

Julie Stroud

Brand Strategist | Speaker | Founder, Bright Brand

Julie Stroud guides established coaches, consultants, and service providers to turn their expertise into sales.

With a background in learning and development, sales, marketing, and branding, she brings a unique ability to translate complex, transformational work into messaging that connects and drives confident buying decisions.

Julie is especially passionate about business growth in midlife, combining strategic clarity with lived experience. She speaks with warmth, authority, and practical insight—equipping audiences with ideas they can immediately apply.



SPEAKING TOPICS

- **Build a Brand That Converts: How Clarity Drives Confidence, Consistency, and Sales**
Understand how brand clarity builds confidence across your business and for the customer.
- **Turn Your Services Into Sales: Why Unclear Offers Stall Growth—and How to Fix It**
How to offer what the customer wants and structure services so they are easier to understand.
- **Business at Midlife: Clarity, Change, and What Comes Next**
How midlife brings both disruption and opportunity, and how to build with clarity and purpose.

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

08.2026