

Interview Topic:

“Smarter Branding Without Breaking the Bank” *Five Proven Marketing Strategies You Can Use Right Now to Build Your Business at Little or No Cost*

Potential Interview Questions:

1. You spent a lot of your career managing multi-million-dollar brands within large multi-national corporations. So, what makes you an expert in branding and marketing on a *limited* budget?
2. You contend that effectively marketing as a small business owner requires a mindset shift. What is that mindset shift, and why is it so important?
3. You also say that every company already has five marketing assets that can be leveraged 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.

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 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.

BRENDA BENCE

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