

LIFEACTION COACHING, INC.

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WOMEN ENTREPRENEURS SAIL TO CARIBBEAN TO ENHANCE THEIR PERSONAL BRAND

Indianapolis based members of the National Association of Women Business Owners (NAWBO) are venturing on a three-night inaugural Bahamas cruise on Royal Caribbean's Monarch of the Seas at the end of April. In addition to fun and relaxation, the cruisers will also be treated to the increasingly popular presentation *Your Personal Brand*, by Executive and Professional Coach, Lynn Zettler of LifeAction Coaching, Inc. This networking event is viewed as both a relaxing and informative get-away to NAWBO member and Membership Committee Chair, Melissa Lamb Brown, who is counting down the days to departure on April 29th.

"I am so excited to take some personal time to reflect on my business and learn more about how to develop my personal brand and the brand of Relocation Strategies, Inc. Being a new business owner, Lynn has given me a lot of encouraging words and advice that I truly value," said Melissa.

Lynn combines a high level of fun and participation within the 2-hour workshop to deliver insights into over 15 personal brand elements covering everything from personal power and style to social media and communications. Having previously conducted workshops for the American Chemical Society and corporate employees of Dow AgroSciences, Eli Lilly, and AIT Laboratories, as well as students of the University of Indianapolis, Lynn plans to further customize the branding elements for women entrepreneurs to address their unique challenges and needs.

"Women who are out on their own and outside the umbrella of a corporation are much more in tune to their market, their customers and the image that they convey to the world. Their personal brand may have an even bigger impact upon their success. For example, social media may play a much larger role in the personal brand of an entrepreneur than of an employee of a Fortune 500 company," Lynn shared.

The women set sail on April 29th and hope to return on May 2nd with a renewed energy and enlightened focus on their personal brands.

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