



Branding With Heart: *Turning Stories into Strategy*

Workshop By:
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Key Takeaway

Stories Build Trust

Data informs, but stories connect. A heartfelt story creates loyalty that outlasts any trend.

Key Takeaway

People Buy Into People

Branding isn't about the humans behind the business and the values they carry forward.

Key Takeaway

Strategy Must Match Soul

When strategy grows from authentic purpose, it sticks.

Workshop Overview

Together, we'll explore how to transform those stories into strategies that resonate, inspire trust, and create lasting connections with audiences. Drawing on two decades of experience growing Cass Concepts and guiding businesses from local main streets to regional spotlights, Cassie will provide practical tools, real-world examples, and a framework for aligning marketing with meaning. By the end of the session, participants will leave with both inspiration and actionable steps to build a brand that comes from the heart, not just the handbook.

LET'S CONNECT!

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