

Colleen Davis
Brand Perception Strategist
AUTHOR • SPEAKER • CONSULTANT



Why Are Businesses Half as Good Getting Twice the Visibility?

The answer isn't effort. It's their brand.

THE VISIBILITY GAP: *Why Great Work Gets Overlooked*

Colleen Davis names the hidden perception problem costing business owners credibility, clients, and opportunity, then shows them how to close that gap and build visible authority.

This talk is right for your audience if they're:

- ✦ Established entrepreneurs who feel under-recognized despite strong results
- ✦ Leaders ready to establish greater authority in their industry

Available as a keynote, workshop, or podcast conversation. Customized for your audience.

Colleen Davis is a Brand Perception Strategist with more than 30 years of experience building brands that work. She brings the forethought, intuition, strategy, and experience to create brands that stay relevant as the businesses they represent evolve.

She's the founder of Intentional Branding, author of *The Visibility Formula* and the forthcoming *The Visibility Gap*, and creator of the Brand Essence™ framework. Colleen's particular gift is seeing what others miss and closing the gap between how a business is perceived and what it's worth.

"I had my first \$25,000 month during the launch of my new brand, and it began a multi-year trend of my business growing 30%, year over year."

—GEOFF LAUGHTON, COLORADO

"My website now conveys exactly what I do. No more surprises on prospect calls, and people are signing up for my programs without a sales call."

—MARTHA WILSON, FLORIDA

INVITE COLLEEN TO SPEAK

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