

# Get to the **heart** of your brand

Attract your ideal clients, build trust, and shorten the sales cycle.

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Brand Strategist, Keynote Speaker, Trainer, and Facilitator



## Branding is the window to the **soul** of your business

As an entrepreneur, business owner, or association, your brand is the essence of your business. It's the heart and soul of what makes your company unique, memorable, and recognizable.

Your brand, done effectively, has the power to attract the people that matter most, shorten the sales cycle, and build unwavering loyalty.

Ultimately, defining your brand brings life, purpose, and meaning to the world.

**If you're ready to uncover the amazingness of your brand, let's talk!**



## Get to know **Azadeh**

Azadeh is an insightful brand strategist, marketing expert, thought-provoking speaker, #1 bestselling author, and founder of Gogo Telugo Creatives. With 15+ years of international experience, she has built successful brands and earned several marketing awards along the way.

Azadeh is passionate about supporting purpose-driven clients who want to grow their business and ultimately leave behind a positive and lasting legacy. She works with entrepreneurs and organizations who want to get to the heart of their brand so they can attract their ideal clients, build trust, and shorten the sales cycle.

She is the President of the Canadian Association of Professional Speakers (BC Chapter), a proud mentor at Futurpreneur, and an Advisory Board Member for the Healthy Heroes Foundation.

In her free time, she enjoys flamenco and salsa dancing, playing beach volleyball, and taking long walks along the seawall in spectacular Vancouver.



“Authentic”  
“Eloquent”  
“Passionate”



## Your ONE IDEA

### The key to your unique brand

Your ideal clients aren't *just* buying your products or services, they are buying into an *idea*.

They are buying into your *brand promise*... what I call your *ONE IDEA*.

Your ONE IDEA is about unlocking the **essence** of who you are, how others see you, and connect with you.

This sets the groundwork to make everything you do in your business, marketing, and sales **easier**, **simpler**, and more **consistent**.

Curious to discover what this may mean for your organization and how to cultivate stronger bonds with the ones who resonate with your vision and vibe?

## Unlock Your Uniqueness

### How to step up as a leader, be more confident, and discover your authentic voice

If you're an entrepreneur, do you know what your brand promise is? Are you consistently delivering on your brand promise to your clients?

If you're an employee, do you know why you were hired, how your leaders and colleagues perceive you, and what your unique strengths are that will help you grow in your career?

When you discover your **individual value proposition**, you'll unlock the essence of you and your brand. And when you unlock your essence, you'll gain more confidence, be seen as a trusted advisor, and you'll connect faster and deeper with your colleagues and clients.

## From Image to Influence

### How Your Personal Brand Advances or Hinders Your Reputation in the Workplace

In today's hyper-connected and competitive professional landscape, your personal brand is the secret sauce that can either **skyrocket your career** or **hold you back** in the workplace. Gone are the days when your qualifications and skills, alone, determined your success.

In the workplace, your personal brand acts like those funky kaleidoscope glasses – it shapes how people see you. Are you the relatable team player, the creative problem solver, or the go-to leader?

In this fun and engaging presentation, we will explore how crafting your personal brand can be a game-changer in your professional journey.

ALL PROGRAMS CAN BE DELIVERED *IN-PERSON* OR *VIRTUALLY*, AS A *KEYNOTE* OR *WORKSHOP*.

TOUTES LES PROGRAMMES PEUVENT ÊTRE PRESENTER EN ANGLAIS OU FRANÇAIS.

“Azadeh totally engaged the audience with her stories and examples and the depth and breadth of her knowledge of all things related to branding.”

– Roger Killen

Vancouver Business Network,  
Event Producer

“A master of engaging the audience.”

– Suzannah Baum

Leadership & Communication Expert,  
Program Participant

“Azadeh's session was the most valuable program that I have ever attended.”

– Tony Esteves

Workshop Facilitator & Coach,  
Program Participant