

KATHYHEASLEY
www.heasleyandpartners.com



BRANDS WITH HEART ARE BREAKING THROUGH. BRANDS WITHOUT ARE BREAKING DOWN.

For more than two decades, Kathy Heasley has been shaping businesses into Heart & Mind™ brands worldwide. She's worked with the big names like Coca-Cola, Dr Pepper, Proctor & Gamble and McCann Erickson. But more importantly, she has made a career working with the smaller names, the entrepreneurial businesses that are tomorrow's big names. The know-how it takes to build brands is different than the knowledge it takes to maintain them, and Kathy's got it.

Kathy is founder and principal of HEASLEY&PARTNERS, Inc. a referral-based branding company that helps entrepreneurs and their companies grow and prosper. She's the creator of Heart & Mind™ Branding—the corner stone of her business—a Rich Dad Advisor, an author of multiple books and CDs, and an international marketing and communications coach. Kathy speaks to people around the world on the power of branding, marketing and communications.

BRANDING WISDOM FROM A 25-YEAR VETERAN

How to Build Your Business Into a Brand – Start with this speech and discover the five stages that will take you from commodity to breakthrough brand. It's the method behind many of the most lasting brands and now, here it is, defined, actionable and ready for your audience to seize and use.

The Power of “Moments” – Discover why the concept of “Moments” is the key that will unlock your brand and drive it to breakthrough. Kathy shows you and your audience how understanding and implementing this one simple concept can transform your business—large or small—and drive the results you've only dreamed of.

The Ten Reasons Why Marketing Doesn't Work – Businesses throw away too much money. They spend, spend, spend and get little in return. Kathy will show you how to avoid costly mistakes and make marketing work *for* you even better than it works *on* you.

The New Brand...You – We live in a Google world. The question is...are you Google Ready? If you can't answer, “Absolutely!” then it's time you did something about your personal brand. Yes, you are a brand. Here's how to be the one that will help you achieve your dreams.

“Kathy Heasley understands that brands begin with the heart. She's an entrepreneur through and through whose track record of success speaks for itself. Her talks on branding hit home around the world. I've seen it for myself.”

--Robert Kiyosaki

Entrepreneur, Financial Educator & Bestselling Author