

## Interview Topic:

### “Smarter Branding Without Breaking The Bank”

#### *Empty Pockets, Full Marketing Plan*

#### Possible Interview Questions:

1. You spent a lot of your career managing multi-million-dollar brands within large multi-nationals. So, what makes you an expert in effective branding on a *limited* budget?
2. You contend that, in order to market effectively as a small business owner, a mindset shift is required. What is that mindset shift, and why is it so important?
3. You also say that every company already has five assets it can leverage immediately to drive continuous growth. What are those five assets?

*Note to interviewer: The five assets are:*

- *Positioning*
- *Customers*
- *Products/Services*
- *Your Team*
- *Competitors*

*If we do not have time to discuss all five, please choose the one or two you would like to discuss most as time permits during the interview.*

*Then we can spend the rest of the interview talking about those specific assets (from above) that you want to focus on. We can discuss what they are, specific ideas for turning them into business growth, etc.*

4. Any last words of wisdom for how to effectively market your business even if you're low on funds, people, ideas, time, etc.?

**Brenda S. Bence** is an internationally-recognized branding expert, certified executive coach and award-winning author of the **How YOU™ Are Like Shampoo** personal branding book series. With an MBA from Harvard Business School, Brenda spent the first 20 years of her career building mega brands for Fortune 100 companies across four continents and 50 countries. Now, as President of her own business - Brand Development Associates International - Brenda helps companies and individuals achieve greater success through building powerhouse corporate and personal brands.



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## BRENDA BENCE

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