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Style & Substance: How to Create a Compelling Brand by Liz ...

In Style & Substance, I take you by the hand and walk you through the process you need to take to build a firm brand foundation — before you leap head first into your marketing strategy. The most common mistake I see women entrepreneurs making is putting the cart before the horse when it comes to marketing themselves.

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Style & Substance - Wikipedia

Inspire to Make: Igor Vichikov Does DIY with Style and Substance. By. Jeff Chaves - September 1, 2017. If you're looking for some truly unique DIY projects on YouTube, head over to Inspire to Make. We caught up with the creator behind all of these high quality, well-produced videos, Igor Vichikov, to find out how and why he creates.

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