

THEME: "The 10,000-Foot View"

TIME: 1 minute

DATE: July 2014

LOCATION: Timberline at Brainard Lake Recreation Area, Colorado

THE KEY VIEWPOINT: When consulting with my clients, I often say, "Let's go to the 10,000-foot level to get a strategic view." Here's a breathtaking vista at timberline – a literal view of this vantage point.

TRANSCRIPT: There's Mike waving, just above him is Lake Isabelle. We got up at 4:00 this morning, drove 150 miles, about 2½ hours. We're west of Boulder in the Brainard Lake Recreation Area near the Indian Peaks Wilderness Area. We're up at timberline. This is why we love hiking up to Colorado's high country. Talk about a view!



Patrice Rhoades-Baum Marketing Consultant & Branding Expert

Patrice "cracked the code" for branding for small business and solopreneurs (professional speakers, corporate consultants, business coaches).

Patrice believes you *must* clarify your brand; it's the foundation – the launchpad! – to promote and grow your business. Using her laser-focused "Nail Your Brand" approach, Patrice will team with you to:

- Clarify your brand
- Lead her team of service providers to create your marketing toolkit: new website, speaker one-sheet, and stationery package

Backed by 25 years of high-tech corporate marketing...

Patrice has managed big-budget advertising campaigns, direct-mail programs, and tradeshow events. She has been the project manager and copywriter for numerous websites, including two Hewlett-Packard websites with budgets exceeding \$250,000. An expert copywriter, Patrice has been published in *Fortune* magazine. Learn more and get a free "Nail Your Elevator Pitch" worksheet at www.BrandingAndWebsites.com.

Visit "Branding Views" and join the adventure!

From high in the Rocky Mountains to deep in Utah's canyon country, Patrice delivers sage branding and marketing advice in this ongoing series of 1-minute videos. Bookmark www.BrandingViews.com to see

stunning views of the West, Southwest, and Midwest. Enjoy breathtaking views, fresh air, and a fresh perspective!



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