



# How to Develop a World Class Brand on a Small Business Budget

What you **NEED** to **KNOW** and **DO**  
**BEFORE** You Spend **ANY MORE \$\$\$** on Marketing!

**Differentiate Yourself and WIN Customers for LIFE by  
Discovering Your UNIQUE Brand DNA !**

**Wednesday, March 23<sup>rd</sup> from 11:00am to 1:00pm**  
**Tri-Lakes Business Incubator**

14960 Woodcarver Rd  
Colorado Springs, CO 80921  
719- 481-4877 x 100

Fee: \$30 (Prepayment Required; Discounts Available)

**EVERY business has a brand, good, bad or indifferent. Once defined and fully understood, you can begin capitalizing on it to create and build your unique competitive advantage.**

## **LEARN...**

- \*\* The 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 and loyalty to you.
- \*\* Why your employee team holds the secrets to your brand success!
- \*\* How to enhance your brand's overall customer experience without spending one dollar in marketing!
- \*\* How do they do it? Follow best in class with these intriguing case study examples.

**Sign up now for this fun, experiential workshop to ignite your brand into  
WORLD-CLASS status.**

**Register to win a FREE copy of The 6 Myths of Branding e-book/workbook!**

**Register TODAY!**

Call the SBDC at (719) 255-3844 or online at: <http://cssbdc.org/>



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