

Style Substance How To Create A Compelling Brand

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Style & Substance helps you avoid all that drama by taking you through a simple step-by-step process for creating brand clarity. This is not another boring book on branding and marketing that will leave you even more confused about your brand – this is a real, executable tool to help you create a compelling message and brand.

Style & Substance: How to Create a Compelling Brand ...

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Style & Substance is a guide and workbook for women who want to build their confidence, their brands and their bank accounts. In this book you will learn how to build an iconic brand that's immediately recognizable, just like Chanel, DryBar and Beyoncé (even if you don't have a Beyoncé-sized budget!) You'll clarify exactly how you want to be perceived and learn how to deliver your message with confidence and style.

Style & Substance: How to Create a Compelling Brand by Liz ...

In Style & Substance, I take you by the hand and walk you through the process you need to take to build a firm brand foundation – before you leap head first into your marketing strategy. The most common mistake I see women entrepreneurs making is putting the cart before the horse when it comes to marketing themselves.

How to Build a Brand with Style & Substance - SheBrand

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In Style & Substance, you'll learn how to build a strong, distinctive brand that's immediately recognizable, just like Chanel, DryBar, Michelle Obama or Beyoncé. You'll clarify how you want to be perceived, how to build that exact perception in people's minds, and how to attract your dream clients.

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Style & Substance is an American sitcom television series created by Peter Tolan, starring Jean Smart and Nancy McKeon that aired on CBS from January 5 to September 2, 1998. Premise. Jean Smart is Chelsea Stevens, a Martha Stewart-like star of a how-to home show, and Nancy ...

Style & Substance - Wikipedia

Inspire to Make: Igor Vichikov Does DIY with Style and Substance. By. Jeff Chaves - September 1, 2017. If you're looking for some truly unique DIY projects on YouTube, head over to Inspire to Make. We caught up with the creator behind all of these high quality, well-produced videos, Igor Vichikov, to find out how and why he creates.

Inspire to Make: Igor Vichikov Does DIY with Style and ...

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