



BRANDING QUEENS

BOOK CLUB DISCUSSION GUIDE

01.

WHICH WOMAN'S STORY IMPRESSED YOU THE MOST? WHY?

02.

WHAT WOULD BE YOUR DEFINITION OF A QUEEN?

03.

WHICH WOMAN IN THE BOOK WOULD YOU WANT TO HAVE LUNCH WITH? WHY?

04.

IF YOU BECAME A BRANDING QUEEN, WHAT PRODUCT OR SERVICE WOULD YOU BE PASSIONATE ABOUT?

05.

DID YOU SEE ANY SIMILARITIES BETWEEN YOURSELF AND ANY OF THE WOMEN IN THE BOOK?

06.

DO YOU HAVE A MEMORABLE BRAND STORY ABOUT ANY BRAND IN THIS BOOK?

07.

WHAT SURPRISED YOU MOST ABOUT ANY OF THE WOMEN IN THIS BOOK?

08.

WHAT WAS ONE NEW FACT YOU LEARNED FROM READING THIS BOOK?

09.

DID THE TWENTY STORIES INSPIRE YOU IN ANY WAY? IF SO, HOW SO?

10.

WHAT DO YOU THINK REMAINS THE BIGGEST HURDLE FOR ENTREPRENEURIAL WOMEN TODAY?

11.

IF YOU HAD A BRAND WHAT NAME WOULD YOU USE?

12.

WHAT ONE QUESTION WOULD YOU ASK ALL TWENTY WOMEN?

13.

IF YOU COULD ASK THE AUTHOR ANYTHING, WHAT WOULD IT BE?

14.

DID THIS BOOK REMIND YOU OF ANY OTHER BOOK(S)?

15.

HOW DID THE BOOK IMPACT YOU? WHAT WILL YOU REMEMBER LONG-TERM?

16.

WHICH OF THE FIVE C'S (COMMITMENT, CONSTRUCT, COMMUNITY, CONTENT, AND CONSISTENCY) WAS MOST IMPORTANT TO YOU?

17.

DID THE BOOK MOTIVATE YOU TO RETHINK YOUR BUSINESS APPROACH OR CAREER PATH?

18.

DO YOU HAVE ANY SUPERSTITIONS (LIKE DATES)?

19.

WHAT IS YOUR FAVORITE COLOR? WHY?

20.

HAS THIS BOOK CHANGED YOUR ATTITUDE OR OPINION ON ANY OF THE BRANDS? IF SO, HOW?