



BRAND WITH BRAVERY™

I N T E N S I V E

EXECUTIVE SUMMARY

Strategic clarity you can build on.

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CLARITY CATALYST
& BRAND ARCHITECT





The Brand With Bravery™ Intensive

A private, four-week strategic clarity and positioning engagement
for entrepreneurs, experts, and leaders whose work
has outgrown the way it is currently being represented.

The Brand With Bravery Intensive helps you get clear about **what makes your work valuable and distinct, what you want to be known for, and how to communicate that value so your brand, messaging, offers, marketing, and visibility all tell the same story.**

It is the strategic work that comes **before** a new website, more marketing, greater visibility, or increased use of AI.

Why Someone Invests in This Work

Most experienced business owners and experts are not lacking talent, insight, or value.

The problem is that the value they have built over years can become difficult to see and articulate from inside the business.

That often shows up as:

- difficulty explaining what makes their work different
- messaging that has accumulated over time rather than being intentionally positioned
- a brand that reflects an earlier version of the business or leader
- too many capabilities competing for attention
- marketing that feels scattered or harder than it should
- hesitation around visibility because they are not completely sure what they want to be known for
- missed opportunities because others do not fully recognize the value being offered

The issue is often not that the business needs **more marketing.**

Rather, it needs greater clarity about **what the marketing should be amplifying.**

What the Intensive Does

Over four weeks, Terri leads a deep strategic discovery and extraction process designed to uncover what may be difficult to see from inside your own business.

Together, we clarify:

- the deeper value of your work
- the people you are best positioned to serve
- the problems and needs your work is uniquely equipped to address
- what makes your perspective, approach, and experience distinct
- what you want to become known for
- how your offers fit together
- the positioning and language that make your value easier to understand and recognize
- the ideas, philosophies, and points of view that can strengthen your thought leadership
- how your brand and visibility should evolve to faithfully represent where your work has grown

*The goal is not to
manufacture a more
impressive brand.
It is to accurately
represent the value
that is already there.*

BWB

What You Walk Away With

The Intensive produces both strategic clarity and practical assets that can guide the business long after the four-week engagement ends.

These include:

Your Why You? Brave Brand Guide™

A strategic articulation of your positioning, audience, differentiation, value, messaging direction, and what you want to be known for.

Your Brave Brand Anthem™

A clear expression of the beliefs, values, purpose, and ideas that sit underneath the brand and shape how you communicate.

Messaging and Positioning Direction

Language and strategic guidance for communicating your value more clearly across your website, offers, conversations, content, marketing, and visibility.



Thought Leadership and Content Direction

Identification of signature ideas, themes, philosophies, and stories that can become the foundation for articles, speaking, podcasting, social media, and other visibility efforts.

Strategic Implementation Roadmap

Clear priorities for what should happen next so you are not left with insight but no direction.

Personalized AI Brand Brain™

A customized AI co-creation system built around your positioning, voice, messaging, audience, offers, philosophies, and strategic direction.

Why Not Just Hire a Designer or Marketing Person?

Because design and marketing are *expressions of strategy*.

A talented designer can create a beautiful website.

A marketer can help distribute your message.

AI can help you create more content.

But none of those things can determine for you:

- What should this business be known for?
- What is truly distinctive about the value being offered?
- Which parts of years of experience matter most?
- What should the message actually say?
- What should greater visibility amplify?

If those questions are unresolved, it is possible to spend significant time and money creating a more polished version of an unclear or outdated position.

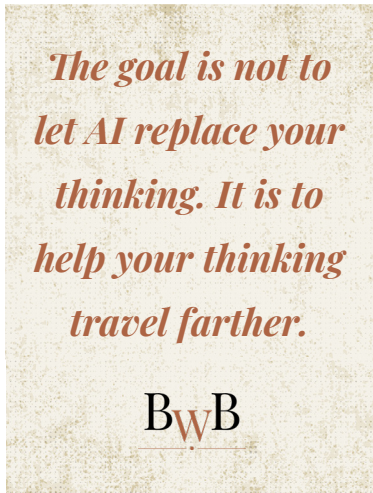
The Brand With Bravery Intensive does the **upstream work first** so future investments in design, marketing, content, visibility, and AI have a clearer strategic foundation.

Why the AI Brand Brain™ Matters

AI becomes far more useful when it has something meaningful and specific to work from.

Rather than using generic prompts and repeatedly trying to teach AI who you are, the Intensive organizes the strategic thinking developed during our work into a personalized **AI Brand Brain™**.





The **AI Brand Brain™** is grounded in your:

- voice
- positioning
- audience
- messaging
- offers
- philosophies and signature ideas
- content themes
- strategic direction

This gives you an ongoing co-creation partner that can help you develop content, explore ideas, refine messaging, and maintain greater consistency without starting from scratch every time.

Why This Has Long-Term Value

The value of this work is not limited to what happens during four weeks.

Clear positioning becomes a decision-making filter for everything across your brand:

- website and brand development
- offers and service expansion
- marketing
- sales conversations
- partnerships
- speaking and media opportunities
- thought leadership
- content creation
- hiring outside creative or marketing support
- use of AI
- decisions about what to say **no** to

When the foundation is clear, future decisions become easier because there is a more defined answer to:

Does this strengthen what we want to be known for—or dilute it?



Why Now?

This work is especially valuable when a business or leader has reached a point where the current brand no longer fully represents the value, experience, or direction of the work.

Common moments include:

- entering a new season of growth
- repositioning or evolving an established business
- becoming more visible personally
- launching or refining a flagship offer
- preparing for a website or brand redesign
- pursuing speaking, podcasting, media, partnerships, or thought leadership
- bringing years of disconnected experience under one clear position

The longer positioning remains unclear, the easier it is to continue building marketing, content, and offers on top of a foundation that no longer fits.

Investment

The investment for the Brand With Bravery™ Intensive is:

Pay in Full — \$4,997

Save \$203 and receive first choice of session dates and calendar priority.

Two Payments — \$5,200 total

\$2,500 to begin

\$2,700 due 21 days later, or before the final strategy session, whichever comes first.

Your completed Why You? Brave Brand Guide™, AI Brand Brain™, and final strategic deliverables are provided once the investment has been paid in full.

The Brand With Bravery Intensive is a private, highly collaborative four-week engagement.

Because the work is deeply customized and requires significant strategic involvement from both Terri and the client, the process begins with an application to determine whether the timing, needs, and goals are a strong fit.

The goal is clarity you can build on.

Not simply a better way to describe what you do, but a clearer understanding of the value you have built, the position you want to own, and how to faithfully represent it as you grow.



Ready to Explore the Next Step?

We begin with **a short application** so I can learn more about you, your business, and what you're hoping to accomplish.

After submitting your application, you'll schedule **a 20-minute Brand With Bravery™ Next Step Conversation with me on Zoom**. We'll talk through your goals, answer any remaining questions, and make sure the Intensive feels like the right fit for both of us.

If we decide to move forward, we'll choose your investment option, confirm your start date, and take care of the initial payment together.

[Apply for the Brand With Bravery™ Intensive.](#)

A Personal Note from Terri

If you've made it this far, you're probably considering whether the Brand With Bravery Intensive is the right next step for you.

I want you to make that decision thoughtfully.

This work is meaningful to me because I know what it feels like to have built something valuable over years and still struggle to clearly see, articulate, and fully represent what is there.

Sometimes we need someone outside the business to help us see what we're too close to see for ourselves.

That is what I hope to provide through this Intensive: not a manufactured version of you or your business, but greater clarity about what is already true, valuable, and worth building on.

If the timing and fit are right, I would be honored to do that work with you.

And if you're still unsure, that's exactly what our Next Step Conversation is for. We can talk openly about what you need, what this process can and cannot do, and whether it makes sense to move forward.

With belief in what you've built,

Terri





BRAND WITH BRAVERY™

Your voice. Your brilliance. Unleashed.

Get seen, trusted, and chosen... *without the hard sell.*

TERRI PODLENSKI

Clarity Catalyst & Brand Architect

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Ready to explore the Intensive?
Apply Today