



About The Brand Coach

The Brand Coach (TBC) specializes in strategic brand development, *building brand champions*. For more than a decade our proven methodology has guided some of the most recognized brands in the world. TBC's unique approach combines coaching and consulting to ensure the authentic discovery and representation of your brand.


www.thebrandcoach.com

Our Clients

<p>FORTUNE 100</p> <ul style="list-style-type: none"> • The Coca-Cola Company • Coca-Cola Enterprises • Delta Air Lines • E.H. White • SunTrust Securities, Inc. • Turner Broadcasting System, Inc. <p>EDUCATION:</p> <ul style="list-style-type: none"> • Morehouse School of Medicine • Georgia State University <p>GOVERNMENT:</p> <ul style="list-style-type: none"> • City of Atlanta (Mayor's Office) • Stan Watson for DeKalb County CEO • DeKalb County Board of Health • Steps to a Healthier DeKalb 	<p>NON PROFIT:</p> <ul style="list-style-type: none"> • Florida Community Development Council • Atlanta Women's Business Center • The GEMS Project • Georgia Women's Business Council <p>PROFESSIONAL SERVICES:</p> <ul style="list-style-type: none"> • Atlanta Peach Movers, Inc. • Exhibits South, Inc. • Beard Daily • Contracts & Grants, LLC • Life Evolutions, LLC • All-In-1 Security, Inc. • Hodges Consulting Group, Inc.
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Leadership



Chief Brand-ologist

Jai Stone's passion is **BRANDING** – helping individuals and organizations discover and communicate their unique identity.

In 1998 Stone joined the most recognizable brand in the world, The Coca-Cola Company, as an Information Systems Analyst. In 1999 she took her freelance design to full time employment, helping two other notable brands – The Atlanta Coca-Cola Bottling Company and Delta Air Lines – develop lasting customer relationships.

In 2001, Jai ignited The Brand Coach, a strategic brand development firm based in Atlanta, GA. As the Chief Marketing Officer she leads the creation of corporate & personal brand strategies and delivers programs to clients such as Turner Broadcasting System, Inc., Morehouse School of Medicine and SunTrust Securities.

In 2005 Stone became the first Certified Personal Brand Strategist (CPBS) in Georgia. The 'Brand New, Brand You!' System gives clients the tools to transform their individual style into a viable brand. In 2007, Stone's coveted program earned her a spot on the Cambridge Who's Who Registry.



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Ready...Set...Brand!



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Choosing a Company Name

- Tells Who You Are
- Tells What You Do
- Tells How You Do It
- Differentiates You From Your Peers
- Peaks Customer Interest
- Invites Further Investigation



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Vision | Mission | USP

- What is a Vision Statement
- What is a Mission Statement
- Unique Selling Proposition



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Target Market

- Who is your target market
- Where do they reside
- Communication vehicles



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Brand Messaging


- Taglines vs. Campaigns
- Collateral content



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Be Consistent

- Look & feel
- Messaging

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Brand Brigade
(Internal Branding to Employees, Vendors, & Contractors)

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Employees & Your Brand

- Understand how employees sell your brand
- Develop exciting employee appreciation programs
- Retain valuable employees with recognition programs
- Ensure employee loyalty with professional development

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Contact Information

Jai Stone
jai@thebrandcoach.com
1200 Abernathy Road
Suite 1700
Atlanta, GA 30328
404.424.9726 Ext. 701
www.thebrandcoach.com



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