

THEME: "Breathing Space"

TIME: 1 minute

DATE: August 2014

LOCATION: A cornfield near Sioux Falls, South Dakota

THE KEY VIEWPOINT: Allow wide-open space – breathing room – for creativity and new ideas in your business.

TRANSCRIPT: "I'm in Sioux Falls, South Dakota, visiting my mother whose birthday is today. Happy birthday, Marian! She's 82 and still works full time; very youthful and vibrant. We came across this cornfield and I was thinking about space – wide-open space and breathing room – and how important that is in our lives and in our business for creativity and to find room for new ideas. So if you're a small business owner or solopreneur, think about allowing more wide-open space – more breathing room – in your business."



## **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](http://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](http://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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