

BRANDED CONFIDENCE

BY MELANIE SPRING

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YOUR APPROACHABLE BADASS & BRAND STRATEGIST



Melanie Spring is one of those people who can walk into a room and light it up. She'll make you want to be her best friend, yet when she gets to know enough of your story, she'll find the perfect way to push you outside of your box. Her brand is Approachable Badass and it fits her perfectly. She even got out of her own box when she went on a 7,000-mile road trip collecting stories on how companies lived their brand. The Live Your Brand Tour was published in Entrepreneur Magazine, where she earned her title as a veteran brand strategist.

With entrepreneurship in her blood, she ran Sisarina for 8 years building websites and brands only to rebrand as herself through Branded Confidence by Melanie Spring. Speaking and facilitating workshops all over the world, she becomes a part of your team as she builds your brand from the inside out - with humans first. But you have to be a kickass human in order to work with her. (She even has a club for that - www.kickasshumansclub.com)

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Branding is what Melanie does best. Confidence is what every brand needs to stand in its purpose. Branded Confidence is the platform that gives you the tools to define your brand, find your voice, and create your message. When your brand is confident, you walk into every room with poise, tenacity and a fearless grit. You know who you are, what you stand for, and how to talk about it - personally and professionally.

Branded Confidence was built to give brands - the personal ones AND the business ones - the courage to be what they were made to be. To find their purpose, understand the core of who they are, and make sure they attract the humans and clients they deserve.

Find out more at www.brandedconfidence.com