

STYLE & SUBSTANCE

HOW TO CREATE A COMPELLING BRAND

MEDIA KIT





Style & Substance is a guide and workbook for women who want to build their confidence, their brands and their bank accounts.

In this book you will learn how to build an iconic brand that's immediately recognizable, just like Chanel, DryBar and Beyoncé (even if you don't have a Beyoncé-sized budget!) You'll clarify exactly how you want to be perceived and learn how to deliver your message with confidence and style. And you'll create your very own Brand Handbook and Style Guide so you can stay focused, communicate effectively and keep your brand consistent across all touchpoints and platforms.

The exercises and exploratory questions are thorough and effective, while the chapters are short, digestible and laser-focused on what matters most when it comes to building your brand.

If you're a consultant, coach, writer, artist, maker or any other kind of entrepreneur, Style & Substance is a must-read.

Before you spend thousands hiring a marketing strategist, website developer or business coach, start with this book.

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For podcast and blog interviews, please contact:

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LIZ DENNERY SANDERS

SHORT BIO

Liz Dennergy Sanders is a brand consultant, creative director and the Founder of SheBrand. She has 25 years of marketing, branding, creative direction and public relations experience working with iconic brands like Escada, Anastasia Beverly Hills, Elyse Walker, Serena Williams, The American Cancer Society and many more.

Her mission is to help women rise higher – using their voices, building their businesses, growing their influence and shattering glass ceilings and old perceptions about what a woman is capable of being and doing.

She is the author of Style & Substance: How to Create a Compelling Brand, a guide and workbook for women who want to build their confidence, their brands and their bank accounts.

Liz has been featured in *The Los Angeles Times*, *The Chicago Tribune*, *The Huffington Post*, *The Daily Beast*, *Advertising Age*, *The Coveteur*, and on *Good Morning America* and *Access Hollywood*.

Follow Liz on Twitter and Instagram for daily inspiration:

@shebrandliz

Learn more about Liz at www.shebrand.com.



LIZ DENNERY SANDERS

LONG BIO

Liz Dennerly Sanders is a brand consultant, creative director and the founder of SheBrand. With 25 years of experience in branding, marketing, public relations and influencer outreach campaigns, she's known for her ability to select the words, images and packaging that bring brands to life, and for helping her clients to build intensely loyal, devoted fan bases.

In 2009, Liz founded SheBrand to provide women with tools to build strong, compelling brands. Through SheBrand, and through her involvement with organizations like Women in Need, Visionary Women and Step Up Women's Network, her mission is to help women rise higher – using their voices, building their businesses, growing their influence and shattering glass ceilings and old perceptions about what a woman is capable of being and doing.

Prior to founding SheBrand, Liz ran her own PR agency, Dennerly Marks Inc., for more than a decade, specializing in targeted media and celebrity outreach campaigns. She garnered millions of dollars in press value for her clients and helped them build relationships for their products and services with Hollywood celebrities like Halle Berry, Sharon Stone, Kendall Jenner, Kim Kardashian, Cindy Crawford, Heidi Klum, Gwyneth Paltrow, Marcia Cross and Kelly Rutherford. She has worked on brand development and influencer projects with individuals like Serena Williams, Jessica Alba and Garcelle Beauvais, and lifestyle brands that specifically market to women like Escada, Hale Bob and Elyse Walker.

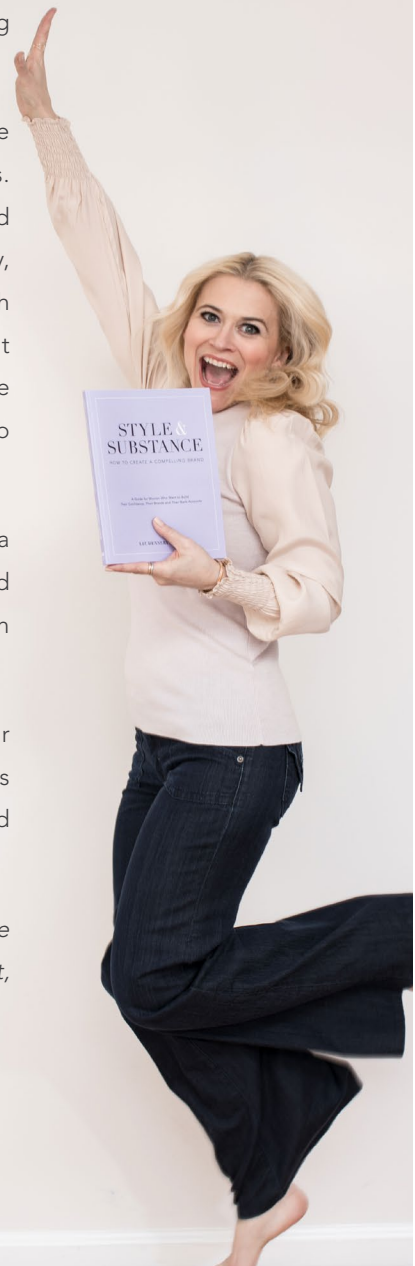
Recognized for her grace, professionalism and style, Liz is a member of the Vogue 125, a hand-selected group by Vogue Magazine of 125 influential women decision makers and opinion leaders across the country known for their distinctive taste in fashion, design and culture.

*She's the author of **Style & Substance: How to Create a Compelling Brand**, and the creator of Badass Brand, an online class for small business owners and service professionals who want to build an iconic brand that's clear, consistent, recognizable, adored and respected, just like Chanel, DryBar and Beyoncé.*

Liz has been featured in *The Los Angeles Times*, *The Orange County Register*, *The Chicago Tribune*, *The Daily Beast*, *Advertising Age*, *The Coveteur*, *The Huffington Post*, and on *Good Morning America* and *Access Hollywood*.

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INTERVIEW QUESTIONS



- ✧ What is a brand?
- ✧ Why does an individual need "a brand?"
- ✧ Why did you write this book?
- ✧ What makes one brand more compelling than another?
- ✧ Why is this book important for women now?
- ✧ Why do women have an advantage when it comes to building a brand?
- ✧ What's the most important first step to creating a successful brand?
- ✧ What's a Brand Handbook and why do you need one?
- ✧ How do you differentiate yourself from others in your industry?
- ✧ What's one thing someone can do right now to make their brand more compelling?



A LOVE LETTER TO WOMEN...

I wrote *Style & Substance* to help women create compelling brands, stand out, attract more clients and make more money. In business, women need the right tools to build their confidence and their platforms.

But on a much deeper level, I wrote this book because we need more women to step up and say, “I can do this.” We need more women in positions of power and more women with a seat at the table. We need more women to connect to the truth of who they are and the important work they are doing, speak up and play bigger in the world.

As Oprah eloquently said during her acceptance speech as the first African American woman to receive the Cecile B. DeMille Award at the Golden Globes, “What I know for sure is that speaking your truth is the most powerful tool we all have.” In order to create a truly compelling brand and platform, you must deeply connect to your truth – your *raison d’être* – and communicate it in a powerful and engaging way. Truth builds resonance. And resonance creates an emotional connection.

In *Style & Substance*, my intention is to give you my branding knowledge – and all of the questions and exercises I use with my clients – in one simple workbook you can work through on your own to start building a solid foundation for your brand. I created this book because I want you to succeed – madly. Like over-the-top, insane, rock star success. I want you to get more of everything you want – more clients, more money, more opportunities, and the chance to help more people.

The Dalai Lama once said, “The world will be saved by the Western woman.” I couldn’t agree more.

Because when one woman rises, other women rise, too.

Rise sister, rise.

With big love,

Liz Dennery Sanders

MEDIA: LIZ



MEDIA: BOOK

