

You already have the resources you need to build a powerhouse brand.

If you believe you lack the money, people, time, or ideas to create a thriving brand, think again. In fact, you already have FIVE powerful marketing resources you can use right now to get big-brand results at low cost ... or no cost at all.

Step One: Shift your mindset.

International branding expert Brenda Bence has created the definitive guide to branding on a tight budget. After years as a mega-brander working across four continents and 50 countries for deep-pocketed consumer giants like Procter & Gamble and Bristol-Myers Squibb, she left the corporate world to start her own business. From scratch — and with almost *empty* pockets — Brenda used inventive, low-cost methods to build her own international brand that now serves clients in 25 countries with offices in the U.S. and Asia.

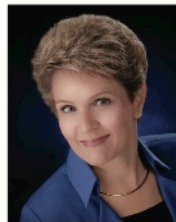
Based on Brenda's successful low-cost branding workshops that receive rave reviews around the globe, *Smarter Branding Without Breaking the Bank* is a treasure chest of tips, tools, and techniques to help SMEs and solo-preneurs achieve similar results at minimal expense.

You will:

- Learn to leverage five existing assets to create a robust brand marketing plan
- Craft a unique and compelling brand positioning using six proven elements
- Dispel widely-held branding myths that could be holding you back from success
- Apply lessons from dozens of real-world case studies from a variety of businesses
- Create a permanent "marketing mindset" for you and your team

Walk away with hundreds of low-cost or no-cost ideas to catapult your brand and increase your revenues – starting today.

Shift your brand-building results into overdrive with *Fast Track to Smarter Branding™ — The Ultimate Package*. Learn more at www.Smarter-Branding.com.



Brenda S. Bence earned her MBA from Harvard Business School and is a Certified Speaking Professional, a Certified Executive Coach, and the award-winning author of five branding books. After years of building powerhouse name brands in the corporate world, she founded Brand Development Associates International. Brenda now travels the globe speaking, training, and coaching individuals and companies to greater success through creative yet practical brand development. See www.BrendaBence.com



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Five Proven Marketing Strategies You Can Use Right Now to Build Your Business at Little or No Cost



Brenda Bence
INTERNATIONAL BRANDING EXPERT AND COACH