

KATE DILEO

BRAND EXPERT, TOP-RANKED SPEAKER, AND BESTSELLING AUTHOR



IF YOUR MESSAGE ISN'T CONVERTING,
MORE CONTENT AND CAMPAIGNS
WON'T FIX IT.

ONLY A BRAND THAT RESONATES AT A
HEART-LEVEL WITH AUDIENCES WILL.

SHARPEN YOUR NARRATIVE SO IT CUTS
THROUGH THE NOISE AND COMPELS
YOUR PROSPECTS TO BUY.



KATE DILEO

MEET KATE DILEO

BRAND EXPERT AND TOP-RANKED SPEAKER

Kate DiLeo is a brand architect, #1 international bestselling author, and founder of The Brand Trifecta®, the proven methodology that has helped thousands of organizations craft brands that bring more prospects to the table and generate 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.



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 topics of messaging, and positioning by delivering practical yet powerful content that audiences can immediately apply to their personal and organizational brands. Kate's passion for teaching, candor, and 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 drives revenue, 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."

"I felt I got the value of my entire IINBOUND ticket at this session! Please always have Kate DiLeo back. I am an instant fan and learned SO much her."



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

Pavilion

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

Learn how to create messaging and positioning that drives faster, more confident buying decisions.

THE FOLLOWING TOPICS CAN BE DELIVERED VIRTUALLY OR IN PERSON.
CUSTOM CONTENT IS AVAILABLE UPON REQUEST.

BEYOND THE BRAND STORY: CREATE BRAND CONVERSATIONS THAT CONVERT

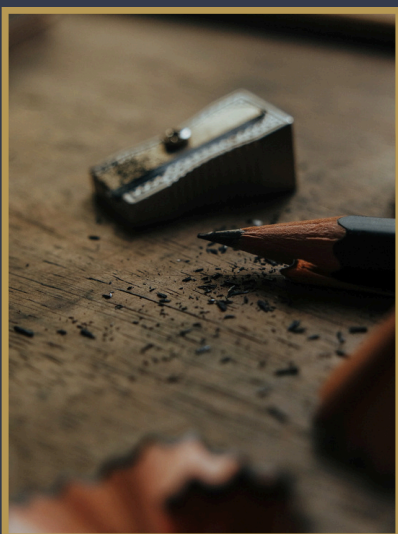
Great brands don't just tell stories. They create a conversation between the business and the buyer. Move beyond the complex narratives and develop the three critical messaging components of a powerful brand message that ultimately drives revenue. This session will teach you how to build a simple yet 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 best practices of a brand that is the path of least resistance to revenue.
- Learn 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.



FIX YOUR BRAND MESSAGING AND POSITIONING TO DRIVE CONVERSIONS



If your message isn't converting, more content or campaigns won't fix it. You need a narrative that cuts through the noise and compels your target audiences to act. See how top brands have strengthened their messaging, so buyers quickly understand what they do and why it matters. Also learn a psychology-backed method to sharpen your positioning, pressure test your value proposition—and ultimately develop a messaging framework that enables prospects to make faster, more confident buying decisions.

After this session, you'll be able to:

- Discover three practical ways to shift your core sales/marketing messaging to compel your audiences to act.
- Learn how to sharpen your positioning and value proposition to create the "you get me" moment with buyers.
- Know how to develop a messaging framework to better attract prospects and convert them into buyers.



"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 [KATEDILEO.COM/SPEAKING](https://www.katedileo.com/speaking)