

Julie Stroud

Brand Strategist | Speaker | Creator of the LITE Framework
Founder, Bright Brand

Julie Stroud is a brand strategist and founder of Bright Brand. She helps midlife entrepreneurs and small-business leaders clarify their message, strengthen their positioning, and build brands that customers trust.

Julie is the creator of the LITE Brand Clarity Framework™, a practical approach to brand strategy that gives business owners structure, so marketing becomes simpler and growth becomes sustainable.

She speaks with warmth, authority, and real-world experience, always leaving audiences with practical next steps.



SPEAKING TOPICS

- **Brand Clarity for the Next Chapter of Business**
Why midlife entrepreneurs need a different approach to branding, and how to simplify marketing while embracing your authority.
- **The LITE Brand Clarity Framework**
A revenue-ready framework for building brands that are clear, consistent, and built to grow.
- **Marketing Feels Hard When the Brand Is Unclear**
How brand archetypes and the Resonance + Influence™ model create cohesion in marketing.

WHAT AUDIENCES GAIN

- Clear understanding of brand positioning
- A practical framework for brand growth
- Renewed confidence in messaging
- Tools to reduce marketing fatigue
- Next steps they can implement

BOOK JULIE

- Podcasts
- Keynotes
- Workshops
- Local & national events

TESTIMONIALS

"Julie doesn't offer fluff; she brings frameworks and strategies mixed with personalized guidance to help participants apply what they are learning. She's a natural teacher and an inspiration. We get so much out of Julie's speaking and teaching!" - Patti Keating, CEO & Founder, The Entrepreneur Unleashed

"Julie is a great speaker who cares deeply about teaching audiences what they need to know to transform their businesses. The material she delivered was eye-opening and practical, and her delivery was uplifting and fun." - Emma Holland, Founder and CEO, The Collab TN

REQUEST SPEAKER INFO @ www.BrightBrand.com/About

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