A man with short dark hair and a beard, wearing a tan jacket, is shown in profile from the chest up, looking down at a smartphone he is holding in his hands. The background is a blurred indoor setting with a warm light source, possibly a lamp, creating a bokeh effect.

**MEANT FOR!**  
*more!*

**A personal branding  
programme  
for ambitious  
Africans.**

# Why your story matters

A clear and compelling personal brand is one of the most important and valuable assets you can leverage to advance your career, your business, or projects that you are passionate about.

Your brand is essentially your story. The story of what you bring to the world, why you matter and how you can solve problems in a way that is unique to you. Our job is to help you tell your story intentionally; to identify the best and most relevant parts of your story for the people you want to influence and the goals you want to achieve.

In a competitive world, people will choose the options that they know, like and trust. Telling stories about your achievements, your contributions and your aspirations helps people get to know you better. To be effective, the story of you must be clear, coherent and authentic; and it must resonate with your audience.



# How it works

Meant for More is a personal branding programme that helps you identify how you want to live and then maps a path to that life. It could be a project you want to launch, a career change you're considering or just a decision to level up your game and stop playing small - to start telling a different story.

At Brandbuilder we approach the process of building brands from the inside out. We listen to find out what your heart desires most, and then we probe to understand what's getting in the way of you doing that work. Finally, we develop a plan, with systems and tools to help you achieve it. Whatever goal you choose, we help you build a narrative that influences those you want to reach by communicating exactly how your past fits into the present and focusing on the value you brings to the people you want to reach.

We work in six modules, each designed to fit seamlessly into the other to deliver the change you want to see. Our process starts with an exploration call, during which we will establish the goals for our coaching relationship. This conversation will also help us decide which six modules are ideally suited for you.



# Give me! *more!*

Because not everyone has the same issues and priorities, we have developed a menu of key concerns that you can choose to address during your programme.

Work with your coach to choose any six of these and elevate your brand to live with intention.



# Choose what matters most

1. Goal setting and accountability framework
2. Brand positioning and developing your value proposition
3. Career mapping and positioning for opportunities
4. Work life integration and transition planning
5. Public speaking and presentation skills
6. Social media set up and content planning
7. Business idea development
8. Business idea brand strategy
9. Visibility strategies for your personal brand
10. Foundations for public office
11. Monetising your knowledge
12. Increasing your income

# Is this a good option for you?

Not everyone is ready to invest in building an intentional personal brand. And the process of one-on-one coaching isn't necessarily ideal for all.

Sometimes it's not the right time in your life, other times it's not the right fit with a particular coach. You need to make a decision that fits who you are and where you can see how coaching will help you get to where you want to be.

Working with Thembe is not for the faint-hearted. There will be uncomfortable moments, but they will always be driven by compassion, and the desire to see you find the courage to soar. Thembe also works with the understanding that your brand has to fit your whole life, not just your work life.

Our one-on-one personal brand coaching is for you if:

- you are ready to invest in yourself, your career or your future.
- you are serious about scaling your impact, income or opportunities.
- you are done with playing small, or not being recognised for the value that you bring to the table.
- you are ready to take responsibility for your success and to do the internal work needed to achieve your goals.
- you are tired of being muddled by your multiple competencies, ideas or obligations.



*Your Coach*

# Thembe Khumalo

A black and white portrait of Thembe Khumalo, a woman with short, curly hair, smiling warmly at the camera. She is wearing a dark top. The background is a soft-focus outdoor setting.

If anyone knows anything about getting more out of life, it's Thembe! Her achievements include leadership and board positions in private, public and not-for-profit entities, as well as running one of the world's longest toughest road races - the 90km Comrades marathon.

Having started her media career as a TV presenter, she also knows a whole lot about building a personal brand that can withstand the test of time. She remains highly sought after as a speaker, moderator, coach and commentator.

In the course of her career, Thembe has made a number of strategic transitions, from television to advertising, from consulting to publishing, from print distribution to running a hospice and from there into entrepreneurship and sharing the knowledge she has gathered with leaders across the continent.

Thembe obtained her life strategies coaching certification with The Spencer Institute (USA). She holds a BA in Media Studies and an MBA from Africa Leadership University.

She has won multiple awards, including 2017 Influencer (Zim Women Roar), 2018 Social Media Woman of the Year (Her Network, Nigeria) and 2018 Role Model of the Year (PROWEB).

In 2020 she was nominated as one of the Top Women in Business (MEGAFEST) and has been featured in the 40 Great Zimbabweans project (Hannah Metz).



# *Testimonials*

# Mauleen Gowe



Mauleen is a passionate and creative communicator. She however, had started on a trajectory in an administrative role which wasn't giving her the satisfaction or the opportunities she longed for. After our coaching period she was able to step out as the best version of herself and has since been building the networks and pursuing exactly the type of work she finds exciting and fulfilling.

Working with Thembe was an insightful and self-reflective experience for me. She has helped me to define my why, what and who I want to be, bringing clarity and definition in developing my personal brand. I was able to overcome my fear of making the big career changes and I now feel confident about pursuing the path that suits my talents and my life goals.

# Tafadzwa Bete Sasa



When we started working together, Tafadzwa had been running her coaching practice for a few years. She was having trouble matching the value of the work she does (which is high) with her pricing (which was very low). We worked on understanding her relationship with money, her pricing model and personal capacity utilisation and came up with a model that reflected her high value without compromising her integrity.

Brandbuilder got me to a point where I was understanding my value, telling my story and smiling to the bank. If you facing any issues in understanding your own worth, knowing the value of your work and pricing correctly, Thembe is your girl. It's going to get a bit scary at some point but stick with it. Right at the end, it will be worth it and you get to know your own worth.

# Munyaradzi Malunga



Have you ever been in a job where you are constantly overlooked, where opportunity skirts around you and your contributions are constantly undervalued, even though you worked very very hard? That was Munya when we started working together. He rapidly transformed his life, regained his focus, and his self-esteem took a huge leap. Today he is a highly valued international development worker about to complete his MBA.

Within six months of working with Thembe, I had passed my driver's license, started exercising regularly, taught myself to cook wholesome meals and had a healthy savings account. Within a year I had purchased a car, acquired property and was ready to find a job that was more aligned to my career goals. That was 4 years ago. Thembe's tough talk and constant support is something I still rely on today to help me get clarity on any aspect of my life or career, and I have managed to overcome weaknesses such as procrastination. She helped me believe in myself because she believed in me more.

# Patience Ziramba



Patience was struggling to accommodate her two business brands, as well as her personal brand under one set of communication tools. Since we've been talking she's been able to gain clarity on how she needs to proceed with her author/publisher brands without feeling conflicted or creating confusion for her audiences.

Before working with Thembe I felt confused about choosing the perfect name for my publishing business, and my social media communications were very muddled. Now I have figured out how to rebrand my children's book series and realign my communication and advertising for my publishing services. I loved the fact that Thembe is patient, passionate and took time to understand what I wanted to do all along but was super scared to take that path. 2021 is going to be a building year for me - personal and business growth.

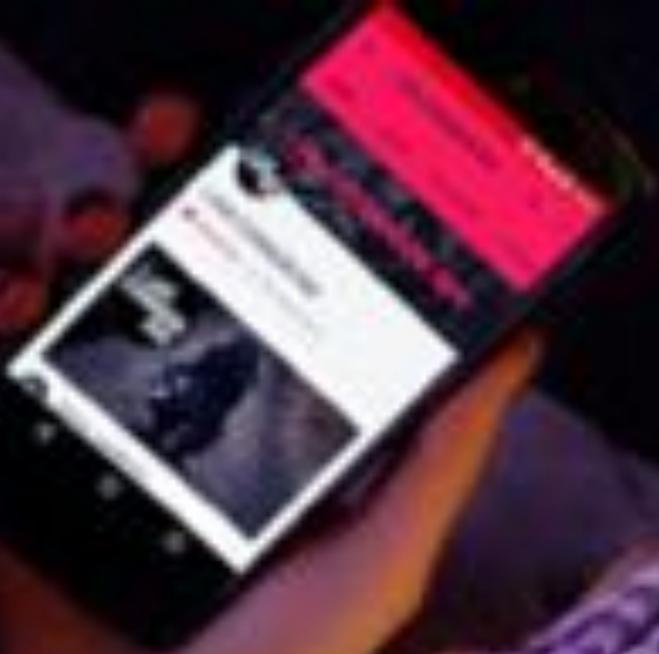
# Rumbidzai Matemachani



When we started working together, Rumbi had just returned from studying in Europe and was trying to figure out what direction she should go as a creative entrepreneur in Zimbabwe. She has a number of ideas but needed help with making strategic business decisions to establish and grow her brand. After working together she was able to multiply her production capacity and develop systems to support her expansion into other countries.

When I hired Brandbuilder to help me, I had lots of ideas and no real clarity for my business. They helped me streamline, position my brand and prepare for the future. I regularly schedule a session with Thembe when I need a new infusion of clarity and direction. I owe a significant chunk of my business's growth and success to implementing advice from Brandbuilder.

**Brand  
Builder**



*Process and pricing*

# What happens next?

Our coaching programme runs in an initial 6 week series of hour-long sessions booked at least one week apart at a time convenient to you. We work with clients in different time zones and are always happy to accommodate the demands of work and family life.

After the exploration call between coach and client, an engagement letter detailing the overall objectives of the relationship will be drawn up and signed by both parties. Bookings for coaching sessions can be made and confirmed weekly or a batch of 6 booked in advance one week apart.

If the client would like to continue to work with the coach beyond the six week period they can extend the agreement for an additional fee.

## Pricing

Each coaching session is USD200 and the total for 6 sessions is USD1,200. This amount is payable in two instalments with 50% at the start of engagement and the balance after the 6th session.



Questions?

Email [askus@brandtobuild.co](mailto:askus@brandtobuild.co)

