



MY BRAND COMPASS

DR. TERRI-KARLE REID

The 13 **Cs** to Building Your **Personal Brand**

AUTHOR'S BIO

Dr. Terri-Karelle Reid is authenticity, personified. Known for her unique brand of excellence, intentionality, and generosity, she has carefully cultivated and nurtured a community of purpose and kindness.

Terri-Karelle is 'Your Jamaican Girl', a connector of dots, a modern woman humbled by the sacrifices of those who came before her; a powerful representation of the present, and a picture of what's possible. As an author, she builds on a solid reputation as a sought-after host, mom, philanthropist, beauty Queen, qualified veterinarian, media personality, and original brand storyteller. Her work has taken her across the globe and *My Brand Compass* is the next leg of her exciting journey to change lives and create legacies with practical brand-building tools.

A champion for inclusion, gender equity, and positivity, Terri-Karelle lives by the mantra Inclusion Matters. She actively supports and aligns her brand with social enterprises and charitable organizations, particularly those serving women and people living with disabilities. Though she jealously guards her privacy and cherishes her family and close friends outside of the spotlight, Terri-Karelle continues to energize and inspire her global audience by sharing honestly about her life, love and work.

'MY BRAND COMPASS' is her debut as an author but this story is just getting started! Join the TK Tribe and become a member of the movement dedicated to changing the world one act of kindness at a time.



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If you don't take your brand seriously, no one else will!

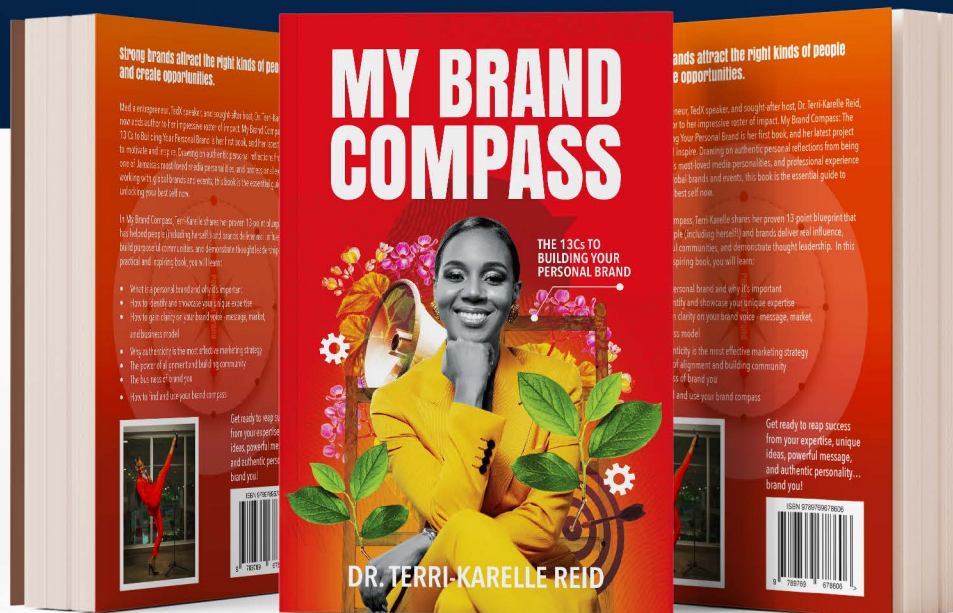
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ABOUT THE BOOK

In My Brand Compass, Terri-Karelle shares her proven 13-point blueprint that has helped people (including herself!) and brands deliver real influence, build purposeful communities, and demonstrate thought leadership. In this practical and inspiring book, you will learn:

- What is a personal brand and why it's important
- How to identify and showcase your unique expertise
- How to gain clarity on your brand voice – message, market, and business model
- Why authenticity is the most effective marketing strategy
- The power of alignment and building community
- The business of brand you
- How to find and use your brand compass

Get ready to reap success from your expertise, unique ideas, powerful message, and authentic personality... **BRAND YOU!**



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AT ST. AUGUSTINE, TRINIDAD AND TOBAGO



Paperback

JMD \$3500

USD \$25

Kindle

USD \$14.95

REVIEWS

★★★★★ **Great book!**

“

Amazon Customer

The author is amazing, no wonder her book is so so inspiring. So many life lessons and advice. You won't regret buying this book. Great going Dr. Terri-Karelle!

”



★★★★★ **Gems**

“

Sasha

Chapter 1 was a wake up call. What a surprise with the activity. Is the first I am anxious to read my text. Terri, if I could only hug you for this ma . This is what I love. Rather than paying big money for advice and get nothing from it . You make me love spending my money. If you didn't know, she has surprises in the book . 😊

Gems. Golden nugget and is my personal text book . You don't need to be selling or offering goods or services to read. I recommend to all.

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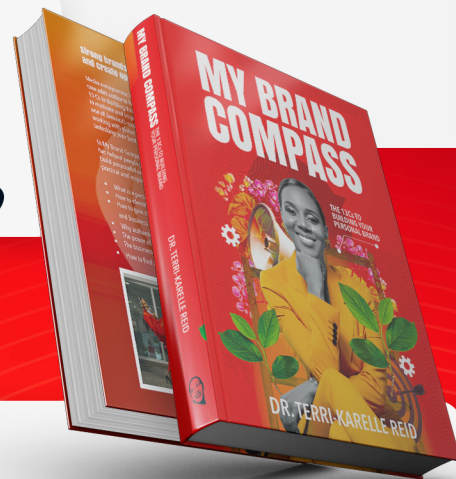
★★★★★ **This is a must read**

“

Irek

I liked the fact that after each chapter u were able to assess yourself to see where u are at and what you need to work on.

”



REVIEWS

★★★★★ **Awesome and Authentic**

“

Thembi

This book is amazing. It's practical and gives sound advice on how to successfully build and cement your brand. I would truly recommend it to everyone. Whether you are just building your brand in your local community, your workplace, your industry and online.

Ps it's such an easy read - no Shakespeare. It's basic having a meaningful conversation over drinks with the author.

Thank you TK for lifting as you rise.

”

★★★★★ **Beautiful Branding Idea**

“

Lucas

I could write another book out of this book. Beautiful flow, consistency is main point to me. The bust story hit me good and I'm looking forward for more insight.

”

Endorsement

Dionne Jackson Miller *Jamaican Journalist and Attorney-at-Law*

My Brand Compass by Dr. Terri-Karelle Reid is the perfect self-help book. Dr. Reid has gathered together and shared here all the lessons she has learned while building her brand as one of Jamaica's best-loved media personalities and most sought-after event hosts. She has managed to make the book both eminently readable and extremely useful, full of invaluable advice for building your own personal brand.

The impeccable editing, the personal quotes scattered throughout the book, the cartoons and of course the compass readings, combine to make this one of the most polished self-published books I have seen. Dr. Reid throws the door open to her own career and personal development journey, and so skilfully weaves in amusing and interesting anecdotes about her life, career and family that this reading experience seems more like a warm, intimate chat with that fun, generous, more experienced and accomplished friend or big sister who is determined to help you achieve your full potential.

Endorsement

Mrs. Tamar McKenzie *Principal, The Heinz Simonitch School*

Welcoming the physical return of our high school students presented many challenges for us as school administrators; challenges that we could have never prepared for. Our students were able to cocoon for almost 2 years enjoying their private spaces with limited exposure and social interactions. This isolation coupled with the increased time allowance on social media as they self soothed from the losses experienced in the form of friendship and social engagements triggered many anomalies that our educators simply were not equipped to remedy.

We decided at the start of the school year to prioritize value based learning for all students. Leading this charge would be monumental but necessary so we curated a program that focused on building their self esteem and forced them to think of themselves with the future in mind. It was therefore no surprise that we selected "My Brand Compass" as our featured text. The results have not only been far reaching but encouraging.

The temperature has shifted totally in our high school program; as students take on the lead role as the authors of their lives. They are more interested in spending their time building themselves and testing their own capacities. Apart from the new focus on self development and their ownership of this, discipline has improved. Engaged students who accept the value of their respective brands has changed the game for us as a school community.

I would strongly recommend every school administrator, teacher and child care professional to get a copy of this book; read it and use the lessons learnt to engage, redirect and build our future leaders .



