



Be Your Own Brand!



"Speak Volumes Without Saying A Word..."



COMPANY PROFILE

BYOB is a dynamic decade-young business specializing in "all things branded." BYOB empowers people, companies and projects by defining their uniqueness and connecting it with an action and image that increases revenue and delivers successful outcomes. BYOB has proven to be E.E.& E.: "Entertaining, Educational & Effective."

FOUNDER PROFILE

Sheila Coates, founder of BYOB, brings two decades of Entertainment expertise in branding, marketing, artist development, lifestyle & business strategies and creating great images. Her creative, visual presentation, imaging and branding talents have created performances for The Oprah Show, The Grammy's, The Today Show and others.

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OUR CORE COMPETENCIES

→ BYOB differentiates itself with its 3-step branding process:

- **DEFINE IT**
- **BE IT**
- **LOOK IT**

→ BYOB has developed an extraordinarily effective learning process for:



- **People/Personal Branding:** We work with employees and individuals to help them establish their own powerful brand so they are more productive and can project that to the world confidently for personal and professional success. Companies benefit from BYOB's personal branding because "Productive People Produce Profits."



- **Project Branding:** Your company/organization, major event or special project should leave a lasting, positive and memorable impression. We create the messaging to relay the right energy, experience and exposure your company needs to have customers walk away remembering your event and sharing your message.



- **Product Branding:** We help entrepreneurs brand their products and their business so they have a visual presentation and message that is consistent and authentic to who they are and what they provide.

METRICS

BYOB captures feedback from participants to confirm the success and impact of our branding expertise. A quick snapshot:

- + 99.9% of attendees immediately apply BYOB after 1st session
- + 90% of attendees are more confident & productive after 1 BYOB session
- + Per Macy's, 11% increase in sales following its Macys/BYOB 10-city event

A SAMPLING OF OUR CLIENTS

- AT&T
- Toyota
- Macy's
- The Bank of New York
- Subaru
- Neutrogena
- Sony Music
- NBC/Universal
- Comcast
- USC & other Universities
- AARP
- AHF (AIDS Healthcare Foundation)
- DPSS (Dept. of Public Social Services)
- Coca-Cola