



Serious **BRAND GROWTH** for Serious People More brand share, more brand equity and more bucks to the bottom line!

This is a BRAND GROWTH session IDEAL for:

- Corporations and Associations
- CEO's, Presidents.
- Senior and middle management.

There is always a brand leader and brand leaders make more money than their competition. They get better customers, hire better employees, and charge a premium price. Reality check; your brand is probably the biggest financial asset you have. Do you know what it stands for; do you have a brand plan of action?

Session

Growing a successful brand is not just for the Apple Computers, Nike, Toyota's etc of this world, every business, indeed, every person has a brand, and that's what makes us stand out in a crowd and customers pay a premium price to do business with us.

What you will take away:

- Learn the **6 key components of BRAND BUILDING** Jack has used to help grow some of the biggest brands in the world.
- How you can get your **customers to grow your business and your BRAND.**
- How to **positively impact short and long term BRAND growth** for your business?
- Why a down market is a **huge opportunity** for you to get serious business growth and incremental **brand share.**
- Discover the **biggest brand building mistakes** that companies make, so that you don't have to!

Jack's presentations are: High energy and loaded with information that he has proven to work in the real business world. You will laugh at his stories, be excited by his delivery, but most importantly you will be able to walk away with information that will help you serious brand and business growth.

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