

Your Miracle Resource

Increasing Revenue and Awareness



**“Do not let people brand you! If you were called the pretty one, the athlete, the sick one, the smart one or the shy one:
DO NOT LET THAT DEFINE YOU!
You must brand yourself by knowing you have many talents not just one and you are not limited by the names people call you!”
- Katherine Miracle**

Tip of the Week:

4 Personal Branding Mistakes...are you making them?

1. Determining your brand by looking at people you admire

Sure we admire people but using their life to determine your brand does not work because personal branding is discovering your talents, your desires and unique gifts. This is part of a process that includes self-actualization and accountability.

2. Building your brand by the clothes you wear

Yes, clothes are a reflection of your brand but clothes do not solve the greatest need, which is, to build your brand from the inside out. Take the fire inside you that makes you mad, angry or frustrated and solve this by turning it into a passion to help others and yourself.

3. Building your brand without help

We all need a coach or a mentor but expert branding is done by people who build brands for a living. Branding involves psychology, neuroscience, marketing and communication expertise.

4. Thinking Personal Branding is Self Promotion

A personal brand is a campaign to discover your message to the world. That message then becomes a campaign. Your communication is to engage people into your campaign that will help them, not pushing all you do. Sharing what you are doing is great but when you have a campaign others will begin to share what you are doing.

Need help with your personal brand? Need help with your company branding? Miracle Resources is a full service marketing & training firm that builds your brand from the inside out!

**Call us a 330-777-2003 or e mail us at
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About Katherine Miracle

Katherine Miracle, MBA is a nationally recognized expert on personal branding and marketing. Katherine is called an Igniter, as a thought leader and expert marketer, she serves her clients as a revenue development strategist and motivator. Clients say she is the one who helps people get to the core of the real problems in their organization and helps people unlock their potential through internal marketing and branding.

Katherine is the Founder & Owner of Miracle Resources. Miracle Resources is a full service Marketing & Training firm.

Katherine is the author of "Discovering your Dawn", published by Advantage Media, the book has helped people unlock their potential and provides motivation. Katherine teaches Advertising and Promotions and Entrepreneurship at VMCAD and was voted Best Speaker/ Facilitator for CBC Magazine in 2011. Katherine teaches Public Speaking at The University of Akron.

Katherine is the author of “Marketing That Drives Revenue” which helps professionals, entrepreneurs & leaders increase revenue. Katherine & Miracle Resources are winners of the Distinguished Marketing Sales awards from both the Cleveland & Akron organizations.

Katherine is Chair of the Business College at Miami Jacobs Career College and is releasing her third book “Ignite Your Revolution: Using Personal Branding to find your passion and purpose” Katherine is founder of Americas Respect Revolution she is Co-Director and Producer of the documentary “America Lost: A brand and culture in crisis” She is a graduate of the University of Akron with degrees in business /communications & theatre arts who graduated with honors from The University of Phoenix with an MBA.



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