



The Charisma Times
Vol. 1-3.17



Be Charisma. Be Compelling. Be You.

Latest Updates

- “Checkmate Your Competitors,” the first training and workbook of The Science of Charisma process is less than a week away! Beginning March 28, you’ll be able to analyze your brand through the 5 Factors of Competitive Edge - find out what sets you apart, why your customers choose you and your Stuff over competitors. And once you find out which Factors are strengths for your brand, you’ll be able to expand upon them into a strategy to ‘Checkmate’ competitors.
- Coming soon, Part 2 of The Science of Charisma process, “Contagious Customers” detailing how to engage and retain loyal customers who are more than willing to get the word out about your Stuff to the right Audiences.

New Videos

“One Video, One Takeaway”

Linked Image to Social Video Rule 1 video

“What Do I Do with My Hands?”

Linked Image to Social Video Rule 2 video

Influencer Insights

On #InternationalWomensDay, Thaddeus caught up with Jenn Lisak, CEO of Sapphire Strategy, and Erika Parsons, Founder of Erika Parsons School of Creative Writing, to explore their successful career paths as women and charismatic branders.

Images from each video

Thank you to Jenn and Erika for sharing your experiences and being role models for business owners everywhere! Be sure to watch these interviews on Thaddeus Rex’s YouTube channel - don’t forget to subscribe while you’re there.

Latest Blog

“Welcome to the Jungle”

If you see a picture of Guns N’ Roses with their big hair, sunglasses, and edgy vibe, you’ll likely find yourself suddenly humming “Sweet Child O’ Mine,” or “November Rain,” along in your head. Isn’t it crazy how something as simple as a picture elicits memories of these ballads?

This memorable connection happens in part because of the band’s clever positioning: which you too can use to successfully market your own brand.

Thaddeus’s Branding Tip

One Video, One Takeaway: Keep your audience’s attention! Be swift, entertaining and to-the-point on social video. There are many other posts and videos competing for attention all over the screen, but we need to hear what YOU have to say. Don’t be shy, get our attention and let your brilliance out!

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