

Suzanne TULIEN

Brand Clarity Expert | Author | International Speaker | Trainer

CONSCIOUSNESS.
INSPIRATION.
Growth.

For 30 years, Suzanne has been inspiring and driving personal & organizational brand alignment through internal brand definition, stakeholder engagement, process & customer service alignment. Suzanne is co-pioneer of the proven, step-by-step, **Brand DNA** methodology & transports her clients & audiences into a refreshingly brand-conscious, authentic and inspiring way of being.

As co-author of *Brand DNA: Uncover Your Unique Genetic Code for Competitive Advantage*, & author of *Personal Brand Clarity*, she is helping to pave the 'alignment highway' for business growth through conscious, internal brand definition and coherence.

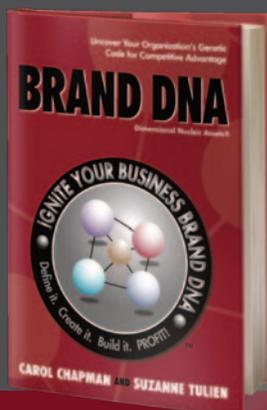
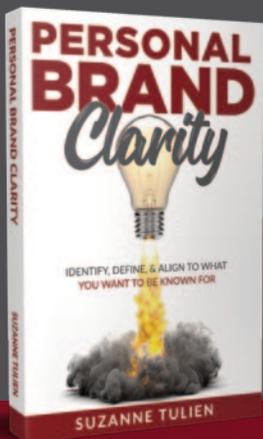
As a dynamic, high-energy speaker and certified trainer in accelerated learning methodologies, Suzanne is leading business growth with advocacy, intention, engagement & purpose.

(See popular topics on back)

BRAND DNA



“ Branding is a conscious, strategic & deliberate process of assigning a unique meaning. Brand success lies in the ability to identify & define the context it represents, and fully & consistently live it. ”



719.660.2533 | BrandAscension.com

Some of Suzanne's Most Requested Topics:

STOP Marketing, for now, START Branding!

Did you know, 40% of your marketing dollars are wasted? Small businesses spend too much on marketing efforts that don't produce expected ROI. Learn:

- Your brand doesn't start with marketing.
- Secrets to maximizing your marketing efforts by building brand from the inside out!
- Key attributes that make up a successful brand

Elevate Your Personal Brand Leadership!

Most of us don't take the time to work on ourselves, realize our strengths and leverage our unique abilities to live our potential. But when we do, amazing transformation occurs and our lives begin to change for the better. Learn:

- Everyone already has a personal brand; good, bad, or indifferent.
- How most of us live 'externally impacted' lives.
- How to take back control of your personal brand.
- How to become more conscious, strategic and deliberate in understanding ourselves & be in control of how we show up in life, the opportunities we attract, and discern life-changing decisions.

Personal Brand Clarity: Become What You Want to Be Known For

Solopreneurs are the BRAND of their BUSINESS. Consultants, Coaches, Realtors, Agents, Brokers, Distributors all attract clients based on trust, resonance, and personality. When you leverage your authentic Personal Brand and align with who you are, you can grow your business exponentially with greater ease and flow. Learn:

- How leveraging YOU makes all the difference
- Tap into your true competitive advantage
- Self assessment of your current Personal Brand
- Align with your value position and marketing ROI gets easier

Be A Better Speaker; 10+ Techniques to Enlist, Equip, and Engage Your Audiences to Want More of YOU!

This highly interactive & experiential workshop is for those new & seasoned speakers/trainers who want to sharpen their skills with a new set of tools in their toolbox. Full of techniques from a certified trainer, Suzanne Tulien, she reveals key insights & overlooked nuances that make huge differences in how your audience receives your expertise and connects to it. Workbook & bonuses!

Building a World Class Brand on a Small Business Budget!

Most small to medium sized businesses are advised to spend 8-10% of their revenue in marketing efforts and yet it is reported that 40% of those dollars are wasted! Find out why! Learn:

- SECRETS of how your customers REALLY make buying decisions
- Why the first 7 seconds of contact with your customers is integral to their buying decision.
- How to enhance your brand's overall customer experience without spending one dollar in marketing!

"Working with Suzanne is an inspiring experience. Her workshops and presentations are engaging, informative, and enjoyable! Any business, big or small, would benefit from her "ground-up" approach to branding and inspiration. I would highly recommend her for any speaking engagement."

- James P. Ziuchkovski, DDS, MS, PC
Diplomate, American Board of Orthodontics



Brand Ascension
elevating conscious branding in business®

Professional Credentials:

- Founder + Principal of Brand Ascension
- Co-Pioneer of the Brand DNA Methodology
- Author: *Personal Brand Clarity; Identify, Define & Align to What You Want to Be Known For*
- Co-Author: *Brand DNA, Uncover Your Organization's Genetic Code for Competitive Advantage*
- Author of ebook: *The 6 Myths of Small Business Branding*
- Speaker/Facilitator/Certified Trainer
- Certified in Accelerated Learning Methodologies
- President, Pikes Peak Advertising Federation, 2006-07
- Middle Market Entrepreneur - Past Vice President

Some Speaking Clients/Associations:

- USOC (United States Olympic Committee)
- NSCA (National Strength & Conditioning Assoc.)
- Microsoft Office Live Small Business Series
- EWomensNetwork
- ENT Federal Credit Union
- KeyBank - Key4Women
- National Association of Women Business Owners (NAWBO)
- Academy of Management
- Revenue North Small Business Summit
- CACTA & NAWIC
- UCCS College of Education
- Real Estate SUCCESS Summit
- Pueblo Community College Dean's Retreat
- American Academy of Dental Group Practice (AADGP)
- Dental Group Management Association (DGMA)
- Vistage International (TEC)
- American Business Women's Association (ABWA)
- Aleut Management Services & Family of Gov. Contractors
- Modular Mining Systems, Inc. & Shin-Etsu MicroSi, USA
- Charter Media, (Division of Charter Communications)
- Colorado Springs Society for Human Resources Mgmt.
- Colorado Independent Publishers Assoc.
- Better Business Bureau of Southern Colorado
- Southern Denver Area Chamber of Commerce
- Southern Colorado Women's Chamber of Commerce
- Metro Denver Area Chamber of Commerce

BOOK SUZANNE FOR YOUR NEXT EVENT: