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August 26th 2016: How to Build a Brand that People Can't Resist

Branding is not your logo: it is how people perceive, understand, and react to your business. Branding helps people make decisions about you. But when your brand isn't consistent or emotional, it can sabotage both your sales efforts and your leadership efforts. Dacia Coffey serves business leaders as a strategist, speaker, and writer. Her company, The Marketing Blender, helps uncover your truth to build exciting and inspiring brands that drive growth and loyalty. Learn how to build a brand that transforms your organization and your growth by resonating with people at the heart and gut level.

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Featured Guest



Dacia Coffey

Dacia is President & CEO of The Marketing Blender. She helps companies achieve next-level growth by aligning the sales cycle with story, psychology and branding.

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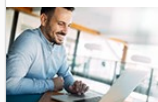
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