

Gerry Foster

The Branding Evangelist

Gerry Foster is a highly accomplished Brand Strategist. He is the creator of the Big Brand Formula which shows small business owners how to create a big brand, and a strong message that sells, so you can excite, delight, and ignite your market and make it easier to get new customers.

Gerry has more than 30 years of successful experience showing small business owners how to brand as the big companies do - combining the best in entrepreneurial branding with the best thinking, methods, and approaches from the world of big branders.

As an international speaker, trainer, and coach, he is driven by a passion to give life to and nurture products and services that will flourish and grow beyond what is typically offered by a competitor. Drenched in promises of coveted customer experiences, the brands he creates have tremendous emotional appeal.

Gerry's Purpose

Gerry's presentations, training, and coaching are not about doing more of the same, maintaining status quo, or playing small. He wants to assist, guide, and support owners who are willing to flip the script, go to the deep end of the pool, and turn the tables in their favor.

He believes this can be attained by creating brands so unexpected, so profound, and so striking ... blessings to owners can only multiply over time.

Some of Gerry's Professional Achievements

- Gerry sits on the faculty as the primary **Branding Trainer** for these prestigious business & personal growth organizations:
 - ✓ **CEO Space International** (May, 2009 to Current) - along with notables such as Tony Robbins, Mark Victor Hanson, Bob Proctor, T. Harv Eker, and others; a "#1 Must Attend"

business growth accelerator conference as ranked by Forbes.com and Inc.com.

- ✓ ***Make Your Mark*** (May, 2015 to Current; the largest training & development company in Canada for small businesses) – along with notables such as Mike Koenigs, Marcia Weider, Eric Edmeades, Marie Diamond, and others
- ✓ ***George Fraser's Annual PowerNetworking Conference*** (June, 2002 to Current) - along with notables such as Les Brown, Lisa Nichols, Stedman Graham, the late Dr. Myles Munroe, and others; the top 40 African-American speakers and trainers in America.
- ✓ ***Success Resources America*** (2016 & 2018; formerly *New Peaks*, prior to that known as *Peak Potentials Training*) – along with notables such as Robert Kiyosaki, Joel Roberts, Marshall Sylver, and others
- Gerry started his Brand Development & Training Company **full-time** in July, 1985 and has:
 - ✓ Helped over 100,000 small business owners from over 600 different industries with their branding
 - ✓ Given over 600 speeches and conducted more than 1,000 branding classes, workshops, or seminars, with the primary goal of making sure my clients or students create customer experiences of high repute
 - ✓ Spoken on many stages as a keynoter or workshop presenter, from San Diego to Canada to Dubai
- In 2007 the County of Los Angeles selected Gerry to conduct a **first-of-its-kind** series of branding classes throughout the county for small businesses
 - ✓ It was a tour done in conjunction with the US Small Business Administration, Microsoft, local banks, and LA County

- ✓ The goal of the tour was to teach owners in attendance how to properly craft a convincing request to an LA County RFP (request for proposal) with a branding slant that would cut through the muddle, make you stand out, and maximize your chances of winning a bid

This photo which was taken during that tour in 2007



- In 2008 Gerry was honored as the **Father of Business** by the City of Los Angeles for his 'tireless and faithful work with small businesses' throughout the city (as stated in a Proclamation he received shown below on the left)



Primary Skill Sets

- Gerry excels in the **strategic branding** areas of brand purpose, differentiation, positioning, promise and taglines, target marketing, website content direction, logo and package design direction; he applies these skills via *training* (online, offline, digital learning products), *coaching* (private or group), and *professional speaking*
- His forte is helping small business owners clearly define, craft, and articulate their **brand message**. His communication skills assist owners who struggle with ‘finding the right words’ (content) to connect with their target audience through relevant, engaging, and tantalizing messaging
- Whether it’s your website, social media postings, marketing materials, newsletters, the words out of your mouth or more ... getting to the point and strongly stating how your brand is distinct, better and the one to buy ... Gerry can also help

Gerry’s also proud to add that he:

- Was an **adjunct professor** of branding, marketing and advertising for **ten (10) straight years** at four (4) major Southern California universities: *California State University – Fullerton, California State University – Long Beach, Pepperdine University, and the University of California – Irvine (UCI)*
- ‘Carved his big branding teeth’ at the **Procter and Gamble Co.**, also known as **P&G**, a multi-national consumer goods corporation where he worked in Brand Management.
 - ✓ For those of you who don’t know it, P&G is the company who more or less invented this thing called “branding”
 - ✓ While at P&G Gerry worked on and helped build the Cascade Dishwasher Detergent and Era Liquid Laundry Detergent brands
 - ✓ Next, in the early-to-mid-80s, Gerry helped drive the growth of a company called TreeSweet. They were a \$100

million/year, 50-year old producer of citrus juice and drink products (they're no longer around after getting sold, then the new owner drove the company into bankruptcy, re-sold TreeSweet, and well ... stuff happens)

- Is a graduate of the **University of Southern California**, renowned *Marshall School of Business*, where he received his **BS** and **MBA** degrees with honors (cum laude) in marketing (with deep study in branding)



Gerry Foster operates in full transparency. A complete background check has been conducted on him. He has been thoroughly vetted by Avent-Guard and is listed in the Clear Directory so you can make an educated decision about who you train or coach with for branding, engage for services, or invite as an expert guest.