

THEME: "Objectivity & Perspective"

TIME: 1 minute

DATE: July 2014

LOCATION: Overlook Trail, Eleven Mile Canyon, Colorado

THE KEY VIEWPOINT: As a solopreneur or small business owner, it's challenging – yet vital – to gain objectivity and perspective on your brand and your business.

TRANSCRIPT: "That's Eleven Mile Reservoir, and I'm going to pan down to Eleven Mile Canyon. The river is the South Fork of the South Platte. You can see it comes down, around these rocks, and there we see it again. Briefly, I wanted to talk about OBJECTIVITY & PERSPECTIVE. As a solopreneur or more precisely, an infopreneur – if you're a professional speaker, life coach, business coach, any kind of corporate consultant – it's really difficult to have objectivity and perspective when it comes to your business, when it comes to your brand, when it comes to really, truly understanding your customers' needs and putting on the customer hat. So think about this spot here: Eleven Mile Reservoir, Eleven Mile Canyon, South Park, and various mountain ranges in the distance. Do your best to gain objectivity and perspective on your brand and on 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.

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!



Patrice Rhoades-Baum
Marketing Consultant & Branding Expert
(719) 685-1108 Mountain Time
Patrice@BrandingAndWebsites.com
www.BrandingAndWebsites.com
www.BrandingViews.com