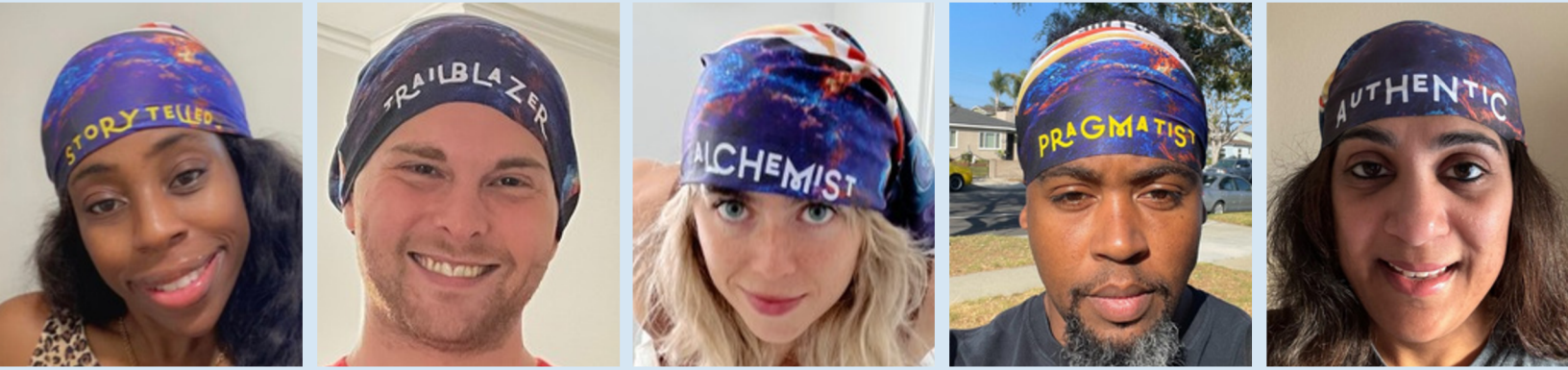




PERSONAL BRANDING: YOUR 'ONE WORD' IDENTITY

**Clearly communicate who you are and
create unstoppable opportunities!**



WELCOME

THE CHALLENGE:

Communicating who you are to...



Navigate
College Admissions

HIGH SCHOOL STUDENTS



Build A
Business Venture

ENTREPRENEURS



Secure An
Internship Or Job

COLLEGE STUDENTS



Rise The
Corporate Ladder

BUSINESS LEADERS

THE BREAKTHROUGH:

Finding clarity with your
'One Word' personal brand.



'WHAT IS YOUR 'ONE WORD'?

Every powerful brand starts by uncovering the one quality consumers value most—its core value.

YOUR CORE VALUE BRINGS TWO FORMS OF CLARITY:

Clarity for others:

It's the **THREAD** that ties your story together, connecting how you've shown up in the past and clearly communicating who you are and what makes you different.

Clarity for yourself:

It's the **COMPASS** that guides your decisions, so what you do is always aligned with who you are and reflects your core value.

With 'One Word' as your **THREAD** and **COMPASS**,

YOU LEAD WITH CONFIDENCE AS YOUR TRUE SELF!

Let's go behind the scenes with

10 ICONIC BRANDS

See how they broke through the clutter when their core value became their

THREAD & COMPASS

YOU'LL DISCOVER
HOW 'ONE WORD':

- ✓ Shapes Perception
- ✓ Forges Connection
- ✓ Drives Action
- ✓ Builds Legacy



CORE VALUE

SIMPLICITY



THREAD

Apple delivers **SIMPLICITY** by making technology effortless, turning life's complexity into clarity and ease.

COMPASS

Every future innovation must deliver **SIMPLICITY** so technology feels effortless.

CORE VALUE

CONFIDENCE

SPANX[®]
BY SARA BLAKELY[®]

THREAD

Spanx gives people **CONFIDENCE** by sculpting bodies in seconds to solve their insecurities.

COMPASS

Every future product must continue to instill **CONFIDENCE** by helping people overcome self-consciousness about their appearance.



“Rich Keller’s
‘One Word’ Process
is GENIUS!”

MIKE THORNE
TRANSFORMER

CORE VALUE

SERVICE



THE RITZ-CARLTON®

THREAD

The Ritz-Carlton delivers **SERVICE** through personalization that exceeds expectations, creating moments of warmth, care, and emotional luxury guests never forget.

COMPASS

Every future interaction must deliver personalized **SERVICE** that makes every guest feel seen, valued, and deeply cared for.

“Rich Keller's ‘One Word’ program is pure magic! As someone who transforms lives daily, I know breakthrough moments when I see them and this was HUGE.”

DR. ELLEN MOSTI
THRIVER



CORE VALUE

SAFETY



THREAD

Volvo delivers **SAFETY** by reducing the impact of crashes and minimizing the danger of driving, setting the industry standard for protection and trust on the road.

COMPASS

Every future innovation must enhance **SAFETY** to continue protecting people from the dangers of driving.

CORE VALUE

INCLUSIVITY



THREAD

Sesame Street fosters **INCLUSIVITY** by prioritizing representation, creating a world where every child, regardless of background, sees themselves, learns, and feels valued, overcoming the exclusion they face in the world around them.

COMPASS

Every future episode, character, theme park experience, book, video, and TV special must actively promote **INCLUSIVITY**, ensuring every child feels seen, heard, and celebrated.

“Rich’s ‘One Word’ program is incredible. It goes far beyond helping students write a strong college essay. It is a transformative journey of self-discovery.”

ELLEN KATZ

SETH’S MOM, INDOMITABLE



CORE VALUE

SELF-ESTEEM



THREAD

Dove nurtures **SELF-ESTEEM** by championing authenticity and challenging the false ideals of perfection, empowering people to embrace their natural beauty and worth.

COMPASS

Every future message must reinforce **SELF-ESTEEM** by challenging perfection, so all women can confidently embrace their natural selves.

CORE VALUE
ACCESS



THREAD

Google delivers **ACCESS** through intuitive search that cuts through confusion, empowering people everywhere to learn, connect, and explore with ease.

COMPASS

Every future product must ensure seamless **ACCESS** to knowledge and resources, eliminating obstacles so people can keep learning, connecting, and exploring.

"I HIGHLY RECOMMEND trusting Rich to help you discover your 'One Word' Personal Brand. He empowered me and expanded how I see myself. And all it took was 'One Word'. Incredible."

SUE YELVINGTON

UNSINKABLE



CORE VALUE

SATISFACTION



THREAD

Snickers delivers **SATISFACTION** with chocolate bars packed with nuts, because the protein is filling and solves hunger fast.

COMPASS

Every future product must deliver **SATISFACTION** by packing in nuts, because protein fills you up when you need it most.

CORE VALUE

CONNECTION



THREAD

OREO delivers **CONNECTION** through a playful ritual that turns separation into something people love to do together...twist, lick, and dunk.

COMPASS

Every future product and campaign must reinforce **CONNECTION** by creating bonding moments through the playful ritual of Twist-Lick-Dunk.

“Rich Keller’s approach to uncovering your ‘One Word’ core value is a powerful blend of digging deep, looking inward, standing out, and truly understanding what makes you tick and sets you apart.”

LAUREN FORMAN

RYAN’S MOM, COMPASS



Syracuse, Newhouse School

CORE VALUE

GREATNESS



THREAD

Nike fuels **GREATNESS** by showcasing champions who push limits to empower athletes of all levels to break barriers and believe in their potential.

COMPASS

Every future product and campaign must ignite **GREATNESS**, empowering athletes of all levels to break barriers and believe in their potential.

‘One Word’ creates the clarity I call

THE EUREKA MOMENT

“My One Word really helped me to understand the consistent thread that has shaped my choices and actions.”

LYDIA HU

MAGNANIMOUS



HAVE YOUR OWN EUREKA MOMENT!

I'll show you how to use ‘One Word’ as your storytelling THREAD and guiding COMPASS so your identity becomes unmistakably yours.

DISCOVER IT! OWN IT! LIVE IT!



BOOK YOUR FREE ZOOM CALL TODAY

Go to www.TheRichKeller.com/zoom

ALL IT TAKES IS 'ONE WORD' TO

SCORE

Stand-Out Conquer Obstacles Reach Excellence™

