

seminar

Branding from the Inside Out!

BE EXTRAORDINARY OR BE ELIMINATED.

Does your brand measure up?

Find out at this informative seminar where you will learn what it takes to define your message, be clear on what you stand for and live it out loud; by first focusing on the internal facet of your business (its personality) and second, on the external facet of your business (its behaviour). With Isabelle Mercier Turcotte, pioneer brand builder and business performance catalyst of LeapZone Strategies™ and LeapTV.com, you will learn:

- What branding is not, and more importantly what it really is.
- A simple brand success formula that raises everyone's bar.
- The "core truth" of what makes your business the only one like it out there!
- The external factors that create your business behaviour.
- Plus **MARKETING BONUS!** Learn the smart way to attract attention to your business.

Branding from the Inside Out is a learning opportunity to set your brand success wheels in motion, by providing direction on what is needed to attain a higher level of clarity about who you are and where you want to stand in the market. Join us!



LeapZone
STRATEGIES™

