



What's Your BQ? Learn How 35 Companies Add Customers, Subtract Competitors, and Multiply Profits With Brand Quotient

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W Business Books

“The most practical book ever written to guide a company seeking to build their brand.”

Ryan Rieches,
CEO, RiechesBaird

You might know your IQ -- or even your EQ -- but **WHAT'S YOUR BQ?**

It could be the most important question one can ask and answer if you are running a business in today's competitive landscape.

Author Sandra Sellani can help you determine your brand quotient (BQ) at www.whatsyourbq.com. Just take the 15-minute BQ quiz, which covers strategy, alignment, communication, and execution, to determine whether your brand has a sustainable competitive advantage. With celebrity and athlete scandals, product recalls and increased media scrutiny, a company's brand isn't something that can be taken for granted. Add in the fact that 80 percent of new brands will fail upon introduction and another 10 percent fail within five years, knowing your brand quotient is more important than ever.

“Having a high BQ, or Brand Quotient, means you have the ability to build a brand and point of differentiation that enables you to cut through the competitive clutter and create success for your organization and sales for your product or service,” says Sellani. In her book, the author highlights 35 companies with remarkable brand quotients. These companies have built winning brands – sometimes against all odds – and left indelible impressions in the minds of their customers and prospects, contributing to their bottom lines and making them successful and profitable businesses. Readers of *What's Your BQ?* will learn from their examples, be inspired by their strategies, and be able to build their own inimitable brands.

PRAISE FOR WHAT'S YOUR BQ?

“Sandra Sellani takes the knowledge of a professor and translates it into a practical and useful new brand building tool. What's Your BQ? will help you to discover what your brand means today and help you to brainstorm ways to maximize its potential for tomorrow.”

Laura Ries, Bestselling Author of *The 22 Immutable Laws of Branding*

“Sandra Sellani offers the rare combination of insight, knowledge, experience and humor.”

John Klymshyn, Author of *The Ultimate Sales Manager Guide* and *Move the Sale Forward*

“Sandra is passionate about helping people build better brands regardless of the size of their company,”

Tim Wrightman, Super Bowl XX Champion, Chicago Bears, Professional Speaker, Trainer, Spokesperson and Entrepreneur



ABOUT THE AUTHOR

As the former Vice President of Marketing for Sperry Van Ness Commercial Real Estate, Sandra Sellani was responsible for overseeing marketing and branding for a company that grew from a \$2 billion to \$11 billion in sales in the past five years.

Sellani has 20 years experience in marketing, branding and sales, nine years of experience in real estate sales and marketing management, and has a real estate license in the state of California. She and her team at Sperry Van Ness won 30 awards for marketing, communications and public relations.

Sellani speaks throughout the country on how to grow your business through branding. Her target audiences include company presidents, CEOs, senior level executives, real estate agents, and marketing and sales executives.

She has been featured in numerous publications on her unique methods of branding and her book has received favorable reviews by the *National Association of Realtors Realtor.org* online magazine (May 2007), *Sales & Service Excellence Magazine* (June 2007); *Investor's Business Daily* (6/11/07) *BrandChannel.com* (7/6/07); and *1to1Meida.com* (8/02/07).

Sellani received a bachelor's degree from College Misericordia in Dallas, Pennsylvania; a Professional Designation in Public Relations from University of California, Los Angeles, and an MBA from Pepperdine University, Malibu, California.

Sellani currently resides in Newport Beach, California, and was named one of "20 Women to Watch in Orange County" by *OC Metro Magazine*.

POTENTIAL MEDIA QUESTIONS FOR THE AUTHOR

- What are some of the unique branding trends for the 21st century (e.g. word of mouth marketing campaigns – i.e. Staples and others sending free samples to customers to try and tells others about the accolades of these new products, Jim Beam spending \$100 million on word-of-mouth campaigns; and reinventing your brand by leveraging your brands nostalgia – i.e. Dr. Pepper and bands like Van Halen and Fleetwood Mac touring again.)
- What does a company do when its brand is in trouble – i.e. recall of Fisher Price and Mattel toys?
- How does a company put a dollar figure on its "brand quotient" or value?
- Can branding alone really increase a company's bottom line?
- With the current slow down in the real estate industry due to the mortgage industry crisis, what is your branding advice to real estate agents so they can "stand out" in a crowded and difficult marketplace?

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