



**KATY GOSHTASBI, JD**  
OWNER + FOUNDER

*"If you have an opportunity to attend her session or talk with her, I highly recommend you invest the time and energy to uncover how you might improve upon your own presentation to the internal and external worlds in which you work. I thoroughly enjoyed her presentation."*

- C. Truden, Esq.  
Sacramento, CA

*"Over the course of my years as a lawyer, I have had the opportunity to hear and work with various professionals in Katy's area. I can honestly say I found her the most convincing and persuasive in her messaging. I really enjoyed Katy's message. She is great at what she does. I am glad to have had this connection and experience with Katy."*

- N. Bermudez, Esq.  
San Diego, CA



NATIONAL SPEAKERS ASSOCIATION

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## EMOTIONAL RESONANCE FACTOR® WORKSHOP Create the 2016 You Want!

### DID YOU KNOW THAT YOUR EMOTIONAL RESONANCE FACTOR® IS RESPONSIBLE FOR OVER 50% OF YOUR BUSINESS AND CAREER SUCCESS?

75% of everything we buy is based on how we "feel" about the product or service and not on the content. Yet as professionals, the "success" focal point is often on the substantive product/service and less on the emotional value you bring to your business and clients. This is not surprising given the high level of intellect involved in being successful.

In this workshop we will focus on the non-substantive element that is responsible for 50% of your business growth and success, your Emotional Resonance Factor ® (ERF). A well-developed and genuine ERF:

- Complements and showcases the 50% substantive portion of your business brand
- Is a natural and easy entrée to be seen and heard by prospects
- Is a crucial part of your personal brand and business brand development
- Leads to personal harmony so you can communicate your values well to your audience/client base and self-promote with ease
- Enhances the client experience and leads to high recall of you and your business/career.

### SIGN UP at [www.purispersonalbranding.com/ERF-Pirch](http://www.purispersonalbranding.com/ERF-Pirch)

Due to the unique nature of the conference facility, there are only 32 spots

**DATE: Friday, February 26, 2016**

**WHEN: 3:00 - 5:00pm including a wine & cheese networking reception in Pirch's unique space**

2:30pm Registration, 3-4:30pm Workshop, 4:30-5pm Wine & Cheese

**WHERE: Pirch National Headquarters, University of Joy**

9620 Towne Centre Drive, Suite 100 San Diego, CA 92121

**COST: \$59 prior to February 12, \$79 after February 12**

No walk-in registrations day-of event

**ABOUT KATY:** Katy is a internationally known public speaker on the subject of personal branding and travels educating audiences about the subject. For the past six years Katy has created a successful personal brand management company where she collaborates with clients on developing, positioning and marketing their personal and business brands. In her first career, she practiced securities law for 13 years before seeing the light! Through a great deal of soul-searching, she found that her greatest talents are in recognizing and magnifying the talents in others. Thus, her second career was founded.

### **PIRCH**

**ABOUT OUR HOST:** PIRCH is a unique and innovative retail concept specializing in premium life-style products for the home. The store enables visitors to shop in an entirely new way, by dreaming of, playing with, and choosing products that lead to better living. In addition, the showroom includes a new in-store boutique, featuring specially-curated, limited edition goods designed to inspire joyful moments at home.

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