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## **LITTLE BRAND BOOK**

Find Your Inner Influenceher to Work It, Own It, Bring it

By Kalika Yap

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New businesses are overwhelmingly started by men, and for decades, women have gotten the short end of the stick in the workplace. In recent years, there has been a wave of women who have had enough. Whether it is as an influencer, an entrepreneur, or something else entirely, they've decided to take their success into their own hands.

**LITTLE BRAND BOOK: Find Your Inner Influenceher to Work It, Own It, Bring It** by entrepreneur Kalika Yap shows how women are uniquely qualified to do just that and offers support, tools and lessons to help women thrive in business.

**LITTLE BRAND BOOK** includes the Brand Boss personality test to reveal your specific archetype and how this acumen applies to your life, your relationships, your career and your company. Just like there are 12 Astrological Signs, there are 12 Brand Personality Archetypes – this book will help readers drill down to unlock theirs.

The book also introduces female entrepreneurs who embody each particular archetype—an “InfluenceHER”—to personally share their success stories, inspiring readers to unleash their talents, brains, and vision to confidently strike out on their own. With **LITTLE BRAND BOOK**, Kalika hopes to provide information to help one million female founders change the world by helping them make one million dollars and create one million jobs.



## ABOUT THE AUTHOR



**Kalika Yap** is a thriving serial (concurrent) entrepreneur whose businesses include award-winning brand agency Citrus Studios, Luxe Link, the Waxing Co., the Tangerine Co. & the Orange and Bergamot. Kalika has worldwide patents for her invention the Luxe Link purse hook, and her companies have been featured in publications such as Entrepreneur, Inc., Wall Street Journal, LA Business Journal, The Huffington Post, The Today Show, CNN, MSNBC, Business Rockstars and Microsoft.

Kalika has been honored by the Asian Business Association, LA Business Journal, Anti-Defamation League as well as Farmers Insurance, HOPE (Hispanas Organized for Political Equality), and the California Latino Legislative Caucus. Her first company Citrus won the Technology Firm of the Year Award by the Asian Business Association. She is the former President of the Entrepreneur's Organization, Los Angeles Chapter and also served on the Board of Directors of the National Association of Women Business Owners Los Angeles. Kalika was recognized as one of the Top 100 Filipinas in the world by the Filipina Women's Network. Kalika is currently the host of the Entrepreneurs' Organization Wonder Podcast. Her businesses (combined) have grossed over \$30M in revenue in the past 21 years that Kalika has been an entrepreneur.

She's also a mom of two young entrepreneurial daughters (11 and 13 years old) who own their own company Conscious Kids Co.

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## **A Q&A with Kalika Yap**

### **What inspired you to write Little Brand Book?**

I want to see women entrepreneurs succeed. My BHAG is 1 million women succeeding, 1 million women making \$1M in revenue and creating 1 million jobs.

### **How did you come up with the Brand Boss Archetypes?**

I've been obsessed with personality tests ever since I was young. I took tests to help me understand myself and the people around me. I am obsessed with knowing and understanding humans.

I am also passionate about entrepreneurs and helping female founders succeed. Understanding branding is the key to more revenue and success. Branding makes people buy. I wanted an easier way for entrepreneurs to understand branding through the 12 core muses, interviews with IRL brands, and tips available throughout the book. The 144 Brand Boss Archetypes came out of the realization that branding in 2020 is more nuanced. Understanding this nuance will keep you ahead of the competition.

### **How does knowing your Brand Boss Archetype help you succeed in business?**

Once you know who you are, what you do, and why it matters, you can better figure out how to attract your audience, which leads to better brand decision making and ultimately more revenue.

### **What is your Brand Boss Archetype, and how has it help shape your career?**

I'm a leader / world changer. Every decision I make is born from this identity.

### **What advice would you give to young female entrepreneurs just starting out?**

My advice to female entrepreneurs is that no matter what anyone says, you can do it. Show up in the world as YOU. And always remember to surround yourself with a tribe that encourages, celebrates, and supports you.

Also, leaders are readers, have a thirst for learning. And change is inevitable. Accept and allow what's happening in your life and take the next best step forward.

Make incremental steps every day to move yourself forward. Nothing in this world comes without hard work. Joyfully pursue your passion.

### **What's the ultimate goal of this book?**

To inspire women to know themselves and succeed.