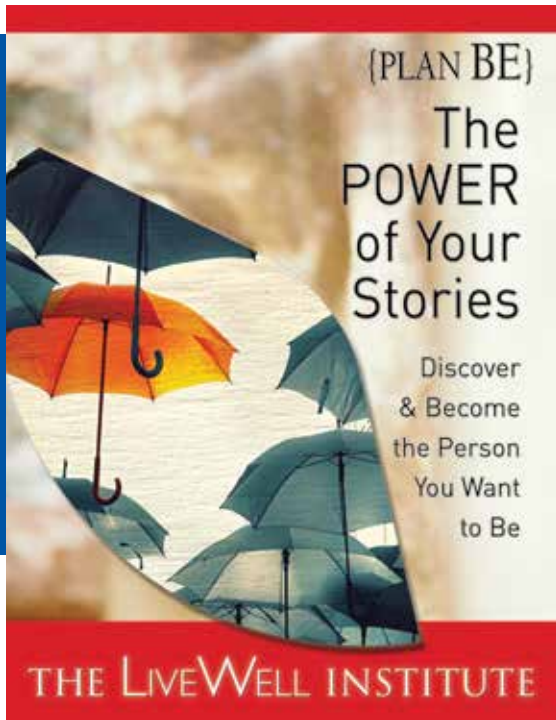




Reap the lifelong rewards of being your best self



Practical guidance for building your life around what you love and what you'd love to achieve.

Ready-To-Use Tools

- Insights and interactive exercises
- How to use role models
- How your brand looks, behaves, feels
- How to pinpoint why you feel frustrated, fearful or stuck – and how to get back in your comfort zone
- Strategies for living your brand
- Learning to be a 'natural'

PLUS: Mini case studies involving divorce, starting fresh, career issues and opportunities, personal image, leadership, work-life balance, aging and more.

Judy Kirkland is a Certified Life Coach, nationally recognized business branding and messaging consultant, and creator of the Plan BE life coaching program.

To Change Your Reality, Change How You Tell The Story of YOU

Define your personal brand and use it to create brand equity (BE). Start seeing those rewards *immediately* as your brand makes you more intentional about your work, relationships, and how you choose to look, behave, and spend your time and money.

Don't Re-invent, Re-intent

The Power of Your Stories makes the basics of Plan BE brand-based coaching available to everyone! Don't reinvent yourself. Re-intent yourself. Using strengths you already have, learn the secret to becoming the very best version of yourself – and leading the happy, meaningful life you've always dreamed.

Options You Didn't Know You Had

The Power of Your Stories gives you realistic strategies for changing the way you experience life – even when you encounter illness, loss, or financial, situational or personal setbacks. Using your brand, you'll discover how to reshape your reality in ways that are possible, comfortable and satisfying for *you*.

Never Stop Growing

Use your brand as a compass throughout your life. From first job through retirement and beyond, you'll adapt your stories to solve problems and seize fresh opportunities to become an *even better* version of yourself.

Available on **amazon.com** \$17.95

Bulk discounts available from The LiveWell Institute
www.thelivewellinstitute.com