

KATE DILEO

ACCIDENTAL BRAND STRATEGIST, AUTHOR, & KEYNOTE SPEAKER



"YOU ARE NOT IN THE BUSINESS OF
CONVINCING. YOU ARE IN THE
BUSINESS OF CONVERTING. YOUR
BRAND'S JOB IS NOT TO SPEAK TO
EVERYONE, BUT ONLY THOSE WHO
WILL MOST DEEPLY RESONATE WITH
YOUR MESSAGE. THIS IS THE PATH TO
REVENUE SUCCESS - WHEN YOU
CONFIDENTLY SAY NO TO THE GOOD
AND SAY YES TO THE GREAT."



KATE DILEO

MEET KATE DILEO

BRAND ARCHITECT AND INTERNATIONAL BESTSELLING AUTHOR

Kate DiLeo is a brand architect, #1 international bestselling author, and the founder of The Brand Trifecta, the proven methodology that has helped thousands of organizations craft brands that bring more prospects to the table, more users who click, and more customers who buy. Kate's approach is rooted in the belief that brand is the path of least resistance to revenue. She teaches you to eliminate complex and ineffective storytelling by delivering a simple yet provocative message that tells prospects what you do, how you solve their problem, and how you differ from the competition. The outcome? Brand conversations that convert. For more information, visit www.katedileo.com.



WHY HIRE KATE?

MORE THAN A SPEAKER, A PARTNER FOR YOUR EVENT

Kate DiLeo is a dynamic and seasoned speaker whose vibrant personality, robust expertise, and pragmatic approach shine from stage. She brings a fresh lens to the topic of branding by delivering practical yet powerful content that audiences can immediately apply to their personal and organizational brands. Kate's passion for teaching, her candor, and her real-world sales and marketing leadership experience lend themselves to speaking engagements that not only deliver strategic insights, but also practical tactics that will shift paradigms and move the needle. Whether you are looking to learn more about the powerful psychology of personal branding or wish to delve into the details of how to build an organizational brand that wins more work, Kate will engage and deliver the lightbulb moments and tangible takeaways your audience craves.



EVERY ENGAGEMENT STARTS WITH A PREP CALL TO GET ALIGNED AND DETERMINE ADDITIONAL WAYS KATE CAN SUPPORT YOU BEYOND HER TIME ON STAGE, INCLUDING:

- Promotion of your event via Kate's LinkedIn network
- Additional breakout session or panel moderation
- Attendance at receptions and networking events
- Optional book signing before or after Kate's talk
- PDF of slide deck made available for attendees

WHAT AUDIENCES ARE SAYING

DYNAMIC. PRAGMATIC. RIDICULOUSLY ACTIONABLE CONTENT.

"Kate was amazing. She delivered one of the best presentations I have ever been to and helped me realize so much about my brand presence. Exactly the info I was looking for!"

"I could stay and learn from Kate ALL DAY! Her session was the most helpful and applicable session in the conference."

"Kate's presentation is very informative and really makes you think about your company and your brand. She asks those questions you didn't realize you should be asking."



KATE TEACHES AT 30+ GLOBAL EVENTS PER YEAR
WITH THE FOLLOWING ORGANIZATIONS:

INBOUND

**B2B
FORUM**
by MarketingProfs

B2B MARKETING
EXCHANGE

IGNITE LONDON
FROM B2B MARKETING

cm content
marketing
world

digitalsummit

ADWORLD

AM>
AMERICAN MARKETING
ASSOCIATION

**MARKETING
TECHNOLOGY
EXPO**

"TONE MATTERS. PERSONALITY MATTERS. PRESENCE MATTERS. IN CREATING A BRAND MESSAGE THAT ENABLES YOU TO STAND OUT FROM THE COMPETITION, IT IS IMPERATIVE TO UNDERSTAND HOW YOU SPEAK, SOUND, AND SHOW UP. YOUR BRAND HAS A PERSONALITY AND TONE OF VOICE UNIQUE TO YOU AND IT IS THEREFORE CRITICAL TO WRITE YOUR BRAND SO THAT IT SOUNDS LIKE YOU, LOOKS LIKE YOU, AND FEELS LIKE YOU."

CONTENT THAT IGNITES + INSPIRES

VIRTUAL OR IN PERSON + CUSTOMIZABLE TO YOUR NEEDS

Are you a founder, marketing leader, or sales leader who is looking to level up your message so you can increase revenue and improve your bottom line? Learn how to leverage the power of brand to get more prospects to the table, more users who click, and more customers who buy—all while driving greater alignment and efficiencies across your sales and marketing functions.

THE FOLLOWING TOPICS CAN BE DELIVERED AS A 1-HOUR KEYNOTE,
30-MINUTE OR 1-HOUR WORKSHOP, OR 4-HOUR MASTERCLASS

STOP TELLING STORIES! CREATE BRAND CONVERSATIONS THAT ACTUALLY CONVERT WITH THE BRAND TRIFECTA

Stories don't compel people to buy. Conversations do. Skip the complex and ineffective narratives, and develop the three critical messaging components of a brand that wins more work. This session will teach you how to build a simple yet provocative go-to-market message (brand pitch) that creates compelling common ground with your target audiences, so they ultimately buy from you versus the competition.

After this session you'll be able to:

- Debunk outdated branding myths and learn legitimate best practices of a brand that is the path of least resistance to revenue.
- Uncover how to write the three key messaging components that provoke the prospect to want to have a conversation with you.
- Clarify how to deploy your brand to get more prospects to the table, more users who click, and more customers who buy.



BUILD YOUR BRAND'S ROLODEX: GENERATE AND CONVERT MORE QUALIFIED LEADS THROUGH SYSTEMATIC TARGET AUDIENCE REFINEMENT



Going after everyone means you are going after no one. Close more business with three key brand tactics that ensure you speak to the audiences who have the highest probability of buying. This session will teach you to systematically refine your brand's top target audiences, as well as uncover critical messaging that will deeply resonate with each, so your brand becomes the path of least resistance to revenue.

After this session, you'll be able to:

- Niche in your target audiences to those who most critically need what you offer and will most deeply resonate with your brand.
- Define what "ideal" looks like for your target audiences with sets of buyer criteria that include demographics and psychographics.
- Utilize root-cause-analysis to uncover the core brand message that speaks to the bottom-line heart pain you solve for each audience.

CONTENT THAT IGNITES + INSPIRES

VIRTUAL OR IN PERSON + CUSTOMIZABLE TO YOUR NEEDS

IT'S NOT A SALES OR MARKETING ISSUE. IT'S A BRAND ISSUE. NO BS BRAND TACTICS FOR REVENUE LEADERS WHO WANT TO WIN

Your team can't hit their targets if everyone is using a different playbook. Create greater efficiencies across your revenue operations with three powerful brand tactics that align your people and processes. This session will empower you to work smarter and not harder by optimizing your ideal customer profiles, prospecting methods, and messaging structures, so that your tools and tactics deliver results.

After this session you'll be able to:

- Identify great, good, and poor leads by leveraging your brand's definition of what "ideal" looks like for your target audiences.
- Clarify the top prospecting techniques that surgically enable you to get in front of more of the right buyers at the right time.
- Outline a formulaic brand message that everyone can utilize to better reach, engage, and serve your prospects and customers.



IS IT A HOUSE OF BRANDS OR A BRANDED HOUSE? DEVELOP THE RIGHT BRAND ARCHITECTURE TO DRIVE REVENUE RESULTS



When serving a variety of audiences, a single message just won't cut it. Improve sales and marketing outcomes with three tactics that will ensure you develop the right brand architecture to serve up audience-specific content that converts. This session will teach you how to create a layered messaging structure that drives revenue by delivering the right brand message to the right people at the right time.

After this session, you'll be able to:

- Leverage root-cause analysis to determine if your organization needs more than one brand message to effectively engage your target audiences.
- Clarify when and where to leverage a series of audience-specific, sector-specific, and/or product-specific messages in order to drive conversions.
- Define the right brand architecture, with the right number of messages, that ensures you effectively engage your prospects and customers.

"BRAND IS NOT ASPIRATIONAL - IT IS PRACTICAL. YOU DON'T BRAND FOR WHO YOU THINK YOU SHOULD BE. YOU BRAND FOR WHO YOU ACTUALLY ARE. WHEN YOU OWN IT, YOU ATTRACT BUYERS WHO DEEPLY RESONATE WITH THAT CONFIDENT PRESENCE AND PROMISE."



"YOUR TIME IS MONEY. THE PURPOSE OF YOUR BRAND IS NOT JUST ABOUT GETTING MORE PROSPECTS INTO THE PIPELINE. IT'S ABOUT GETTING MORE OF THE RIGHT PROSPECTS INTO THE PIPELINE SO YOUR CLOSE RATE IS HIGHER, YOUR BUDGETS ARE MAXIMIZED, AND YOUR HANDS-ON TIME FROM BEGINNING TO END OF THE CUSTOMER ACQUISITION JOURNEY IS WELL-SPENT AND AS EFFICIENT AS CAN BE. BOTTOM LINE? YOUR BRAND AFFECTS NOT JUST YOUR REVENUE, BUT YOUR BOTTOM LINE, TOO."

READY TO BOOK KATE?

VISIT WWW.KATEDILEO.COM/SPEAKING