



SPEAKER BRIEF

CREATIVE CEO | BRAND STRATEGIST FRACTIONAL CMO | AUTHOR SPEAKER

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***Elevating
brands from
ordinary to
re•markable™ -
let's craft a
narrative that
disrupts,
resonates, and
leaves an
indelible mark.***

With 30 years of expertise in branding, marketing, and sales, Kelly Lucente is a renowned CEO, Brand Strategist, Fractional CMO, Author, and Speaker.

As the Founder of re-tool®, a boutique branding agency in Minneapolis, MN and a Fractional CMO for hire, she specializes in propelling small to Fortune 500 brands forward through strategic brand positioning and marketing execution.





WHAT IF...

in less than an hour, your team experienced a transformative journey unlocking the profound impact of branding on your bottom line? Imagine them emerging as dynamic brand advocates after our session, poised to elevate brand awareness and supercharge sales conversion.

AND WHAT IF...

that knowledge, once gained, could seamlessly translate into real-time implementation, fostering a unified team spirit where everyone is rowing in the same direction, sculpting a powerful narrative around your company brand and its intrinsic value?
Experience synergy at its finest.



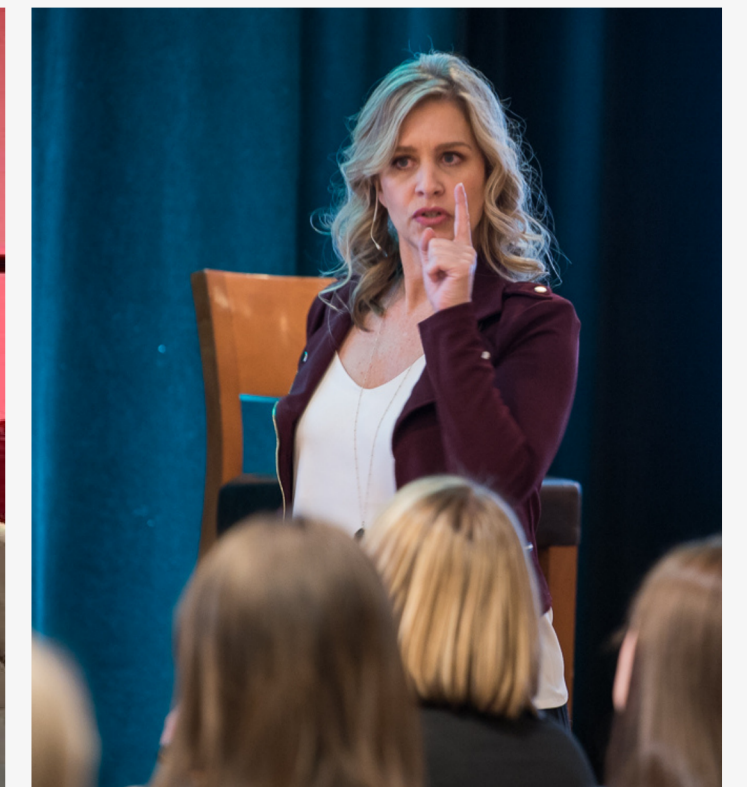
MY PROMISE

As your guest speaker...

I will navigate your audience through a tailored program, unveiling the most effective brand strategies curated from over 30 years of expertise.

From guiding startup entrepreneurs to Fortune 500 giants, including RE/MAX, Pearle Vision, Rollerblade, and leading national builders (Pulte, Ryland, Mattamy), my presentations are crafted to address your audience's current brand and business challenges.

Expect concrete strategies that not only overcome hurdles but also set your internal team on the path to enduring brand success.



CUSTOMIZED FOR YOU

A PRESENTATION THAT ALWAYS DELIVERS RESULTS

UNDERSTAND

Explore The Power of 3 (Image, Voice, Promise) and its impact on customer decisions.



IDENTIFY

Establish a distinct edge through clear differentiation and your company's unique qualities.



DISCOVER

Maximize your digital footprint by aligning corporate and personal brands for a stronger presence.





YOUR CUSTOMIZABLE PROGRAM CAN ALSO INCLUDE:

Personal vs. Corporate Brand Dynamics

Explore the impact of personal versus corporate brand and its significance.

Unveiling Brand Value

Discover methods for identifying and maximizing your brand's intrinsic value.

Brand and Pricing Nexus

Understand how brand directly influences product/service pricing strategies.

Trust Building Through Narrative

Learn strategies to establish trust through crafting a compelling brand narrative.

Social Platform Leverage

Harness the power of social platforms, with a focus on LinkedIn for effective sales outreach.

Becoming Remarkable™

Using the Remarkable Method™ explore techniques to stand out and become remarkable in the eyes of your customers.

Living the Company Brand

Practical ways to ensure your team embodies and lives the essence of the company brand.

Integrated Communication Strategies

Best practices for integrating your communication strategy seamlessly.

PRESENTATION FEE SCHEDULE FOR 2024*

TAILORED INTELLECTUAL CAPITAL PRESENTATION

There are instances when an organization seeks a presentation tailored to its internal challenges and industry specifics. Kelly can create a customized presentation exclusively for your company for a development fee of \$8,500, with an additional charge of \$2,500 when she delivers the curriculum to your team.

Please note that the \$2,500 fee covers up to 12 people per session. The content developed will be unique and specific to your organization.

*Discount applied when purchasing my brand guide, MOO-LAH-GY for all attendees and/or a multi presentation commitment.

**The Lunch and Learn is a standard corporate or personal brand presentation and is not customizable.

Advertised fees do not include travel expenses and per diem.



\$2,500 | LUNCH AND LEARN**

1 Presentation • Up to 60 Minutes
5-12 Attendees



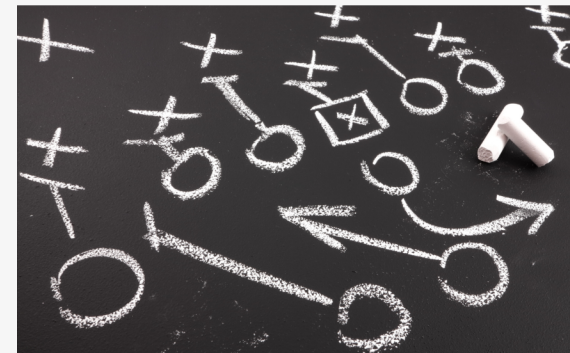
\$5,000 | WORKSHOP ESSENTIAL

1 Presentation • Up to 4 Hours
5-15 Attendees



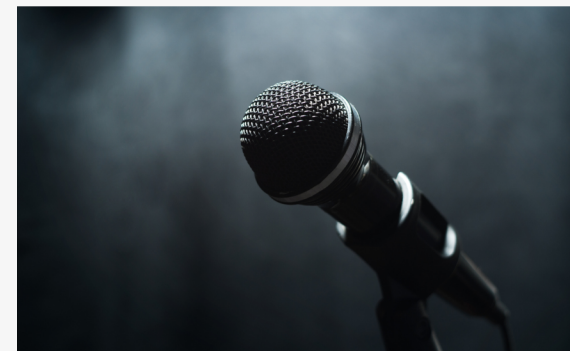
\$6,500 | WORKSHOP ADVANCED

1 Presentation • Up to 4 Hours
15-30 Attendees



\$9,000 | WORKSHOP INTENSIVE

1 to 2 Presentations • Up to 8 Hours
5-30 Attendees



\$6,000 | KEYNOTE

1 Presentation • Up to 90 Minutes
Unlimited Attendees



**BOOK KELLY
TO SPEAK AT YOUR
NEXT EVENT**

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