

# MAGGIE BERGIN

BRAND STRATEGIST



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## ABOUT MAGGIE

Maggie is the founder of Be Understood Branding. She's a Brand Strategist on a mission to change Brand Strategies from something only available to giant corporations to a business and idea growth tool available to ALL who want their work to BE UNDERSTOOD.

Unabashedly honest, persistent, and empowering, Maggie believes CLARITY via a Brand Strategy is the great shift in the ability to connect.

Maggie has a BA in Government from Smith College and has worked in Communications for over 20 years. Originally from Michigan and now lives in Chicago. She support LGBTQ+ rights and believes Black Lives Matter.

## SUGGESTED TOPICS

- Your first 3 MUST DO branding moves.
- Bad branding and how to avoid it.
- How to use your Brand Strategy to make a tough business call.
- It's Not About You: What science teaches us about effective brands.

## SAMPLE QUESTIONS

- How do you define branding? What's the difference between branding and marketing?
- What do you mean by "brand vagueness" and how can it be avoided?
- Who needs a Brand Strategy and why?
- What makes a brand cohesive and irresistible?
- What are the first 3 branding moves you recommend?
- How do you know if your brand is good or if it sucks?
- What should be included in a Brand Strategy?
- What should folks do BEFORE hiring a Brand Strategist?

## SPEAKING EXPERIENCE

- The Speaker Sisterhood Podcast
- Wantrepreneur to Entrepreneur Podcast
- The Pricing Lady Podcast
- Youtube channel, Instagram Lives and TikTok videos
- Karvel Digital Speaker Series