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Power up!® Branding
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November 19th 2014: 5 Step Branding Formula

Welcome to the world of branding according to Kathy Bass. At the top of the hour, you'll find out why I wrote the book, Power up!® Branding, what the writing process was like and why I reduced it from a 150 page book to a 42 page workbook. You'll also hear about some aha and oops moments during the 3 year journey, along with how I secured a free editor, focus group and publisher. Then, you will gain enlightenment about how to figure out how to get from having a brand to seeing results, along with the gap between point A (Have a brand) and point B (See results). Be ready to find out h

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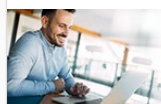
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