

## Interview Topic:

### “How to Build a Powerhouse Brand for Your Company”

*Top Mega-Brand Secrets Revealed by a Career Corporate Brander*

#### Possible Interview Questions:

1. So, Brenda, what makes you an expert in building brands?
2. You say there is a secret formula for defining a brand that holds true for *every* brand that exists in the world. Can you share that formula with us?
3. But does that formula work for every *company* out there – even business to business companies - or is it just for consumer brands?
4. Once you define the brand you want your company to stand for, how to you take that definition and turn it into sales in the marketplace?
5. You say it’s not just the ‘marketers’ in the company who are responsible for marketing your company’s brand. What do you mean by that?
6. You’ve managed brands across 50 countries and 4 continents – what are some of the biggest branding “bloopers” you’ve seen companies commit?

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*Brenda S. Bence is an internationally-recognized branding expert, certified executive coach and award-winning author of the **How YOU™ Are Like Shampoo** personal branding book series. With an MBA from Harvard Business School, Brenda spent the first 20 years of her career building mega brands for Fortune 100 companies across four continents and 50 countries. Now, as President of her own business - Brand Development Associates International - Brenda helps companies and individuals achieve greater success through building powerhouse corporate and personal brands.*



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## BRENDA BENCE

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