



Denise Lee Yohn Program Description

Great Brands Aren't Just for the Big Guys

It's true! You don't have to be big to be great. Even if you're an entrepreneur who's short on time and money, you can build a brand that stands out and has a big impact.

Brand expert Denise Lee Yohn shows you what you need to beat the big guys at their own game. She reveals the Minimum Viable Brand (MVB) framework and how to lay the foundation for getting traction in a crowded, cluttered marketplace. Learn the 6 "What's" that every start-up and small business must answer -- and how the most successful entrepreneurs have built powerful, profitable brands.