

## Interview Topic:

### “How to Build a Powerhouse Brand for Your Company”

*Top Mega-Brand Secrets Revealed by a Career Corporate Brander*

#### Possible Interview Questions:

1. So, Brenda, what makes you an expert in building brands?
2. You say there is a secret formula for defining a brand that holds true for *every* brand that exists in the world. Can you share that formula with us?
3. But does that formula work for *every* company out there – even business-to-business companies - or is it just for consumer brands?
4. Once you define the brand you want your company to stand for, how do you take that definition and turn it into business growth?
5. You say it’s not just the ‘marketers’ in the company who are responsible for marketing your company’s brand. What do you mean by that?

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*Brenda Bence is an internationally-recognized branding expert, Certified Executive Coach, Certified Speaking Professional, and the author of several award-winning books, including the How YOU™ Are Like Shampoo personal branding series. Her book, Smarter Branding Without Breaking the Bank: Five Proven Marketing Strategies You Can Use Right Now to Build Your Business at Little or No Cost, has helped small business owners and solo-preneurs around the world unleash a treasure chest of tips, tools, and techniques to catapult their brands and increase revenues immediately, at low cost – or no cost at all.*



*With an MBA from Harvard Business School, Brenda’s career has spanned more than two decades and has included developing mega brands for Procter & Gamble and Bristol-Myers Squibb across four continents and 50 countries. Now, as President of Brand Development Associates (BDA) International, Brenda travels the world speaking, training, and coaching individuals and companies to greater success through creative, yet practical, corporate and personal brand development. Visit [www.BrendaBence.com](http://www.BrendaBence.com).*

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## BRENDA BENCE

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