



How to Increase Your Income by Building Your Personal Brand

For Athletes and Entertainers

Robert Van Arlen is an International Speaker, Emcee, Coach and author of “Focused Synergy, Orchestrating your Purpose, Path and Performance.” He is a former executive from the legal publishing industry in the U.S. and Canada. Robert gained a reputation as a turnaround guru by re-engineering sales and marketing teams into top-performing business units.



For the past 10 years Robert has used the power of his voice to transform audiences through live performances, radio and television. He has coached numerous speakers on how to build their brand. But Robert has become most valuable as a resource for brand management, speaker management and

social media management.

Robert Van Arlen has been a speaker for the Phoenix Suns, Arizona State University, the University of Arizona, the CIA and FBI, the Society of Human Resource Management (SHRM), Proctor & Gamble, Global Spectrum, Destination Resorts, Verizon Wireless, Dun & Bradstreet and numerous other organizations and associations worldwide.

Building Brand Value:

The earning life span of an athlete or entertainer may be exponentially extended by his or her ability to speak with authority and connect with audiences. Athletes and entertainers must understand that while the life span of their professional careers may be limited in their respective areas, the ability to speak provides new avenues of additional income for years to come, achieved through speaking honorariums, appearance fees and endorsements. Robert Van Arlen works with agents, coaches and PR teams to develop an individual’s speaking confidence, his or her message and how to present in ways that connect with audiences in order to extend the individual’s brand value.



Image Development and Speaking Coaching:

The goal of public speaking coaching is to build confidence in the client ability to articulate thoughts clearly and effectively. Clients will be tested to determine how effectively they are able to speak and will be coached to establish goals for building their speaking capabilities.

8 Keys to Effective Speaking:

- Analysis of speaking capabilities
- Goal setting (Establishing desired outcomes from speaking)
- Defining public image (brand perception you wish to create)
- Developing a message that is aligned with your brand
- Interview coaching (role-play answering critical questions)
- Speaking trials (live presentation in front of targeted groups)
- Initiating relationships with speaker bureaus to book client
- Daily journaling of experiences for content development

Rapid Development Program

3 days, 3 hours per day or 1 day 9 hours

- 1 month of phone coaching (skype technology) Client may schedule coaching calls at anytime



Social Media Coaching

Social media offers athletes and entertainers an extraordinary opportunity to build an enormous fan base, something which is also valuable to advertisers. Self-posted messages are a form of communication that reveals the thoughts and activities of the athlete or entertainer to the public. The goal of Social Media Coaching is to assist the athlete or entertainer with a strategy that is consistent with his or her long-term vision.

This program is offered as a monthly program (minimum retainer of 6 months) and will assist clients with:

- Vision alignment through social media
- Setting realistic goals
- Fan-building strategy through Facebook, MySpace, YouTube, Twitter, etc.
- Crafting messages that are appropriate and timely
- Measuring success

Personal Website Development and Website Management

The Internet provides a direct opportunity for an athlete or entertainer to craft his or her brand image. This tool is vital for building a global presence of capabilities that may help inspire individuals and organizations and it provides opportunities for additional revenue streams through advertisement and endorsement.

The following Web services are offered and are based on project fees:

- Web strategy and development
- Ongoing web management (updating content)
- e-COMMERCE (selling books, CDs and other brand-related merchandise)
- Web marketing (managing search engine returns pages and ads)
- Electronic press kits
- Blogging (communicating with your audience through a “web log” or diary)

Other image capabilities include professional photography and copywriting and editing services

For more information Contact: Robert Van Arlen at (480) 767-7974 or robert@robertvanarlen.com