



Author | Speaker | Entrepreneur

LISA N. ALEXANDER, The Marketing Stylist™

LISANALEXANDER.COM

Lisa works with organizations that want to master marketing and branding to increase profits, reduce learning curves and cultivate professional personal brands.

#### KEYNOTES AND WORKSHOPS

##### **What Million Dollar Brands Know: Marketing & Branding Strategies for Entrepreneurs**

Based on Lisa's book to be released later this year, Lisa shares branding strategies with entrepreneurs. Lisa covers building your customer avatar, social media, knowing your value and when it's time to reinvent yourself.

##### **What If I Look Stupid? Courageous Communication Skills For Women**

Lisa will help you unlearn the lies you've been told about working hard and waiting to be rewarded. In this presentation you'll start unraveling what you learned about not asking; identify what you really want; learn three key communication skills to help you ask and what to do when the answer is no.

##### **Me, Incorporated – Creating a Personal Brand for Work and Life**

Personal branding is the practice of marketing oneself and their careers as brands, and this idea of personal branding is growing! Me, Incorporated will walk attendees through creating and defining their own personal brand. The same methodology Alexander uses with her clients, building mission and value statements, deciding on a persona based on the 12 Branding Archetypes and defining goals will be explored in this interactive presentation.





“Not only was she engaging, funny, fluent, and prepared, but she was in my opinion, one of the best speakers the conference has hosted.”

Charidee Smith, Host,  
ROAR® Global Summit



“Lisa was absolutely great. Graceful and inspiring, she kept the audience engaged with her humor and her message was real and relevant.”

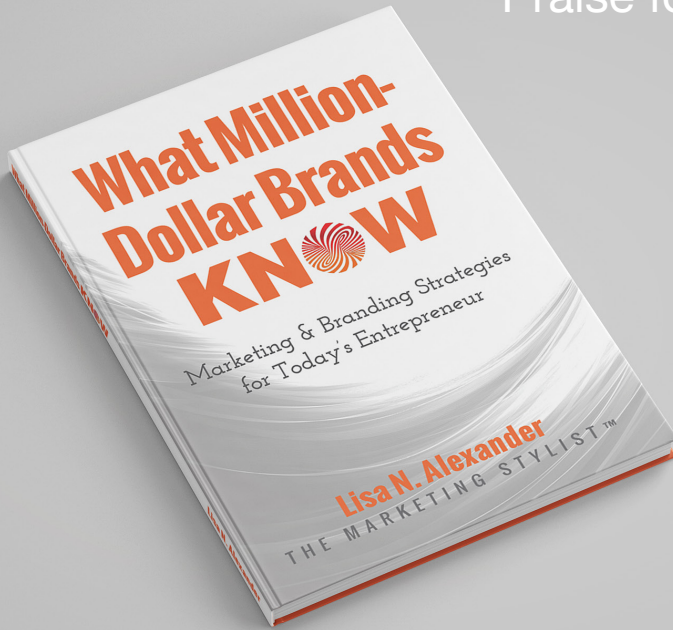
Charis Phillips, Past President,  
GHSMSS



“We only received positive feedback from Lisa’s session. Lisa gives exactly what is needed before, during and after an event to set it up for success.”

Deanna Shrodes, Director,  
PF WOMEN

## Praise for “What Million-Dollar Brands Know”



There is no ideal audience; because it is a must-read for all business owners. If you’re in the planning stages, you can do it right the first time. Startups can mitigate risk and redirect early. Established business this is your opportunity to rebrand. I will be using these strategies and nuggets with my customers.

-V.S.

Alexander’s approach will resonate with readers with its sensible, driven information. The business owners, brand managers, and the executives in market-driven global firms who are ready to take their business to the next level will benefit from Alexander’s practical advice. A keeper!

-T.S.

### Clients Include:

*Texas Children’s Hospital, Strayer University, Greater Houston Society for Medical Services Professionals, Financial Women in Texas, eWomen Network, Executive Women in Texas Government, Women’s Business Enterprise Alliance, Practically Perfect PA, American Business Women Association*

