

# Concepts By Cash Cash Hester

*Business Etiquette and Image Consultant*  
*“Empowering People with Knowledge and Confidence”*

## Personal Branding

*Facilitator- Cash Hester, Business Etiquette and Image Expert*

Crafting your Personal Brand Statement is a decidedly important exercise. It is an essential component in developing your resume. “Writing your story” or “personal brand profile” will produce your clear personal brand statement, sales pitch, elevator speech or statement of your goals.

## Other Classes Recommended

Business and Social Etiquette  
Personal and Business Image  
Resume Development  
Dining Etiquette

Most workshops are 2-6 hours,  
with some being offered in 2-parts.

**Facilitators are available as Guest Speakers.**

“Private Sessions are Available for Select Workshops”  
For more information, please contact Concepts By Cash.

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