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**June 11th 2011: Special Encore Presentation: Leili McKinley
Conscious Branding: Your Identity Is Your Destiny**

Iconic brand-builder Leili McKinley used her trademark marketing methodology: Conscious Branding: Your Identity is Your Destiny™ to sell her first company for \$50 million. The award-winning serial entrepreneur is a speaker at Bob Proctor's Matrixx, teaching enlightened entrepreneurs the secret to Branding. Why Marketing Is Wrong . . . And What To Do Instead. The best thing in business is to get better clients. Clients who understand the depth of your expertise, don't haggle about your prices, and with whom you make a conscious connection. But how do you make that happen? Using the non-mar

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