



“Push Up Your Brand Workshop”

A Powerful 4-Hour Workshop for Successful Business and Marketing Executives

Why do superior products, services-even companies fail while competitors thrive? Why doesn't being simply better and working harder assure success? How can you look like a clear winner on paper but be losing share to branding-savvy competitors?

**I'll answer these questions and more when you take part in my
“Push Up Your Brand Workshop” at your company**

I'm Abed Baidas, CEO of Identity Branding Forum (IBF). Join me for 4 hours of practical, real-world information and advice on how to evaluate and measure the strength and effectiveness of your brand, plus step-by-step instructions on how to shape the perceptions of your prospects.

In just four hours I'll pump new energy into your branding muscles and rejuvenate your marketing spirit.

Fees –

\$1350 - Invite up to 15 of your key employees to take part in a stimulating session that I deliver, in person, at your place of business, plus travel expenses.

You'll enjoy –

At the “Push Up Your Brand Workshop” you will learn:

- Knowing what Brand really is, how it works and why it's so important.
- A first draft of your brand identity road map - a compelling description of your brand and the key sales messages associated with your brand.
- Consensus to the questions: Who are we? What do we do? Who do we do it for? How do we position ourselves relative to the competition?
- A road map for strategically communicating your brand in the most succinct and persuasive manner possible.
- A foundation for implementing and using your brand identity.
- Internal input needed to conduct market research with your target audiences in order to validate the brand identity.

Schedule the “Push Up Your Brand” Workshop today

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