

SCWCC AFFINITY PROGRAM – OFFER

1) 60 min. Brand DNA Breakthrough Consulting Session for Businesses w/employees OR solo-professionals (personal branding) – \$150 (\$250 value)

- Meet directly with Brand Clarity Expert, Suzanne Tulien in person or Zoom
- Pre-work assignment - Complete *Brand Behavioral Assessment Tool or Personal Brand Assessment Tool*
- We will discuss your current and desired brand value position, key differentiators, and other attributes that will help you become who you want to be known for.
- We will talk about making those attributes ‘tangible’ and infuse them into your employees, actions & behaviors to walk the talk and deliver on your promise.
- Includes additional 5 Brand Assessment Tools to complete on your own.
- You will get 3-5 practical action steps to begin refining your Brand DNA and becoming who you want to be known for.



[Brand Ascension will donate 10% back to SCWCC]

2) ‘Brand DNA in a Day’ – Full Day - Deep dive facilitation with up to 6 team members - \$5,000 (\$6,000 value – \$1,000 savings)

- Expertly Facilitated Brand DNA methodology for Businesses with Employees, by Suzanne Tulien, author of Brand DNA
- Identify & define your brand’s core Value, and Brand Style attributes
- Identify & define your key differentiators
- Flush out your brand’s Standards of Performance
- Craft your unique brand Platform & Promise
- Learn a multitude of actions & behaviors you can use to infuse your Brand’s DNA into the hearts and minds of your employees, leadership and systems and processes to walk the talk and consistently deliver on your promise.



[Brand Ascension will donate 5% back to SCWCC = \$250]



3) Solo-professional Personal Brand Training/Coaching: 'Ignite Your Personal Brand Presence Course + Coaching package
(designed for coaches, agents, consultants, brokers, practitioners, distributors) **\$1,200** (\$1,597 Value – Save \$397)

- Use Coupon Code: **SCWCC**
www.PersonalBrandPresence.com
- Comprehensive training to identify, define, and align to your unique personal brand value position, create distinction and competitive advantage & become who you want to be known for.
- 5 Modules, 14 lessons, fillable workbook download
- **PLUS** – Get the support and accountability you need with **FOUR (4)**, 1-hr, one-on-one coaching sessions with *Suzanne Tulien, Brand Clarity Expert, and author of Personal Brand Clarity*

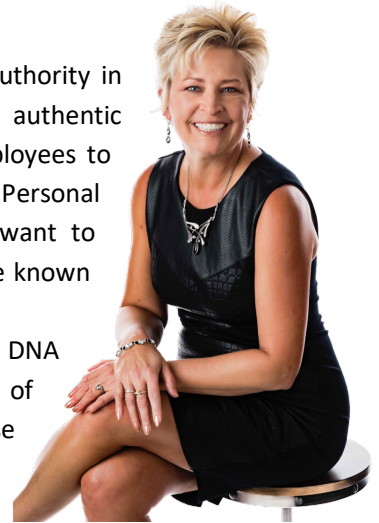


[Brand Ascension will donate \$150 back to SCWCC]

*About Suzanne Tulien, Brand Clarity Expert, Author, Speaker
Brand Ascension – www.BrandAscension.com, 719.660.2533*

Brand Clarity Expert, Author, and International Speaker, **Suzanne Tulien** is an authority in identifying and defining a business' internal **Brand DNA** blueprint, creating authentic positioning, and building competitive advantage by aligning leadership and employees to 'out-behave' their competition, consistently. She also pioneered the 'Ignite Your Personal Brand Presence' online course and coaching program for solopreneurs who want to leverage their wisdom, expertise and personality to become who they want to be known for.

Suzanne facilitates engaging brand strategy using her turn-key, Brand DNA methodology in live events, webinars, workshops & consulting. As the pioneer of ***Ignite Your Personal Brand Presence*** coaching mastermind and online course program, she is helping solo-professionals and emerging leaders own and leverage their expertise, personality, and authenticity to live their full potential. She guides businesses to get more conscious, strategic and deliberate in delivering on their brand promise and value position. She is the author of three books; ***The 6 Myths of Small Business Branding, Brand DNA***, and her newest book, ***Personal Brand Clarity; Identify, Define, and Align to Become What You Want to Be Known For***. Suzanne also trains speaker-brands to deliver their expertise to audiences that enlists, equips, and engages them to want more!



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Pioneer of the Personal + Business Brand DNA methodology





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Suzanne is founder of **Brand Ascension**, has over 30 years of business brand consulting experience, is an international speaker, consultant, award-winning graphic designer, and certified trainer.

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