

GERRY FOSTER
The Branding Evangelist



Creator of the
BIG BRAND FORMULATM
Excite. Delight. Ignite.

Shows owners how to create a big brand, and a strong message that sells!



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From San Diego to Dubai, Gerry Foster aka *The Branding Evangelist*, has presented before thousands of people. He has over three decades of 'in the trenches' here's-what-works experience and wisdom to share having helped over 100,000 small businesses from over 600 industries with their branding.

Gerry is the primary branding trainer for CEO Space International, Success Resources (formerly New Peaks), and Make Your Mark Training & Consulting in Canada. He understands the dynamics of what it takes to have a Big Brand, from start-ups to veterans, and believes all owners can make success possible at a very high level by making their mark in the world.

What Makes Gerry Foster Unique as a Professional Speaker and Trainer?

Gerry's proven *Big Brand Formula* process energizes, inspires, and transforms audiences. Unlike many branding speakers who talk about logos, , the best colors for your image, or how to create a tagline ... and brain dump a bunch of branding tips, Gerry evangelizes with riveting messages and gets to the heart of exactly what it takes to have a rockstar brand.

Gerry's mission is to help owners across the globe create exceptional brands that make an exceptional difference. He equips them with big branding tools and guides them step-by-step towards greater growth.

Testimonials

"As usual you had everyone hanging on the edge of his or her seats. Feedback from attendees was very positive and most regarded your portion of the program as the highlight of the evening."

– *American Institute of Architects*

"A real pleasure due to Gerry's vast branding knowledge, wit and intense desire to pass on his knowledge and experience to others."

– **Apple One**

"Speaking for the entire audience gathered at that dinner, it was one of the most useful and entertaining speeches our organization has had the opportunity to present."

– *American Society of Women Accountants*

GERRY'S BIG BRANDING TALKS

BRAND Like Your Life Depends on It!

Brands, regardless of how long you've been in business, have the power to dictate customer selection and unlock profitability. This dynamic presentation sets the tone for your event, inspiring attendees to discover how to make branding work.

- Making sure your business escapes the competitive herd
- Providing amazing, unrivaled value that gets more sales

The Magic of BIG BRANDING

How to create a "champagne" brand on a "beer" budget that gets noticed, remembered, and desired! Thought-provoking, energizing, humorous, and practical are all words used to describe this power-packed presentation.

- Turning your business into a megabucks brand
- Creating value for the customer that captures the unique richness of your brand

Promise: Achieve Massive Success by Making It, Keeping It, & Living It!

At the core of sales success is nailing down the experience you want your customer to have. After this uplifting session you will know how to craft a one-of-a-kind promise - unrivaled value your brand can deliver consistently.

- People buy the promise of the brand, not the brand name itself
- Captivate, excite, and arouse audiences with an irresistible brand promise

Big Branding for Bigger Sales

Ever wonder how Spanx, Amazon, and Starbucks got that way? Did you know they all started out as small businesses? Discover the *7 Secret Laws of Big Branding* that will rock your business to new heights!

- Take-it-to-the-bank brand growth strategies that spark desire and ignite sales
- Convey an aura of superiority that draws people who are ready & eager to buy