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Brand Ascension, LLC

For over 27 years, Suzanne Tulien has been serving clients with strategic brand elevation consulting, speaking & training. She is the pioneer of the Brand DNA methodology and author of Brand DNA. She works with mid-sized businesses with employees and solo-professionals.

Brand
Ascension

719.660.2533

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Your Brand Is Your Business

_____ % of your marketing dollars are _____ do to de-motivated, ill-informed staff undermining the _____ (brand) promise.

To become the “go-to” brand in your industry and gain marketshare, you have to _____ - _____ your _____.

What is a Brand?

Your brand is a _____ that lives in the minds of you, your employees and your customers.

... based on _____ and defined by your customer’s (and employees) _____ with you, your products & _____.

Are you in _____ of your brand?

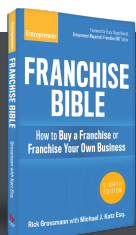
Just who do we think we are?

Internal vs. _____

Sketch illustration here:

Marketing vs. Branding

Marketing is...The process of _____ or _____ your brand’s message.



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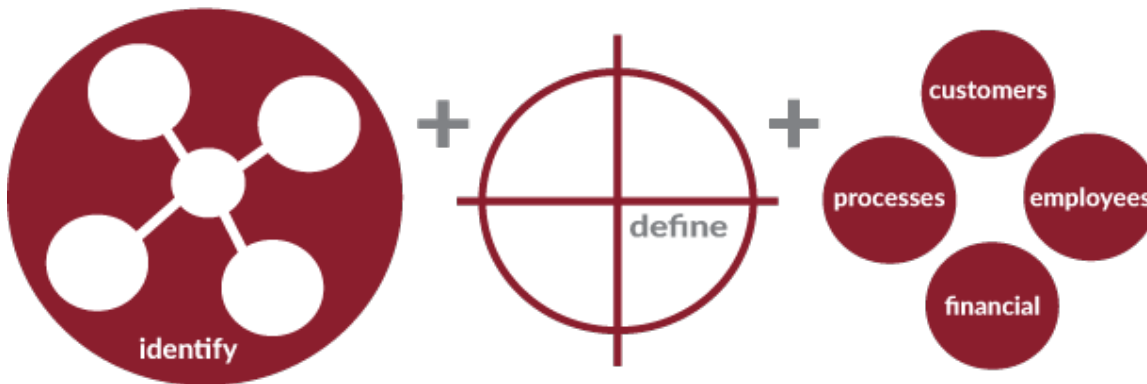
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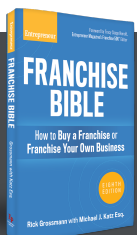
Branding is... The _____ of _____ the
_____ and _____ the _____.

In the _____ of a _____ brand _____,
_____ becomes the _____ in your customer's purchase
_____.

Business Brand DNA = Discover + Niche to Position + Apply & Action



Then COMMUNICATE, MARKET, _____ !



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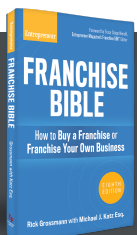
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BRAND CLARITY =

- **Enlist, equip + engage your** _____ **to live the brand's DNA**
- **Complete** _____ **in your marketing message**
- **Capitalize on the power** of your Brand _____
- **Leverage** your authentic _____ **for competitive advantage**
- Supplements **your strategic** _____ **plan** from the inside out
- Market according to your unique **Brand** _____
- **Utilize** your unique **Brand** _____
- **Behaviors** of the company **fully support** the messaging = **better customer**

- **Increased** _____ **on marketing investments**
- Turn customer loyalty into _____
- Receive _____ **referrals/testimonials**



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