



You Are Enough: The Branding Guide for Accelerating Your Expertise and Your Profit

Shade' Y Adu

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Shade' takes on the difficult question “Do I have something people want or need?” in her new book. “You Are Enough: The Branding Guide for Accelerating Your Expertise and Your Profit” The book helps the reader clearly understand how to position themselves as a knowledge base and knowledge source of information on a particular topic. The book reveals how you can be the go-to expert in your field. The book points out that people are still having problems with their families. They are still having problems with their finances. There are people who feel like they can't do it. People need solutions. It is our responsibility to provide an answer. This book is a short read that you can finish in less than 45 minutes. During that time you will be changed to take on the role as an expert in what you do. no matter what level you are at there are people who need what you have to teach. Shade' helps you understand how needed your message is. If we are finding ourselves hiding from the light to remember that our message is a message that somebody else needs, By having a dynamic brand you will focus your marketing and your sales by communicating effectively with your customers. The key to sales and selling is all in your positioning as an expert and focus of your story to communicate with your client how you want to serve them Accelerate your expertise and your profits in your small business by embracing that you are enough!



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