



AUTHENTIC Personal Branding for Entrepreneurial Military Veterans and Spouses

In this interactive live workshop AND 3-module online course, military veterans and spouses creating and growing businesses will:

- Learn what a personal brand is through examples of great personal branding
- Identify the most important target audience(s) YOU need to motivate
- Learn must-know marketing principles to position yourself as the “must have” service or product provider in your promotions or market expansion efforts
- Draw upon your military experiences (while on active duty or married to it) to “extract product attributes” for your new, intriguing personal branding statement
- Participate in brainstorming exercise to craft your targeted branding statement
- Practice introducing yourself in an authentic, memorable way to showcase your accomplishments and value without feeling arrogant
- Learn valuable communication skills you can use as your professional life evolves

In this highly interactive workshop AND 3-module online course involving multiple activities, military veterans and spouses will learn key self-marketing skills they can use immediately to promote themselves and their business offerings. You’ll learn personal branding techniques the presenter has used that have resulted in many major media appearances, paid speaking engagements, corporate and university clients, 11 international literary awards, and customers for innovative products shipped to multiple countries and most of the 50 United States.

You will participate in an exercise that will ask you very specific questions to draw out the most significant, interesting, valuable moments from your military service and life overall. You’ll create your own personal branding language to use as you launch, grow your business, and reach into new market segments.

You’ll practice communicating in a conversational way to *intrigue* your intended audience to ask more about you and your business. You’ll learn specific marketing and branding techniques to help you learn this critical skill set that you’ll use repeatedly in your entrepreneurial journey.

Workshop participants typically receive a copy of Graciela’s innovative marketing guidebook: [B.R.A.N.D. Before Your Resume](#). This is the first marketing book written BY a veteran that uniquely features nearly 30 personal branding examples created BY military veterans.



*This topic is available as a 90-minute in-person workshop, 60-minute virtual group training session followed by individual coaching sessions to cocreate branding, and as **NEW** 3-module online course. Google “Authentic Personal Branding for Military Veterans course” to find it at GracefullyGlobal.com/commerce or inquire with contact info on left.*

Graciela Tiscareño-Sato

- Personal Branding Coach & Workshop Facilitator
- Multi-industry marketer
- Bilingual keynote speaker
- Award-winning author of multiple titles
- USAF veteran

Partial Client List

CalVet

Portland State University

Towson University

University of Rhode Island

University of Idaho

Workday, Inc.

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What People Are Saying

“Graciela blew our students out of the water! Her workshop was very valuable and she engaged everyone individually. This allowed each participant to truly become involved, ask many questions and learn from her. Graciela’s techniques of engaging students was very effective and fun. Students left with a clear understanding about how to market themselves in order to go out into the workforce, start a business or apply to graduate schools.” -*Dali Rivera, Student Veteran*

“Graciela is extremely personable and possesses a wealth of knowledge. I wish there were more veterans like her with the skills of public speaking to reach out as she does.” - *Kevin Morgan, Student Veteran*

Graciela helped a room full of veterans self-actualize their own worth, while also equipping them with the communication skills they need to demonstrate that worth and accomplish their dreams. Her training was a truly valuable experience, one that every transitioning veteran should learn!”—*Mitchell Craddock, President of the Texas A&M University Veterans Association, College Station, Texas*

“Graciela showed us that our skills learned in the military can be repackaged to help showcase our talents. She showed us how to broadcast our skills to others by networking and branding ourselves. Most importantly, she gave us the confidence and knowledge to broadcast our talents to form our own brand.” - *Chris Powell, Student Veteran*

Biography

Recognized by the White House as a “Woman Veteran Leader, Champion of Change,” Graciela Tiscareño-Sato is a graduate of the U.C. Berkeley where she majored in Environmental Design/Architecture. She completed the Aerospace Studies program as an AFROTC scholarship cadet and graduated with Distinguished Graduate honors. She completed Undergraduate Navigator Training, KC-135R refueling tanker crew and instructor training, and flew with several squadrons at Fairchild AFB in Spokane, Washington. Her first deployment was to Riyadh to enforce the post-Gulf-War NO-FLY Zone in Southern Iraq; flying combat sorties for months earned her crew the prestigious Air Medal, the first Latina USAF aviator to receive this honor.

Graciela became a systems instructor in the classroom and in the jet. She served with NATO Battlestaff in Italy during the Bosnia-Herzegovina conflict, as a bilingual liaison officer at the US embassy in Ecuador and planned and executed a five-nation, 17-day CAPSTONE mission in introducing flag officers to their new posts in Asia. Graciela earned a Master degree in International Management, with emphasis in global marketing, from Whitworth University in Spokane. Upon separation, she was hired as a global technology marketing manager at Siemens Enterprise Networks headquartered in Munich, managing all product branding, marketing and global launches of enterprise applications, serving as media spokeswoman, and presenting to Fortune 1000 executives in two languages.

Now a social entrepreneur, Graciela is the founder of San Francisco area publishing, marketing and communications firm, [Gracefully Global Group](#), LLC. She’s the author of several award-winning books including nonfiction *Latinnovating* and her innovative, children’s picture books (*Good Night Captain Mama* & *Captain Mama’s Surprise*), the first bilingual children’s picture book series about women in uniform, inspired by her global aviation service story. She directly serves transitioning military service members, spouses and veterans, the audience for her groundbreaking 2020 personal branding and marketing guidebook titled *B.R.A.N.D. Before Your Resume*. Graciela is a sought-after, intersectional keynote speaker on topics of personal branding, entrepreneurship, innovation, and leadership and also regularly presents in schools. A detailed military bio is available at the Captain Mama site [here](#). Graciela lives in northern California with her husband and three children.

