

Sue Hines

Speaker, Coach & Author



Introduction

The secret to success, personally or as a business owner, is motivation. Why do some people become successful and soar while others lumber along? Why do some businesses owners consistently attract the right clients and customers? Know what you stand for and why, offer real value, and communicate it so it attracts and charms the right people. These days brand is 338% more influential than price. Claiming a position that offers what people want like nobody else does creates a brand. Being relevant and standing out in a way that matters gets more traction than any other form of marketing. Why? It is because people make the buying decisions and being meaningful matters to people. More than anything else, they buy into your "Why".

Sue provides real content customized to suit the audience. Her goals are for the audience to enjoy the information and to provide them with techniques they can use right away.

Presentation Topics

Professional Audience: **Your "Why" Makes Your Brand!**

In this presentation, participants will understand how to build a powerful brand that motivates a thriving business from the inside out.

They will discover:

- The core qualities that inspire and motivate
- How to avoid unintentionally undermining their intentions
- 5 Strategic "must have's" for brand success

Individuals: **Your 3 Keys to A Magical Life**

In this presentation, the audience will discover techniques to activate their own "go for it button" and learn how to tap into their own inner resources of mind, heart, and spirit to create a richly rewarding and fulfilling life.

- Engaging a sense of purpose
- Hidden truths about procrastination
- Unlocking your Genie-Us code

Booking an Event

If you are a meeting planner, program chair or booking speakers for events then you'll find Sue's topics to be ideal for an audience of professional men & women who want to make a difference in the world. Sue can tailor her presentations from 20 minutes to 3 hours or more. She'll make every minute engaging, informative & interactive. For bookings, contact her on: 805-910-8754 or at suehines@aspectsgalore.com

Biography

Sue Hines helps people find their own particular form of vibrant authentic living and helps business owners translate that uniqueness into a powerful and in-demand brand. She works with the one-of-a-kind spirit in everyone to bring

out their highest potential. Sue has been leading research in brand building, equity, strategy and positioning for over 30 years. Her specialty is in applying insights to grow brands and build and strengthen bonds with consumers.

Sue is a life-long student of the human spirit. After reading Viktor Frankl's book, "Man's Search for Meaning", she started studying Logotherapy and became secretary of the Viktor Frankl Foundation. Actively managing our choices is one of the most demanding tasks we face.

Sue helps her clients harvest and use their personal energy and access the magical element within that engages them and captivates others. Sue helps business owners build this distinctive value into their brands, giving them the keys they need to attract that choice from their customers so they can serve their people with pride. Sue Hines is also an award-winning author and hosted a weekly radio show with over 37,000 listeners.

What Clients Are Saying

"An hour of Sue's time is worth 24 of most marketing guides." – Susan Franzblau, Simi, CA

"I am so grateful to have the opportunity to work with you. Your guidance has empowered me with certainty and clarity, encouraging me to trust myself and the path I am on." – Tildet Schoenbrot, NY

"If you guys have not had a chance to spend some time with Sue and be open to what she has to share with you regarding your branding and business ideas you are truly missing out. Thank you Sue. You Rock." – Rich Johnson, CA

"Wow. My mind is still reeling a week later from the powerful "Position Yourself for Success" session I had with Sue Hines. She used a potent combination of my astrological chart, the movement of key planets during my life, and her own keen business sense to help me clearly see the big picture and key themes of my life and my mission. It was a total affirmation of the shift I was on the cusp of making in my business, and it's all clicking into place. I highly recommend it!!" – Johanna Lyman, CA

Speaking Samples

A New Approach to Motivation

http://www.youtube.com/watch?v=u_QQXSTQU6w

Impromptu Talk on Meaning in Life

http://www.youtube.com/watch?v=eG8DC_pDkro

Informal Talk on Personal Branding

<http://www.youtube.com/watch?v=-qnz5VuFBd8>