



Tell the best
story possible.



Marketing, branding, and persuasive writing strategy, onsite workshops, online courses, and support that empower teams to win hearts, minds, deals, and dollars.

BRAND STRATEGY WORKSHOPS AND HIGH-VALUE PLAYBOOKS

I lead brand strategy workshops and craft strategy playbooks for large corporations, not-for-profit organizations, growing businesses, established businesses seeking growth, and businesses seeking acquisition. Through a collaborative, outcome-driven process, we tell the best story possible. Schedule a free brand assessment today.

Info: www.carolyndaughters.com/brand-strategy/
Schedule: www.calendly.com/carolyn-daughters/

FRACTIONAL CHIEF MARKETING OFFICER (CMO) LEADERSHIP

I provide ongoing fractional chief marketing officer leadership and support to startups, small businesses, and fast-growth companies, enabling organizations to build a strong foundation for long-term growth. Inbound and outbound CMO leadership includes weekly or monthly marketing meetings, content calendar development, staff development, social media management, strategic site design, and SEO. Schedule a free marketing assessment today.

Info: www.carolyndaughters.com/chief-marketing-officer
Schedule: www.calendly.com/carolyn-daughters/

PERSUASIVE WRITING ENGINE

Six-hour Persuasive Writing Engine courses (onsite, virtual/live, and online) position corporate, government, and nonprofit teams to:

- ⇒ Understand the art, science, power, and vast potential of persuasive writing.
- ⇒ Practice crafting compelling arguments based on the structure of fairy tales.
- ⇒ Gain the tools required to write proposals, business cases, annual reports, grants, employee reviews, and budget requests.
- ⇒ Adopt valuable, real-world strategies for winning hearts, minds, deals, and dollars.

Info: www.carolyndaughters.com/wbec
Connect: www.calendly.com/carolyn-daughters/

ONLINE MARKETING BOOT CAMP

The 6-week Marketing Boot Camp empowers small business teams, solopreneurs, virtual assistants, copywriters, and freelancers to:

- ⇒ Identify what makes their brand unique.
- ⇒ Design a home page that converts prospects into customers.
- ⇒ Use SEO as a prospecting engine.
- ⇒ Craft content that reinforces credibility.
- ⇒ Create lead magnets that build email lists.
- ⇒ Build social media pages and backlinks that grow an engaged target audience.

Info: www.carolyndaughters.com/crack-the-code-academy/
Freebies: www.carolyndaughters.com/marketing-fast-wins/



DIFFERENTIATORS

- ⇒ Strategy, guidance, and instruction efforts that target team development and actual business and revenue goals
- ⇒ Uncommon mix of exceptional journalism, training skills, and creative writing skills along with real-world corporate and government leadership experience
- ⇒ Strong multimillion-dollar proposal and national/global award win rate
- ⇒ Experience developing targeted branding, marketing, and communication solutions vs. random, hit-or-miss acts of marketing
- ⇒ Commitment to creating innovative solutions for organizations that want to win hearts, minds, deals, and dollars

CURRENT AND PAST CLIENTS

Adobe	Linse Capital
AIMCO	PAYXPS
Brown and Caldwell	Polycom
Charter Communications	SAIC
DISH Network	Siegel Oil
GEO Group / BI, Inc.	Splunk
HP	U.S. Air Force
Infinite Harvest	U.S. Department
Jacobs/CH2M HILL	of Defense
KeyBank	VMware
Linden Botanicals	Webroot

ABOUT CAROLYN DAUGHTERS

Based in Denver, Colorado, Gower Street, LLC (dba CarolynDaughters.com) has provided strategic branding and marketing consulting and professional and management development training for commercial, government, and not-for-profit organizations since 2003.

Owner Carolyn Daughters has 20 years of experience providing brand strategy, proposal strategy, chief marketing officer support, and persuasive writing course instruction at:

- ⇒ Department of Defense (Pentagon) and U.S. Air Force bases nationwide
- ⇒ Fortune 500 companies
- ⇒ Small businesses and startups
- ⇒ University of Colorado Boulder and University of Virginia

CarolynDaughters.com is a certified women-owned business. We add diversity to corporate and government supply chains.



NAICS CODES

541611 Business Management Consulting Services; Business Start-Up Consulting Services; Strategic Planning Consulting

541613 Marketing Consulting Services; Marketing Management Consulting Services

541618 Other Management Consulting Services

561110 Business Management Services

561410 Editing Services

611430 Professional and Management Development Training

611710 Educational Support Services

BUSINESS INFORMATION

Registered Company Name: Gower Street, LLC

DBA: CarolynDaughters.com

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1312 17th Street, #1171, Denver, CO 80202

Courses:

www.carolyndaughters.com/crack-the-code-academy

Services:

www.carolyndaughters.com/marketing-strategy

Blog: www.carolyndaughters.com/fine-points

LinkedIn:

www.linkedin.com/company/carolyn-daughters
www.linkedin.com/in/carolyndaughters/

Facebook: www.facebook.com/carodaughters

Instagram: www.instagram.com/carodaughters