

HEATHER SCHAEFER

Strategic Branding Expert

With over three decades of experience in graphic design and advertising, ranging from corporate to agency to freelancing, she has built big brands for hundreds of business owners. Her hunger to help women feel better about themselves led her to one of the most competitive industries in the United States: direct sales.

But then a storm came. The company she was representing closed. It felt like she was thrown up against a rock by a huge, hard wave. Once she came up for air, she made a resolute decision: she would build her brand and not ride on someone else's. She had found the compass she needed to direct her route so that business owners could find her.

Since then, she has been building big brands for driven women entrepreneurs, as well as sharing her 7-FIGURE BRAND METHOD with female founders focused on multiplying their income and their impact on stages and on podcasts. She is now directing big brands for her clients so they have a clear path for their brand and are able to create a bigger impact.



Featured On:



Heather in action:



Signature Topics:

- **5 Easy steps to Building a Bigger Brand**
 - Walk away with the skills to create a clear and cohesive brand strategy that will keep your marketing on course.
- **5 Steps to Leverage your Brand 7-figures.**
 - Where to focus your energy to ensure your business is on course to multiply.
- **Identify the holes in your brand ship so you can go BIGGER.**
 - Identify the small changes you must make in your branding for your business to make a BIGGER impact.

Heather continually exceeds my expectations. She is not only action-orientated but also results driven. This is a powerful combination. She is helping me Brand Big, reach more people and continue to serve more women!

-Rhonda N.