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“Simple, Subtle Shifts to a Billion Dollar Brand”

Here are 3 key steps:

- 1. Unleash your inner Ferrari.** Superstar brands are not made by staying quiet and small. They are made by showing up as the biggest version of yourself and unapologetically claiming your value. When you tap into what I call your “authentic ambition,” you emit an electric, sexy energy that makes other people want what you have, big time. You are then free to fulfill your true potential and get massive results.



2. Show up as a billion dollar brand. People buy with their eyes. You can get a steak at Costco or you can go to the Capital Grille. Same steak, completely different experience and wildly different price point. We teach our audience how to perceive us by how we present ourselves. If you want a seat at the table of success, you must be aspirational and strategic about the images you project both on and off-line. They must consistently reflect your authenticity and value. Presentation matters. So ask yourself, are you showing up as Costco or the Capital Grille?



3. Find your money notes. Great singers usually sound better in one part of their range over every other part. They know this is where their voice soars. They know if they hit those particular notes, their audience will go crazy and will pay big bucks to see them perform. The same is true of superstar entrepreneurs. To build elite expert brand status, you must find your own unique money notes and consistently showcase your talent. Believe me, Adele didn't build her career on low notes!



If you would like a Complementary Brand Consultation to help you discover your authentic billion dollar path, email me at heather@clearvoicebranding.com.