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Badass Your Brand: The Impatient Entrepreneur's Guide To Turning Expertise Into Profit



Synopsis

Forget everything you think you know about branding and “starting a business,” and throw out your “how to write a business plan” workbook. It’s never been easier to capitalize on the knowledge and expertise you already have, and with a few simple steps you can start making more doing what you love like the Badass that you are. Whether you are still employed and dream of being your own boss, or you’re self-employed but have always struggled to find clients, Badass Your Brand is the quickest way to start attracting high paying clients and building a reputation that will afford you the freedom of lifestyle that you want • without the startup costs. This step-by-step guide to turning your expertise into profit with no startup costs teaches:

- How Pia & Steve went from \$40,000 in debt working 100 hours per week, to making \$500,000 in the next 12 months just selling their services, and without paying for advertising
- How to stand out from the competition and stop being a me-too brand
- How to stop chasing business, and instead focus on doing what you do best as a way to attract your ideal, top-tier clients
- How to charge more than your competitors and still win the business
- How to price your services to achieve freedom

This isn’t some get rich quick scheme, these are tried and true principles presented in a uniquely tangible and easy to follow format. The formulas, worksheets and mind-bending questions in this book will make you completely rethink your business and get you on a clear path to success.

REVIEWS

"Pia Silva has created an extraordinarily insightful book that will help any small business owner differentiate themselves in a crowded marketplace. If you want to attract more clients, raise your fees successfully, and enjoy a better quality of life, do exactly what she says." - DORIE CLARK, Author of Reinventing You and Stand Out, and adjunct professor, Duke University’s Fuqua School of Business

"Finally, a book that tells you how to put up a velvet rope in front of your business and get more of the clients you want and deserve! Whether you’re building a services business or a personal brand, this book provides a roadmap to making bank, in a smart and authentic way. Pia is a total pro (and a laugh riot). I can’t wait to recommend this book to every entrepreneur who feels stuck. Pia got unstuck, and so can you." - JULIA PIMSLEUR, Author of Million Dollar Women and founder of Little Pim

Badass Your Brand gives the reader in-your-face strategies to stand out, build your brand, and be more profitable. Full of creative ideas, Pia shares her journey from debt to success as she discovered how to be a badass by thinking differently, pricing differently, and designing the life of her dreams.. This is the one book every start-up or seasoned entrepreneur must read.

- DIANE DIRESTA, Author of Knockout Presentations and founder of Diresta Communications

Pia has struck the perfect chord for small business owners, or those

attempting to market themselves. I was so impressed by this Badass Brands book, I plan to re-brand my own business. As a marketing agency, we're all vanilla, even the specialty firms like mine. Her 4-legged approach is perfectly laid out, understandable and interest-peak. Following this format can definitely separate the porcupines from the fish. I love everything about Badass Brands and can't wait to be one.- DAVID J DUNWORTH, Founder, Marketing Partners LLC, International Best Selling Author 365 Life Shifts

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Customer Reviews

BADASS YOUR BRAND by Pia SilvaAs you can tell by the title, this is not your average business book. That title is, however, exactly what the author intends. Refreshingly informal, but packed with insight, experience, and guidance, it is likely to cause some major re-thinking and probably increased success - on the part of many small businesses. Small and even micro - businesses are what the book is about, aiming for the thousands of new and not-so-new businesses with less than a handful of employees or owners. This is what the author

really knows, having developed her business based on work done by herself and her artist husband. *Badass your Brand* is very readable mixture of “what we did” including mistakes made and corrected - and insights on “how we did it and you can too.” She includes examples of clients with whom she has worked on both branding and business practices, and for whom the “badass” approach has been highly successful. Each chapter is interspersed with guidance on steps that Silva recommends that her readers take. Obviously, this is encompassed by a new and perhaps very bold (or even “badass” approach to branding, but it does not end there. In Silva’s view, to embolden the brand includes revamping the entire business strategy, and she demonstrates the process of paring down the work load, and increasing success and profits, while at the same time leaving clients both successful and well satisfied. The studied informality of Silva’s approach will be appealing, and probably very helpful, to most entrepreneurs. A few may have occasional issues with her writing style, but part of the purpose of the book is to shake up her readers’ thinking, and to encourage us to take a new look at our approach to business, and to this end some casual disregard of what is conventional serves well. I’d encourage any small business owner to take the time to read *Badass your Brand*. The approach will not work for everyone, but for many it will encourage the kind of revamp, not just of the brand but also of the thinking, that will refresh their approach to what must be done and what need not be done in the business of attracting and successfully serving their clients and customers.

If you’re looking to start your first service business, then buy this book and do what it says! It will spare you years of financial and emotional pain, and it will radically accelerate you towards success and significance. If you’re already in a service business, then buy this book and do what it says! It will enable you to earn more money in less time with less effort, and it will give you the freedom to build a meaningful life outside of your business. Erm... you do want more for your life than just slogging away for 60 hours a week, right!? Then buy this book! As a business coach, I have read more than 100 small business brand strategy and marketing books. I’m not even going to bother comparing this book to any of those. Before I had even made it to chapter 4, Pia Silva’s sassy genius and contrarian approach had rendered most of that content obsolete. ‘*Badass Your Brand*’ has forever rewritten the rules of building a thriving service business. The take-aways are as numerous as they are rich. But for me personally, the revolutionary approaches to product pricing

and attracting 'perfect clients' are the over-arching wins. What I really love about this book, is Pia's paint-by-numbers approach that to building a Badass brand - richly adorned with real case studies of people who were initially terrified to take her advice. Look, I'll admit it: I too was terrified to follow this unconventional path. But I finally managed to pluck up the courage and follow Pia's lead, and it has made a world of difference to my business in a very short space of time. In case you missed it, let me say it again: buy this book and do what it says!

I purchased this book in advance, based on having learned about Pia Silva through other online pieces, and was fortunate to be able to read it even before release as a pdf. Are you burning the candle at both ends and still struggling? If you are serious about wanting to stand out in your industry and be a success in your business, while working a reasonable schedule that doesn't drain your energy, this is the book for you. It is well organized, leading the reader through steps supported by examples and reasons that motivate you to actually sit down and DO this for yourself. .Don't be a copy of others - be true to you, and the value you bring to your consumer, while getting paid enough to be able to do so AND enjoy having a LIFE too!

Not sure if you should narrow your niche? Not sure how to define your unique selling proposition? Not sure how to price your services? Quit going around in circles. Badass Your Brand cuts through all the fogginess and provides a clear path for answering these questions and more. Think you've already learned all this stuff? Think again! This is such a unique approach to elevating your brand that you will be highlighting the whole book. This is a new and very bold approach. It will require fearlessness in using the word "no" to customers (so hard!) and the guts to be outrageously different from your competition. Best of all, it is based on the success of not only the author but many of their clients in a range of service industries. This is one book I will continue to refer back to and reread as I continue to refine my brand and narrow my niche.

I'm an experienced graphic designer with a lot of knowledge on branding/marketing, but this book really took branding to another level. Pia Silva's candid advice and kick-ass knowledge have brought me new insights into the world of marketing and what branding really means. "Badass" branding is an understatement! This is a must-read for anyone establishing their business, wanting to take their business to the next level, or for any graphic designer or marketing guru that "thinks" they know it all. It sure has opened my eyes. Thanks Pia! You are a true badass!!!!

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The Story Engine: An entrepreneur's guide to content strategy and brand storytelling without spending all day writing
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