

TRU POWELL

Build Your Personal Brand

Monetise Your Brand

Get Visible

Build Your Business

Build Your Credibility

“If you’re not **visible**,  
you’re **invisible**.”

*Tru Powell*



## ABOUT

**Tru Powell Consultancy & Events Ltd** is an established coaching and consultancy business that works with ambitious creative entrepreneurs who are keen to build and monetise their personal brands and get visible.

**Our motto is**  
***'If you are not visible, you are invisible'.***

If you are fantastic at what you do but feel frustrated because you are not getting the recognition or visibility you deserve, we are here to help you. If you are struggling to build a strategy, streamline your digital presence, win awards, get press and ultimately build a brand that resonates with your community to win you more business, we can support you with this.

Through our variety of services and packages we will keep you accountable and provide you with the skills and information required to build your brand and grow your business.

### **We have supported creative entrepreneurs to...**

- Increase their social media following and engagement
- Become known as the expert in their industry
- Win awards to increase their credibility
- Gain press coverage for exposure
- Increase revenue

- Build and monetise their personal brands
- Build a network
- Secure speaking engagements
- Start and grow a podcast
- Build a digital footprint
- Create a visual identity

## ABOUT TRU POWELL

Tru is a multi-award winning creative entrepreneur, personal brand coach, publicity expert, Founder & Lead Consultant at Tru Powell Consultancy & Events Ltd. Tru has over 15 years experience in enterprise, the arts and events, and is very passionate about **supporting the next generation of creative entrepreneurs** to get visible and build their personal brands.

Alongside Tru's coaching & consultancy work, Tru is an established entrepreneur and runs several different businesses.

Tru is also the Creative & Events Director for **Aston Performing Arts Academy**, a community interest organisation that exists to empower young people through performing and creative arts. Since the organisation's inception in 2004, the company has impacted the lives of over 10,000 young people in the Midlands.

Tru is also a Business Partner in the UK's first children's pamper salon **Kandy Girl** offering pampering experiences for young kids aged 3-16 and is also a visiting lecturer for **Arden University, University College Birmingham and Warwickshire University**.

Tru has a passionate belief in championing the cause of equality, justice and freedom of speech. He believes there should be a true representation of all communities irrespective of race, gender, religion, sexuality, age or class. More recently, Tru has been doing a lot of work around race relations, specifically being anti racist.



Over the years Tru has won a plethora of awards, been featured in major press publications, delivered an award winning, top ten podcast and ultimately built his personal brand to be one of the most recognisable business leaders in the Midlands. **In addition Tru has become a national media commentator and frequently appears on ITV's Good Morning Britain.**

When Tru is not working on his multiple businesses or speaking at events, or being a visiting lecturer at multiple universities, you will see him spending quality time with his wife and kids.

## EDUCATION & TRAINING

**Coventry University** - BA Hons: Marketing, Communications & Culture Studies (2:1)

**Aston Business School** - Future Leadership Development Programme

**Sandwell College** - British Sign Language (Level 2)



## AWARDS & ACCOLADES

Over the years Tru has been awarded with numerous accolades for enterprise and his contribution to the arts.



- Recipient of Honorary Doctorate from Arden University (Business Administration) – **2022**
- WINNER - Best Entrepreneurship Podcast – Business for Podcasting – **2022**
- WINNER - BBC 1xta Future Figure Award – **2021**
- WINNER - Birmingham's Man of the Year (City of Birmingham Business Awards) – **2021**
- WINNER - Future Face of Entrepreneurship (Birmingham Chamber of Commerce) – **2019**
- WINNER - Entrepreneur of the Year (Phoenix Newspaper) – **2018**
- WINNER - NatWest Great British Entrepreneur Award – **2018**
- Finalist for Entrepreneur of the Year (Birmingham Awards) – **2018**
- WINNER - Birmingham's Young Professional of the Year (Marketing & Communications) – **2017**
- Finalist in the Inspire Awards – **2014**
- Winner for the Association of Jamaican Nationals Contribution to the Community – **2013**

## BOARD APPOINTMENTS

- Birmingham Hippodrome
- West Midlands Tourism Board
- TAG Network Midlands
- Powered by CAN

Tru is also an award judge for the following ceremonies:

- Great British Entrepreneur Awards
- Future Faces by Greater Birmingham Chamber of Commerce
- Multicultural Apprenticeship Awards





TRU POWELL

# SERVICES

I am here to take your brand to  
the next level!

## SPOTLIGHT

(Group coaching)

## VISIBILITY

(1:1 coaching)

## VIP DAY

(Consultancy)

## STRATEGY SESSION

(Consultancy)

## HOW TO GET IN FRONT OF THE PRESS

(Digital course)



## SERVICES

I am here to take your brand to the next level!

### SPOTLIGHT

(Group Coaching)

Spotlight is our six week signature group programme that has been designed to help you cultivate your personal brand. The programme will help you evaluate your current personal brand and build a strategy to help you grow it. It will also curate your visual identity, own your personal brand story, build a social media strategy, deliver a press & pr strategy, get you award nominations and so much more. Overall, it will provide you with the much needed clarity you need to build your brand and business.

**Investment: Starts from £1495**

You will have six live online group sessions via zoom with lifetime access to the recordings, workbooks to guide you through the process, templates and bonus guest experts. You will also be given access to a private group of like-minded entrepreneurs to help support you on your journey.

This transformational programme is a great programme if you want to significantly improve your visibility and credibility. It will make you the go-to expert in your industry that will help you scale your business.

### VISIBILITY

(1:1 Coaching)

Are you struggling to be seen? Do you lack vision? Want to build your brand and become visible but unsure of what steps to take? Finding it difficult to build credibility around your brand and not sure how to monetise your brand? Then visibility is for you!

Visibility is a 12 week, 1:1 coaching programme that has been designed to elevate your entire personal brand. The programme targets your individual needs and will build framework and

**Investment: Starts from £3495**

provide ongoing solutions. You will be given accountability, clear direction and key goals and a proven blueprint to cultivate your brand in all areas.

You will receive fortnightly one hour coaching sessions via zoom with recordings, workbooks, templates, homework, accountability and a clear strategy so you can work on your brand.

## VIP DAY

(Consultancy)

An exclusive VIP one on one day (7 hours) to review and build your personal brand that specifically targets your pain points. We would build a bespoke strategy around your individual needs and go into detail providing a step by step guide for guaranteed success.

**Investment: Starts from £1995**

We will cover in depth the four key areas of your brand that will accelerate your growth.

You will receive coaching, templates, workbooks and more. You will receive the exact steps you need in order to build your brand and grow your business.

## STRATEGY SESSION

(Consultancy)

An exclusive half day (3.5 hours) one on one day to review and build your personal brand that specifically targets your pain points. We would build a bespoke strategy around your individual needs and go into detail providing a step by step guide for guaranteed success.

**Investment: Starts from £995**

We will cover in depth the two key areas of your brand that will accelerate your growth.

You will receive coaching, templates, workbooks and more. You will receive the exact steps you need in order to build your brand and grow your business.

## HOW TO GET IN FRONT OF THE PRESS

(Digital Course)

This short online course will help you understand the key elements required to obtain press coverage for yourself. The four modules will cover basic principles that entrepreneur Tru Powell has used to secure national and international press coverage.

**Investment: Starts from £39**



# WORKING WITH TRU POWELL

What should you expect working with Tru Powell:



## Support

Working with Tru Powell you will be given ample support to grow your brand. Having worked with a plethora of business owners and entrepreneurs, Tru really knows what methods to apply and grow your brand.



## Templates

You will be given access to a plethora of templates to help you on your journey. Why try and reinvent the wheel? The templates are available for you to adapt to suit your business and brand.



## Accountability

Accountability is key when wanting to achieve results. Tru will hold you to account to ensure you meet your personal brand objectives.



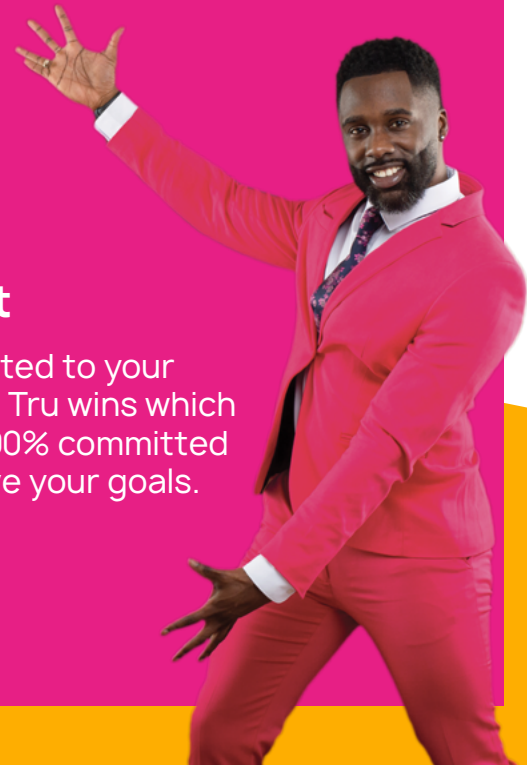
## Network

When working with Tru Powell, you will have access to his network. If Tru doesn't have the answer to a question you have, be sure one of his network will be able to help you.



## Commitment

Tru is fully committed to your growth. If you win, Tru wins which is why he will be 100% committed to help you achieve your goals.



# TESTIMONIALS



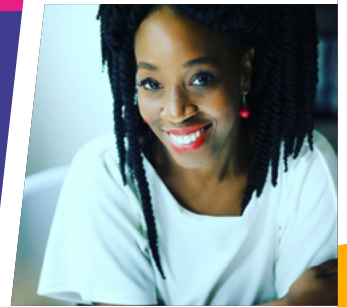
**CJ Lloyd Webley**

I recently had the opportunity to participate in Tru's mentorship programme. The programme was helpful in helping me understand the concept of personal branding. Prior to the programme, I had always thought of personal branding as being a fixed and inflexible thing. However, through the programme I learned that personal branding can be dynamic and fluid. I also learned that it is possible to create a strong and positive personal brand without compromising my values or who I am as a person. I would recommend the programme to anyone who is looking to strengthen their personal brand or gain PR exposure.

**Writer and Founder of Black Pounds Project**

The Spotlight has significantly impacted my personal brand. I've been able to align all my social media platforms and have seen improvements on my social media traction. I've been able to establish my visual identity and have been shortlisted for many awards and more recently won the BPIC Award. All in all a fantastic programme that has developed my personal brand and grown my business also.

**CEO & Founder at RaCExpert Limited**



**Nzinga Orgil**



**Pamela Aculey**

The Spotlight program has given me the tools to create my own personal brand and as a result I have authentically grown my social media presence, secured a variety of speaking engagements including my first international one (Cannes International Festival of Creativity) and raised my profile where I am now a regular guest on platforms such as BBC Radio. It has also given me the confidence to do my own podcast which I will be launching in September. The spotlight is a well prepared, thought through program that is delivered with such professionalism and enthusiasm. It has been such a pleasure working with Tru and being a part of this supportive community.

**Creator & Founder of Just Like Me Books**

SEASON ONE NOW AVAILABLE

@TRUPOWELL



*Tru Powell*



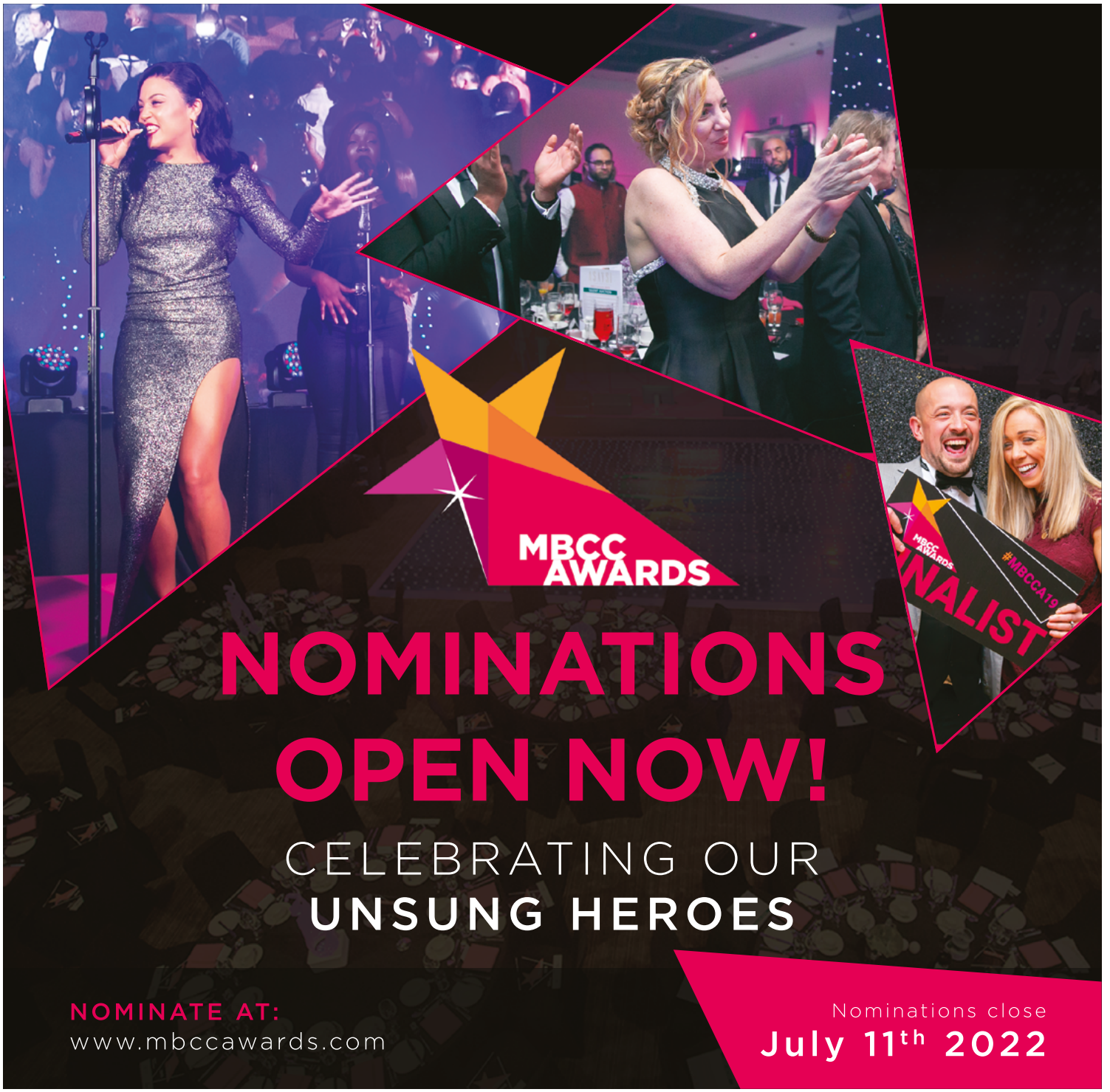
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**MBCC  
AWARDS**

# NOMINATIONS OPEN NOW!

CELEBRATING OUR  
UNSUNG HEROES

**NOMINATE AT:**  
[www.mbccawards.com](http://www.mbccawards.com)

Nominations close  
**July 11<sup>th</sup> 2022**



TRU POWELL

If you think I can take you where you would like to go then **get in touch today.**



tru@trupowell.com



Tru\_Powell



Tru Powell



www.trupowell.com

## CURRENT DIRECTORSHIPS



Aston Performing Arts Academy is a community interest organisation that exists to empower young people through performing and creative arts. This is achieved through offering music tuition and performance opportunities to the next generation of emerging talent in Birmingham and the surrounding areas.

[www.astonpaa.com](http://www.astonpaa.com) | [info@astonpaa.com](mailto:info@astonpaa.com)



Kandy Girl offers the most exclusive pampering treatments your child can experience in a unique surrounding. Kandy Girl exists to make every child feel special through the gift of pampering and pamper parties.

[www.kandygirl.uk](http://www.kandygirl.uk) | [info@kandygirl.uk](mailto:info@kandygirl.uk)



The Multicultural Business & Community Champion Awards recognises and celebrates the nations unsung heroes in business and community. The prestigious ceremony usually takes place in Birmingham annually and attracts more than 700 people.

[www.mbccawards.com](http://www.mbccawards.com) | [info@mbccawards.com](mailto:info@mbccawards.com)