



2017 MEDIA | SPEAKER KIT

**GET BUSY WITH TACTICS...CREATIVELY.**



POWERED BY RE-TOOL MARKETING

# AT A GLANCE

brandbykelly.com



Kelly has a strong point of view and people listen. Her content has one common thread and one sole purpose... to educate small business owners on everything “brand” related that will help them eliminate the voice in their head saying, *“I had no idea.”*

**f** **4,919 followers**  
facebook.com/Lucente.Kelly

**in** **4,639 followers**  
linkedin.com/in/kellylucente

## brand BY kelly™

**48%**

email open rate

**1,080**

active contacts

**3.5**

pages per visit

**11**

average minutes on site

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## AUDIENCE

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Kelly has a strong start-up, early stage, and growth mindset, female business owner following.

**45%** 20-40 years old

**55%** 41-60 years old

**90%** female

**75%** small business owner

### INNER CREATIVE & OUTER STRATEGIST

Kelly Lucente is a CEO, Author and Brand Strategist who focuses on growing small to **Fortune 500** brands, assisting them in differentiating themselves to move the needle through strategic brand positioning. She is the Founder and Creative Director of **Re-Tool Marketing**, a boutique branding agency in Minneapolis, MN.

With 30 years experience in marketing and sales, she is known for her disruptive approach to getting brands noticed, Kelly has worked with nationally noteworthy brands such as **RE/MAX**, **Pearle Vision**, **Rollerblade**, and **Mattamy Homes**, North America's largest home builder (and only second to Pepsi in brand recognition).

### PUBLISHED AUTHOR & SPEAKER

Kelly is the author of **MOO-LAH-GY**, a handbook for the entrepreneur and small business owner. She offers practical solutions to frequently asked questions within the brand and positioning space.

She has been featured in publications such as **Minnesota Business**, **Women First** and **Inc.** magazines and has shared the stage with the likes of **Kevin Harrington**, Original Shark from **Shark Tank** and **Linda McMahon**, former CEO of the **WWE**.

### MEMBER & MENTOR

Kelly is an advisory board member for the Entrepreneurship Class at the **University of Minnesota Carlson School of Management** and a Mentor for the **MN Cup**, a statewide, new-venture competition for entrepreneurs.

Kelly launched her brand, strategy and positioning consultancy in 2005 officially re-branding to **Re-Tool Marketing** in 2012. RTM is made up of a team of seasoned strategic creatives brought together for one mission, to develop and execute work that gets noticed, inspires, provokes, and converts.



**SIZZLE REEL:** <https://youtu.be/YjilutXP4UE>

## AS SEEN

**Inc.**

MINNEAPOLIS/ST. PAUL  
**BUSINESS JOURNAL**

**FOX NEWS**

Disney  
**FamilyFun**



minnesota  
**BUSINESS**  
magazine

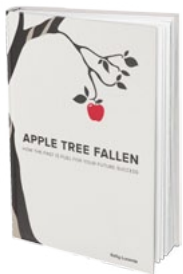
## AUTHOR



### THERE'S MOO-LAH IN YOUR BRAND

There are lots of books written about branding, so why this book? Because it shows the step-by-step process of how to build a strong brand and more importantly, how to monetize as a result of it. Successful businesses have one and you should, too! This is your all-in-one-place brand and marketing primer written exclusively for YOU.

[LEARN MORE](#)



### YOUR PAST IS FUEL FOR SUCCESS

With nearly three decades of learning in my rear view mirror, and my many challenges (and successes), this book is an accumulation of my personal strategies to persevere under difficult circumstances and reach career heights in spite of them. Lessons... life is filled with them. It is what we do with them that matters.

[LEARN MORE](#)

## CURRICULUM

### BRANDING FOR MOO-LAH

Kelly's proprietary brand school, **BRANDING FOR MOO-LAH**, a self-paced branding course, teaches individuals how to stand out in an overcrowded and noisy world, to make their brand strong and relevant.

[brandingformoolah.com](http://brandingformoolah.com)



## KUDOS

*Hear what these CEOs have to say about Kelly.*

GREG HAGUE



DEB CANTRELL



TRIVINIA BARBER



KEN KRAGEN



# SPEAKING TOPICS ON BRAND



## THE BRAND OF YOU

Did you know that less than 15% of people have truly defined their personal brand and less than 5% are living it consistently; however 70% believe they have defined it and 50% believe they are living it. Your personal brand communicates who you are and what you have to offer. It's your reputation and your promise and why people should believe you. It's how you are perceived outwardly and whether or not you will be taken seriously. Creating your personal brand is essential for the advancement of your career and the development of yourself as a leader. What do people say about you when you're not in the room? What would they say you are KNOWN for? Believe it or not, you can have influence over what is said and how you are perceived whether you are there or not.

## WHAT THEY SAY

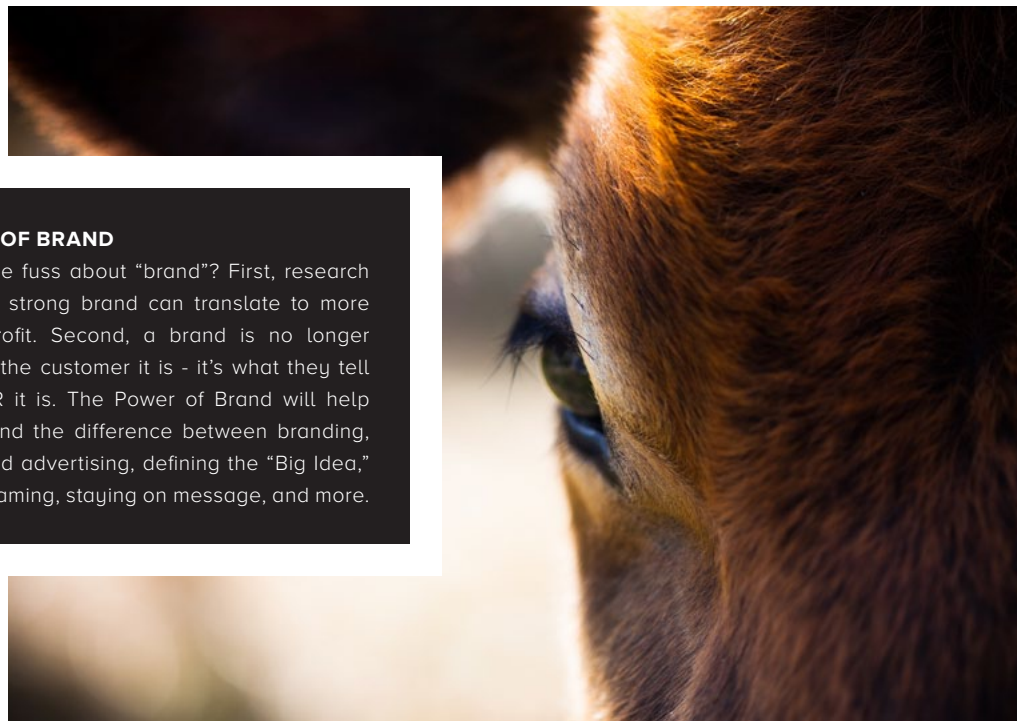
“ Working with Kelly gives your brand a voice, positioning, and distinction in an increasingly competitive marketplace. ”

STACEY SCHIEFFELIN

International Supermodel, CEO and founder of ybf Beauty, and HSN Celebrity

## THE POWER OF BRAND

What is all the fuss about “brand”? First, research shows that a strong brand can translate to more sales and profit. Second, a brand is no longer what WE tell the customer it is - it's what they tell EACH OTHER it is. The Power of Brand will help you understand the difference between branding, marketing, and advertising, defining the “Big Idea,” understand naming, staying on message, and more.





# CONTINUE THE CONVERSATION

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