

Julie Stroud

Brand Strategist | Speaker | Podcast Guest

Founder, Bright Brand | Brand transformations for entrepreneurs and small businesses

I'm Julie Stroud, founder of Bright Brand and creator of the LITE Brand Clarity Framework: A Revenue-Ready Framework for Growing Businesses.

I launched Bright Brand in 2019 to support my family after my husband's passing. What began as a StoryBrand-based marketing agency evolved into something deeper. After rebuilding my life and business, I realized what truly changes a business isn't marketing—it's *brand clarity*. In 2025, I pivoted to focus on brand strategy for service provider entrepreneurs and small businesses who wish to do good in the marketplace.

My story is about reinvention, resilience, and the belief that it's never too late to rise, rebuild, and shine. I now help others do the same—creating brands rooted in clarity, authenticity, and consistency that earn trust and drive real growth.

I guest on podcasts, lead keynotes, and conduct seminars both live and virtually. I am based in Nashville, Tennessee.



BOOK JULIE FOR YOUR EVENT

Please complete the form @ www.BrightBrand.com/about

SIGNATURE FRAMEWORK

The LITE Brand Clarity Framework

Julie's work is grounded in her proprietary **LITE Brand Clarity Framework**, a practical diagnostic + roadmap to brand creation and growth.

LITE stands for:

L — Legacy. Why you exist.

Clarifying the experiences, expertise, and perspective that shape the brand's foundation.

I — Impact. What you do.

Defining the audience, problem, and purpose beyond transactions.

T — Transformation. Who you serve.

Articulating the real, tangible change clients experience through the brand's offers.

E — Expression. How you show up.

Bringing the brand to life through messaging, positioning, tone, and visibility.

With tools to guide clients and listeners every step of the way, LITE Brand Clarity provides a **rooted yet flexible structure**, one that allows a brand to breathe, evolve, and scale without constant reinvention.

Ideal for established organizations and local small businesses ready to strengthen their brand foundation. We identify gaps and opportunities for brand growth, then guide your team toward the clarity, authenticity, and consistency that increase customer trust, engagement, and conversion.

This framework is at the heart of Bright Brand's messaging and offerings.



WHAT TO EXPECT

Julie is available for podcasts, workshops, and speaking events. She speaks with clarity, warmth, and depth, always leaving audiences with practical next steps.

Popular Topics Include:

- **Brand Clarity for the Next Chapter of Business**
Why midlife entrepreneurs need a different approach to branding, and how to simplify without shrinking.
- **The LITE Brand Clarity Framework: A Revenue-Ready Framework for Growing Businesses**
A step-by-step method for creating a sustainable, scalable brand.
- **Marketing Feels Hard When the Brand Is Unclear**
Clear brand identity reduces content fatigue and inconsistency. Brand archetypes create the momentum needed in marketing.



Ideal Audiences:

Julie is a strong fit for audiences that include:

- Midlife entrepreneurs and business owners
- Coaches, consultants, and service providers
- Women building second-chapter businesses
- Local business groups, chambers, and professional networks
- Topics of entrepreneurship, reinvention, leadership, branding, or personal growth

Call-to-Action for Audiences:

Julie's appearances naturally lead audiences to:

- Explore the LITE Brand Clarity Framework through free and paid resources
- Take the LITE Brand Clarity Diagnostic
- Discover Your Instant Yes Brand Archetype Quiz
- Join the Bright Brand Builders Community
- Book brand strategy sessions or VIP Days

This makes her a strong value-add guest for hosts and organizers who care about audience outcomes.

Quick Facts:

- Business: Bright Brand
 - Role: Brand Strategist & Coach
 - Primary Framework: The LITE Brand Clarity Framework
 - Focus: Brand clarity, messaging, archotyping, and growth for midlife entrepreneurs
 - Formats: Podcast guest, keynote, workshop, panel, local events
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Book Julie:

To inquire about podcast appearances, speaking engagements, or collaborations:

Website: www.brightbrand.com

Contact: Please complete the Contact Form [found here](#)

Location: Available for virtual and select in-person events in Nashville or across the US

SPEAKING TOPIC ONE SHEETS

1. Why midlife entrepreneurs need a different approach to branding—and how to simplify without shrinking.

Many entrepreneurs reach a stage where what used to work no longer fits, but starting over isn't the answer. In this conversation, brand strategist Julie Stroud explores why midlife business owners need a more intentional, grounded approach to branding, and one that honors experience, expertise, and evolution.

Julie introduces a clarity-first perspective that helps entrepreneurs refine their message, reposition their brand, and create momentum without chasing trends or abandoning what they've built. This session reframes branding as a stabilizing force, not a constant reinvention cycle.

Takeaway:

The next chapter of business requires refinement, not reinvention. Brand clarity creates confidence, focus, and sustainable growth.

Suggested interview questions:

- Why does branding feel harder in the second or third chapter of business?
- What mistakes do midlife entrepreneurs make when trying to “modernize” their brand?
- How can business owners simplify their message without losing depth or credibility?

2. The LITE Brand Clarity Framework: A Revenue-Ready Approach for Growing Businesses

A step-by-step method for creating a sustainable, scalable brand.

Most entrepreneurs don't need more ideas; they need a framework that brings order to their thinking and decisions. In this conversation, Julie Stroud introduces her proprietary LITE Brand Clarity Framework, a practical approach for creating, growing, and managing a brand with clarity and intention.

LITE helps business owners move from scattered messaging to a brand that is rooted, flexible, and easy to manage over time. Rather than reacting to every new tactic, entrepreneurs learn how to make aligned decisions that support long-term growth.

Takeaway:

A clear framework removes guesswork. When your brand has structure, everything—from marketing to offers to visibility—becomes easier and more consistent.

Suggested interview questions:

- What does LITE stand for, and why did you create this framework?
- How is LITE different from traditional branding or marketing models?
- Why do frameworks matter so much for entrepreneurs at this stage of business?

3. Marketing Feels Hard When the Brand Is Unclear

How brand archetypes create consistency, confidence, and momentum in marketing.

When marketing feels exhausting or inconsistent, the issue is rarely effort—it's identity. In this conversation, brand strategist Julie Stroud explains why many capable entrepreneurs struggle to show up consistently and how brand archetypes provide the missing clarity.

Julie introduces her Resonance + Influence™ model, which helps business owners understand both *who their brand is for* (Resonance) and *how their brand naturally communicates* (Influence). When entrepreneurs understand their archetype, tone of voice, and core message, consistency becomes natural, not forced.

Julie also highlights well-known research showing that brands with consistent visuals and messaging significantly outperform those without, and archotyping is the most effective way to achieve that consistency without burnout or rigidity.

Takeaway:

When you understand who you are as a brand, how you speak, and what you're here to say, consistency stops being a discipline—and starts being a byproduct.

Suggested interview questions:

- Why does marketing feel so hard even for talented, experienced entrepreneurs?
- What role do brand archetypes play in creating consistency?
- How does the Resonance + Influence model help entrepreneurs communicate more clearly and confidently?

SPEAKER INTRODUCTIONS

- **Speaker Introduction (Stage or Event)**

Our next speaker understands what it means to refine, reimagine, and lead with clarity.

Julie Stroud is a brand strategist, speaker, and founder of Bright Brand, where she helps entrepreneurs and small businesses build brands that grow with them, without burnout or constant reinvention.

Julie is the creator of the **LITE Brand Clarity Framework**, a practical framework for brand clarity that helps leaders define who they are, who they serve, and how to show up consistently.

Through her work, Julie helps businesses move from scattered messaging to brands that earn trust, connect deeply, and drive sustainable growth.

Please welcome brand strategist and creator of LITE Brand Clarity, Julie Stroud.

- **Short Introduction (Virtual Events & Podcasts)**

Julie Stroud is a brand strategist and founder of Bright Brand. She helps entrepreneurs and small-business owners build clear, consistent brands through her proprietary **LITE Brand Clarity Framework**.

Julie's work focuses on helping leaders refine their message, strengthen their positioning, and show up with confidence—so marketing becomes simpler and growth more sustainable.

- **Conversational Podcast Introduction**

Today's guest is Julie Stroud, a brand strategist, speaker, and founder of Bright Brand.

Julie helps entrepreneurs and small businesses clarify their message, strengthen their identity, and build brands that customers trust. She's the creator of the **LITE Brand Clarity Framework**, a practical approach to building brands that are clear, consistent, and built to grow.

Julie believes that when a brand is clear, everything else—marketing, visibility, and growth—becomes easier.

ABOUT JULIE STROUD

Julie Stroud is a brand strategist, speaker, and founder of **Bright Brand**, a consultancy and education company helping entrepreneurs and small businesses clarify their message, elevate their identity, and build brands that customers trust. She is the creator of the **LITE Brand Clarity Framework**, a four-part brand strategy to guide businesses to greater clarity, authenticity, and consistency, providing the foundation for conversion.

Before founding Bright Brand, Julie built a successful career spanning **learning and development, sales, business**

coaching, and brand strategy. She spent five years as a **Certified StoryBrand Guide (2019–2024)** and holds certifications as a **Certified Personality Trainer (The Color Code)**, **Certified Brand Strategist (Brand Master Academy)**, and **(LEVEL C)**. Julie also earned a **Bachelor's Degree in Management** from **National Louis University** and a **Certificate in Coaching** from the **Coachville Center for Coaching Mastery**.

After her husband's passing and rebuilding her life in midlife, Julie launched Bright Brand in 2019. What began as a boutique marketing agency is now mission-focused, guiding leaders to brand their brilliance with clarity, strategy, and legacy.

Julie offers **Startup School**, **Create Your Instant Yes Brand** course, **VIP Days**, **brand consulting**, and **workshops**.

Connect with Julie

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