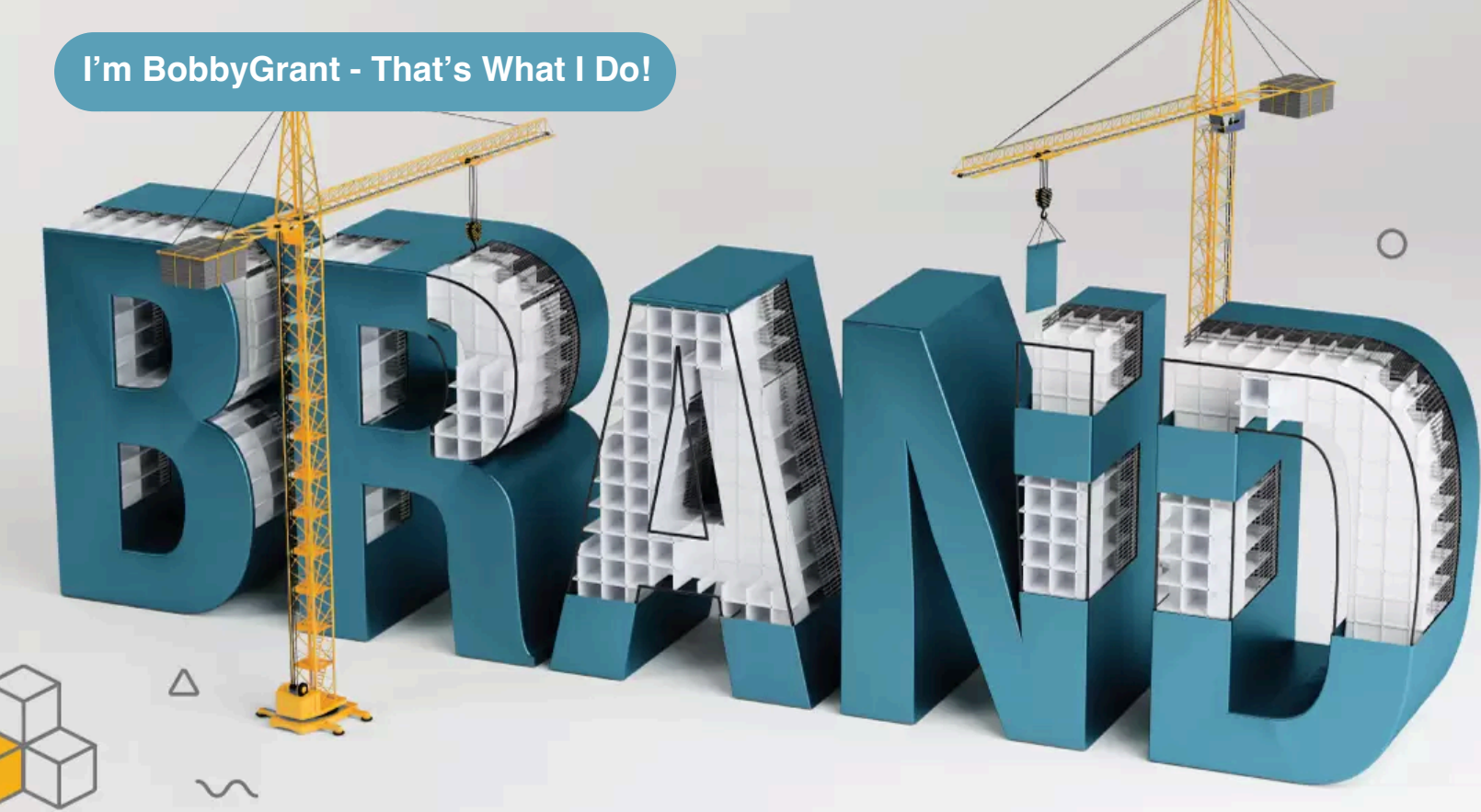


I'm BobbyGrant - That's What I Do!



When Your Brands Not Working - you better be the first to know...

When your "**BRAND** is Not Working," you better be the first to know... because if a customer tells you, that's the worst feedback.

In terms of branding and marketing, I am exceptional. Since my 38+ year career, I've worked with many companies to build their brands. You don't want your brand to become stale and boring!

Hi, I'm BobbyGrant creator of Brand**Different**, and I've enjoyed working with and around many iconic companies over the years. As a Retail Channel Marketing Executive at Apple, I witnessed Steve Jobs in his genius way position the Apple brand in short concise statements... it was amazing.

The "Best Practices" I learned at Apple, IBM, and other iconic companies such as Disney, Coca-Cola, The Ritz-Carlton, and Nordstrom were applied to my current position. I learned from my experiences with these industry-leading companies what works and what doesn't. Today, I enjoy helping business owners learn to BrandDifferent while teaching them to reject the Ordinary and embrace the **EXTRAORDINARY**.

But enough about me, let's talk about you.

Why should anyone care about your company? (That's the first question I often ask). Most business owners can't articulate their - **WHY!**

Your "WHY" is - Why should someone choose you over your competition? Brands are understood or misunderstood. There is no middle ground. A brand's value must be obvious or you've lost the customer, often to inferior products with superior stories.

Unless you understand your brand's value and relevance, you're just being ordinary and in a world of ordinary things...not standing out. My brand strategies eliminate wasteful tactics, lost sales, and confusing messages in most products. "Great brands are well thought-out leaving nothing to chance."

That's why, I recommend every business owner use our **SMB** or **Strategic Marketing Blueprint**. A million-dollar home would never be built without blueprints, so why would you build a million-dollar business without them... A small single-owner shop is a million-dollar business if you think about it and if you do not agree you are working as a hobby, not a business.

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