



Ladies Who Launch

Liz's 6 Commandments of Branding:

1. There is a difference between a name and a brand
2. Great brands are authentic
3. Use your own unique vocabulary
4. Create a compelling 7-second hook
5. Never forget ruthless self-promotion
6. Out of sight = out of mind = out of business

Special Branding Club Offer: Join Today and Receive:

1. *Autographed copy of Red Fire Branding: Create a Hot Personal Brand and Have Customers for Life* - Paperback (due Sept. 2009) -**\$19.95**
2. *Autographed copy of DUH! Marketing: 99 Monstrous Missteps You Can Use to Learn, Laugh, and Grow Your Business*, Paperback -**\$24.95**
3. Plus Any audio CD of your choice - **\$99.00**
4. PLUS One *group* coaching session per month - **\$250.00**
5. AND 30 minutes one-on-one, *private* tele-coaching session per month -**\$125.00**

Total Value Over \$500, but just \$99.97 if you join today!

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