

SCALE CONFERENCE

Uniquely You: Marketing Your Personal and Company Brands **Holly Reardon | Founder & Marketing Strategist,** **Hapacity Marketing**



What truly sets your business apart? Often, the answer lies in the person behind the brand – you, the founder. Your personal values and passion are the heartbeat of your business's unique story. It can be the differentiator between a customer choosing you or a similar brand. In this interactive workshop, we'll explore the intersection between your personal brand and your company's brand, and how to market both effectively, centered around values.

Through practical exercises and real-world examples, including a look at successful entrepreneur, Emma Grede of Good American, you'll gain the knowledge to create a brand narrative that's compelling, authentic, and profitable. Join me?