

# YOUR NEXT BADASS GUEST

Entrepreneur, speaker and writer Pia Silva is a partner and brand strategist at Worstofall Design where they build "Badass Brands without the BS" for 1-3 person service businesses in 1-3 day intensives. She is a Forbes contributor and has spoken at a host of entrepreneurial organizations including Goldman Sach's 10,000 small businesses, The Chamber of Commerce, Squarespace, and We Work. Her company was named top "10 Design Firms Lead By Young People That Are Changing the Way We Look at the World" by Complex. Her upcoming book *Badass Your Brand: Impatient Entrepreneur's Guide to Turning Expertise into Profit* launches March 16th, 2017.

[badassyourbrand.com](http://badassyourbrand.com)  
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## PIA SILVA



### INTERVIEW QUESTIONS

What does "branding" mean for solopreneurs and small businesses selling their services?

How does someone build a brand that stands out from the competition?

How do you get out of the rat race of constantly hunting for clients, and start attracting high paying clients you love?

What are the 3 most important pieces of advice you have for people starting their own business?

What makes you different from all the other branders out there?

### INTERVIEW TOPICS

- 1 How to build a badass brand
- 2 How to attract the right kinds of clients
- 3 How to price yourself for freedom
- 4 How productized services changed my business
- 5 How we went from \$40k debt to \$500k in sales in 12 months without paying for advertising

### CONNECT

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