



Laura Sauter  
Brand Guru

*I speak about the power of branding for entrepreneurs as well as mindset for small business owners.*

**(RE) IGNITE YOUR BRAND.**

agencyBel.com

all social: @agencyBel

617-780-6485



**Laura Sauter** is a speaker, seasoned brand expert, and educator. With brand strategy and design, she supports entrepreneurs and long time company founders alike to feel confident during their time of corporate transition, whether launching, merging or creating a succession plan. She has consulted for multi-national companies such as Fidelity, Biogen and TJX, as well as small and mid sized companies.

**HER BUSINESS AND PASSION IS CREATING BRANDS THAT MATTER.**



**LAUNCH STRATEGY**

- They have a vision, a business plan, and some funding.
- They need clarity around who their competition is and how to position their business for success to a desired audience.
- They require a name, a tagline and a logo to reflect their values as well as messaging.
- And a visual system wrapped up into branded marketing collateral, from print to web.
- A fractional CMO on retainer to launch new brand ongoing.



**REBRAND ROLLOUTS**

- There's been a radical change and the old brand is outdated. Together we will re-envision the brand, from the inside out.
- I will capture the pulse of the desired landscape and audience set and will be with you along the way to connect with all stakeholders.
- Through strategic planning, communications and expert digital roll out, the whole world will know about the shift, and embrace direction.

**PRIMED TO SPEAK ABOUT BRANDING, MARKETING AND MINDSET**

- // How do you Create a Brand?
- // Conscious Brands & their Global Impact
- // How to Align Your Brand with Your Business
- // Amplify Your Brand: Engaging Staff As Brand Ambassadors
- // We Hate Our Name...But We're Afraid To Change It.
- // One Brand. Many Audiences: Creating A Consistent Message Hierarchy
- // 5 Ways to Build and Authentic Brand (Even if You are Small.)
- // Permission to Play While Running a Successful Business
- // Entrepreneurship; Avoiding Overwhelm

**DISCOVER AND GET SOUND BITES ON SPEAKER BUREAU WEBSITES**



MATCHMAKER



INNOVATION WOMEN