

# Building Your BEaUty Brand

*Inside & Out*

*September 21*



## SPEAK

BEaUtiful Brands Inside and Out

*By Bonnie Bonadeo, Your Brand Connection Coach*

When I say "Speak", I am referencing speaking, having a voice but more importantly understanding that words have power. I know you have heard the adage, "A picture is worth a thousand words" and that is true but words sell.

So when I say SPEAK...

### **I am saying use your words wisely.**

Whether it is for speaking, leading, managing, marketing, presenting, or in any and all areas that showcase your expertise or sharing of knowledge, words are doing the real selling.

Here is another adage, "Action speaks louder than words" and again this is true, but how are your actions converting in the digital world we are living in today?

Our actions are still by large our words, what we are actually saying, what we are not saying, the unspoken, how we act and react, in videos, copy, and yes even pictures.

**So how do we speak to gain creditability, authority, expertise, and authenticity?**



## **How to S.P.E.A.K. Your Way to Success**

SPEAK ONLY WHEN YOU FEEL YOUR WORDS ARE BETTER THAN YOUR SLIENCE.

JOIN THE LIVE MASTER CLASS OCT 4TH

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**S** Seek – Explore width and depth then establish a core framework that allows content to be created delivered and connective for others and can be comprehended and implemented.



**P** Prepare- even when speaking the greatest lesson of being a good speaker is listening. Also to have an end game in place that adds value to others.



**E** Empathy -look for common concerns, trends and build content through empathy first then expertise as a follow-up.



**A** Alleviate- get to the source of their problems and be the guide to help them solve and implement solutions.



**K** Key- in on marketable offers that have them be in inspired action vs. complicated steps that they get overwhelmed by.

## THE STAGING METHOD

BRAND ME PRESENTS...

How Ambitious Educators  
Grow their Business

The  
**STAGING  
METHOD  
SPEAKING**  
Workshop

October 4th  
6:00-  
8:00pm  
EST



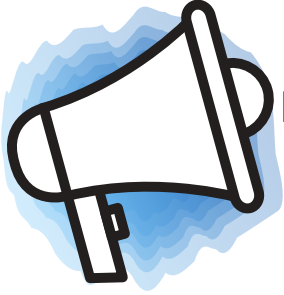
**Speak your truth when aiming for connection.**

- Creating Content to Speak
- Delivering Content to Speak
- Marketing Content to Speak

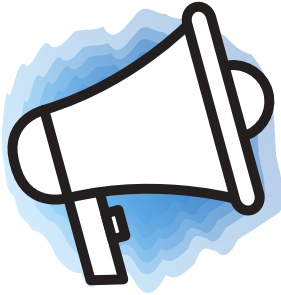
**Join me Oct 4th for The STAGING Method-  
A Speaking and Marketing Playbook on  
Authentic Connection**

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**NEED A GUIDE TO SUCCESS?  
CHECK OUT THESE OFFERS AND OPTIONS...**



Book Your Free SOS Salon Coaching Strategy Call



Book Your Free Brand Identity Discovery Session



Register for The STAGING Method Master Class  
Workshop Now!

**If you can speak, you can influence, if you can influence you can change lives.**

*Rob Brown*



**About Bonnie Bonadeo**

Known as The Brand Connection Coach and Consultant, Bonnie has helped 1000's of clients transform their purpose and build a solid brand that showcases their businesses as value driven and unique. As a Certified Guide with Story Brand, Emotional Intelligent Coach and Life Coach. Bonnie believes taking the time to invest in uncovering your personal and professional brand is the key to a successful business and life and she loves fostering growth in others through speaking, coaching, training and podcasting.