

# Redefine your brand:

## Revealing your purpose continuously



### What to Expect

#### Purpose

What makes you different from your competitors? This program is designed to teach participants how to set themselves apart from the rest and profit.

#### Process

Colleen will teach participants how to make sure that their brand is properly positioned with their target markets. Participants will learn the process of successful branding by:

- Understanding how to connect their core purpose to their brand and relay the right message to others
- Discovering the role of authenticity, consistency, and clarity when communicating their identity and purpose with target audiences
- Utilizing the right packaging and communications message for their product or service

#### Powerful Impact

Participants will leave equipped to implement a plan to set themselves apart from competitors and build long-lasting relationships with their customers and the demands of their environment.

“I live my life by the 3 P’s of entrepreneurship...passion, persistence, and perseverance.”

—Colleen Payne-Nabors

### About the Speaker

Colleen J. Payne went from being one out of eight children in a small town of Oklahoma to a nationally recognized entrepreneur and distinguished public speaker. She has earned many awards for her entrepreneurial spirit and named Oklahoma Small Business Person of the Year in 2007 as well as One of the Most Influential People in Tulsa, OK. Her approach to enabling people to succeed is dynamic and one of a kind. She captivates audiences with her ability to put into words how they can succeed by “doing it their way”.

### The Vision & Mission

She is dedicated to sharing her story to impact the lives of others offering insight into realistic practices to nourish the success of others. She strives to encourage and stimulate the ability of others.

# Redefining the Art of Entrepreneurship

## Resources for continued success

**D**on't let the process end at the event! If you take the right tools with you and put them into practice in both your work and home life, the payoff will be even greater! Colleen J. Payne-Nabors is author of *I Did It My Way and...It Worked! Redefining the Art of Entrepreneurship*.

She candidly tells all about her triumphs and trials in her journey from humble beginnings to multi-million dollar business owner. Learn how to start a business, thrive, and incorporate balance into your life, all the while making your dreams a reality.

Find Colleen's book online in both hard copy and audio book format at [www.colleenjpayne.com](http://www.colleenjpayne.com).

For more about booking Colleen J. Payne contact Doris Canady, Marketing and Program Coordinator at [doris@colleenjpayne.com](mailto:doris@colleenjpayne.com) or call (918) 523-2600.

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Visit [www.colleenjpayne.com](http://www.colleenjpayne.com) today!

## What Others Are Saying...

Payne-Nabors is a premier example of a professional with foresight and vision and a key understanding of business. Colleen has the ability to pursue business from a multi-dimensional approach.

—Shelly Johnson, G2report

Payne-Nabors was named top small business person based on her company's staying power, growth, increase in sales, innovativeness of product and contributions to community-oriented projects.

—Darla Booker, Small Business Administration

I loved your book! I will say this. You certainly deserve to be in our show. Congrats on all your success.

—Shon Gables, Black Enterprise Business Report

