



Latest Episode

Classics: 4 Reasons to Start
with a Brand Story



Insight of The Week

You Get to Tell Your Story

If you do not start with a brand story, you do not have a brand. This is another one that is near and dear to our hearts, and where we see too many people short change, ignore, or discredit the importance of the brand story. When in fact, it should be the foundation of everything you do for your brand, and the filter for every marketing and business decision you make.

- Your story should be a manifestation of the three brand questions:
 - 1) Who am I?
 - 2) How am I different?
 - 3) Why do you want me?
 - Tell your story through a human lens like you are talking to a person.
 - It breaths life into your brand which will make people more eager to engage with you.



WHAT'S
YOUR
STORY?

ForthRight women. THE cohort

ForthRight Women's Cohort

The ForthRight Women Cohort is a community of women who are unapologetically ambitious in their aspirations to have equally fulfilling life and career. Where traditional convention says “you must choose,” we don’t believe that. So, we come together to share inspiration, tools, resources and expertise that help us to live the life we desire, on our terms, in pursuit of our own vision.

The first 30 members can enjoy this special introductory offer:

- First month is FREE
- Special rate of \$25 per month for 6 months*
- 3 Personal Growth Modules (valued at \$165)
- No obligation. Cancel at anytime*

*After 6 months, the rate increases to the going rate of \$45/month. Payment will terminate upon canceling, but reimbursements will not be given for the current month.

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ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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