



Marketing Your Brand After the Diploma

Steve Johnson has a 40 minute interactive presentation for high and tech schools that is a game changer.

“Marketing Your Brand after the Diploma” is the name of our national program that targets how every student is a brand. Once they buy into the concept, they will begin to understand how to upgrade that brand into a brand that employers want to hire as well as expanding their social circles.

The presentation uses a touch of the highly competitive field of racing, ESPN video, a power point and student interaction as a unique and innovative way to engage students in the quest to be a great brand.

- It’s about work ethic - Attendance, Attitude, Ability
 - Some brands are never on time, always have bad breath, and seem to hate everything.
 - Employers look for an employee with a brand that is always early, gets along with people and has an attitude that wants to learn.
 - It’s about businesses wanting to win, by only hiring the employees that were great students... let their competition hire the other students.
1. Presentation begins with lead instructor showing the automotive, CADD, computers, electrical, electronics, HVAC/R, Admin health, Dental assisting, Practical Nursing students a non-branded racing video of Steve Johnson winning the biggest drag race in NHRA...The U.S. Nationals
 2. Steve is introduced and starts by giving away tee shirts for correct answers from questions about the video. This drives students to be engaged. After that a quick overview on the presentation covering winning and success, attendance, being the best in school, marketing yourself as a brand & hiring tech school graduates.
 3. Marketing and branding is what helps you cash in on your investment at Porter and Chester. Coca Cola is a brand and so is each one of you. The more you understand that and become passionate about your brand the better off you will be. Every day that you learn at school “your brand” becomes stronger. The better the attendance, the better the grades and the better you get along with others

helps drive your brand up and separate yourself from all others when you package it as a benefit to hiring yourself.

4. Branding never stops. It's always looking for a new opportunity to add to your brand. Besides using this as a tool to get hired, it's a way to ask and justify a raise.
5. Students are asked about soft skills and how to use them. The results are some of the most fun we will have. However in closing they are given 5 specific tips on how to market yourself.
6. This is real world information coming from a professional that relates to each and every guy or girl no matter what their field. In some cases the information supports what the instructors have been teaching all along; we just repackage some of the data and deliver it in a trendy and interactive way. If you want to strive to be the best, you need to have some "game".
7. The closing is more interaction with a reaction time contest. Just like at the races a reaction timer is set up and in seconds, each student can see how well they listen, concentrate and react to a situation. The best part is a big LED display rates their performance for everyone else to see.
8. We need a room large enough for many students, with video and sound as well as a way to run a power point. A walk around microphone is great. A 6 foot long table with 110 outlet is also needed.

Thank you for your time and interest.

Steve Johnson
NHRA U.S. Nationals Champion and 20+ year team owner.