community, I've seen tremendous growth in myself in the past several months. I've discovered my unique skills and how to articulate them. I am now extremely professionally confident. This summer I am headed to NYC for my dream internship with Madison Square Garden - thank you BG!"

-Cassandra, High Point University



Dreams Come True

"The Brand Girls held my hand and helped me land my dream job months before I graduated college. I am so excited to have accepted a position with one of the most prestigious, international architecture firms in the world. Thank you Brand Girls for making my dreams come true!"

-Elaine, University of Virginia

Where will BG take you? Our program graduates made their dreams a reality at....



Morgan Stanley



COSMOPOLITAN

Google



Walt Disney World

L'ORÉAL



Neiman Marcus

Nestlé



The BG Method.

Time + time again our women leave our four-step workshop with a newfound sense of self + self-confidence... They are able to **achieve positions of their dreams** as we personally work with each client session by session...

Four 45 Minute One-on-One Skype Sessions with the BG Team

SESSION 1

Defining Her Brand

Identifying her unique "special factor" (her personal element and the reason why she is hired over another candidate.) In many cases, she has a special factor that she is unaware of. We uncover this together with the help of her family and friends, guided discussions and activities. This is where her confidence building begins!

SESSION 2

Resume + Media Workshop

We develop a stand-out resume and LinkedIn that encompasses her new found personal brand, as the average employer spends 6 seconds looking at a resume. We help hers stand out, impress, and get to the interview round.

SESSION 3

Interview Skills

Creating and mastering a pitch to use during interviews. This session is the most fun for us - it "clicks" with her that she has so much to offer and deserves the opportunity.

SESSION 4

Networking Confidence

Here, we teach our BG how to effectively network while training her on how to seek out mentors. As a member of The Brand Girls professional sisterhood, your daughter will have access to our network of women to connect, exchange contacts and receive support.

The BG Team.

I worried that the professionalism of the program and the coaches would not meet my expectations. Instead, the women of BG have left lasting impressions beyond that of a college professor."

- Stephanie's Mom, Class of 2015



Rachael Bozsik, CEO and founder of The Brand Girls

<http://www.rachaelbozsik.com/>

- + Next Generation female thought leader and millennial workplace expert
- + CEO + Founder of The Brand Girls - created after viewing the career impact of personalized confidence building amidst college peers
- + Recognized authority on retaining and empowering female talent in the workplace (interviewed by Forbes, Business Insider, Teen Vogue, Glamour, etc.)
- + Requested speaker at 50+ Universities (Cornell, Brown, Wharton, Duke, etc.)
- + Keynote speaker and consultant on young talent development at Fortune 500 Companies (GE, Spanx, Life is Good, etc.)

Career + Confidence Specialists



Kirstie

COHN AND WOLFE
PR AGENCY



Adrianna

GLAMOUR MAGAZINE



Morgan

TESLA



Francesca

CONDE NAST



Savannah

ATRIUM HEALTH

Learn more...

WWW.THEBRANDGIRLS.COM/OUR_TEAM.HTML



The Brand Girls Experience

Collegiate Opportunities

versus

The Brand Girls Experience

Functions + Events
Leadership Positions
Sisterhood Activities
Philanthropy
Alumni Network
General Career Services

Professional Confidence
Support Team
Endless Contacts
Networking Sisterhood
VIP Job Opportunities
Brand New Resume
Email Templates
Interview Prep (scripts)
Dream Career Action Plan
Interactive 30 Page Workbook
Leadership Opportunities
Social Media Coaching



BG Sisterhood

How do we stay in touch after the program ends?

Online Network

Community of connected women providing job postings, real world experiences, on the job advice, etc...

BG Concierge Email

Where questions may be submitted and through which the BG team regularly follows up on graduates' progress

Scheduled Media Postings

Via BG Online Channels to address current issues facing women in today's workplace

Why BG? Why now?

WWW.THEBRANDGIRLS.COM/OUR_MISSION.HTML



92%

of Companies used
Social Media in their
recruiting in 2017



With 45% of Fortune 500 Companies including links to their Social Media Pages on their Career Pages, **how confident are you in your daughter's online presence?**

65% of employers utilize online platforms to research a candidate's professionalism in terms of **social conduct**

The Brand Girls not only focuses specific sessions on building and revamping your daughter's online presence, it also makes Social Media marketing a consistent theme throughout the program. The Brand Girls fuses old age career advice and the evolving online landscape for maximum results.

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Frequently Asked Questions

Who is this program right for?

Any college female who is eager to take control of her own future. This program is right for anyone who wants to build professional confidence and understand themselves at a deeper level. We work with clients to help them realize that their dreams are more tangible than they appear, all with an empowering community of support. Our clients also build an immense amount of professional confidence which in turn launches them into a career of both success and significance.

What is your success rate?

We work with women freshmen year to senior year. We measure our success rate as the completion of goals we set together with your daughter. Women get out of our program what they put into our program - meaning, we will give you the tools + resources but it is up to you to implement the strategies. Please note that all seniors which have worked with us are all in full-time positions (Tesla, GE, Discovery Channel) and 100% of clients in 2018 said their confidence increased by at least 50%

Why is my daughter asking for this program?

First off, congratulations are in order. You have raised a young woman who is not only eager to succeed but who places value on the internal work needed to get there. This speaks immensely to your parenting thus far-any young woman who is motivated to take our workshop has a strong force behind her. Young women today face immense pressure from every angle-the BG provides a lifeline and support system in a confusing time.

Why is BG worth the \$595 investment?

We invite you to think of The Brand Girls Workshop as the SAT prep your daughter did in high school to attend College. Unlike the SATs, our workshop is focused on building personal brands and professional confidence. Both of these skill sets play a crucial role in a woman's ability to succeed. Our workshop instills a courage in your daughter to bring her dreams, aspirations, and voice to the forefront. We have the tools, resources, case studies and community of sisterhood to get her to where she wants to be. Utilizing a cutting-edge interactive workbook to provide personalized one-on-one support, this program is the individualized SAT prep of your daughter's dreams.

Frequently Asked Questions

cont'd

What outside work does BG entail?

A Brand Girl will typically book her four, 45- minute sessions on a bi-weekly basis. Inbetween sessions there is a curated list of activities she is asked to complete before her next session. Per session, there are three hours of outside work - totaling a 15- hour workshop. Her "homework" is engaging and will help her further understand herself. Topics will include: practicing her pitch in the mirror, coming up with a list of her career non-negotiables, developing her own logo, etc. Parents will be kept up to date with progress mails-filled with ways to maximize the BG experience and timely advice for empowering your BG daughter.

Can you tell me about the BG professional sisterhood?

We know that women thrive in spaces where they can be supported + uplifted. Our professional sisterhood shares countless VIP opportunities with our clients including but not limited to access to top-tier contacts, exposure to hidden job opportunities, roommate pairings, BG pop up events, and BG Tea Chats with industry experts.

Are BG lessons applicable in the real world?

We pride ourselves on a teaching model which is based entirely off of tangible results for real-world situations. From hard copy resume building to actual mock interviews and proofread email outreaches, we do not waste time with hypotheticals.

#BGxOnTheJob

