

# SHEILA COATES

**Brand Strategist  
Speaker, Author**

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**FROM ENTERTAINMENT  
DYNAMO TO**  
*ENTREPRENEURIAL  
VISIONARY!*

# MEET SHEILA COATES

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She's the visionary behind the music industry's most legendary brands. With over two decades of electrifying expertise, she's not only mingled with icons like Janet Jackson, Puffy (Sean Combs), Mary J. Blige, and Babyface, she helped on their path to stardom.

As a marketing Executive at major record labels —Arista, Sony, Virgin, Capitol, and more—she developed a love and reputation for stellar campaigns and chart-topping images. Yet, Sheila's journey doesn't end on the red carpet; it's her groundbreaking three-step branding process that now turns everyday projects and people into Rockstars.

Today Sheila is the driving force behind BYOB (Be Your Own Brand!), an innovative venture that empowers individuals to become iconic brands themselves. Prepare to witness entertainment's evolution into empowerment!

# "PERSONAL BRANDING IS YOUR UNIQUE SUPERPOWER IN A CROWDED WORLD."

Under the visionary stewardship of Sheila Coates, BYOB has unfurled its branding prowess, unlocking the true potential of brands that resonate across the corporate spectrum. From iconic giants like Macy's and Coca-Cola to tech titans Comcast and AT&T, as well as industry leaders Toyota and Johnson & Johnson, Sheila's transformative touch has elevated these powerhouses into true brand legends.

But that's just the beginning. Sheila's dynamic journey with BYOB! Be Your Own Brand has ignited a branding revolution, a tidal wave of insights cascading through over 1000 speaking engagements. Brace yourself for a thrilling odyssey through the electrifying world of branding, where Sheila Coates is your North Star, guiding the way to unparalleled brand success!

## "SPEAK VOLUMES WITHOUT SAYING A WORD..."

Sheila Coates isn't just a speaker; she's a dynamic force that leaves an indelible mark on her audience. With her magnetic presence, she sparks self-discovery, unveiling the potential within each unique brand. Her insights aren't just inspiring; they fuel a supercharged drive for profitability and productivity, propelling her listeners toward unprecedented success.

Transitioning from branding music rockstars to empowering everyday rockstars, Sheila embodies the belief that every individual is a brand ready to be unleashed. She fervently advocates for "**Always Be Your Own Brand**," reminding us that authenticity is the ultimate currency in a world filled with imitations. Buckle up for a transformative journey with Sheila Coates, because when you embrace your brand, you become an unstoppable force."





## PEOPLE WE EMPOWER:

- Leaders
- Customer Service Representatives
- Sales Teams
- Diversity Teams / ERG's
- College Students
- Job Seekers

## TOPICS WE COVER

**1**

### **Unleashing Your Brand's Power**

Dive deep into the world of personal branding and discover how it can propel you toward your authenticity, confidence, and productivity.

**2**

### **The Entrepreneur's Blueprint for Success**

Entrepreneurs, prepare for an eye-opening revelation as you explore the powerful synergy of personal and business branding that increases consistency and profits.

**3**

### **Diversity & Inclusion - Where's Your Seat At The Table**

Navigate uncharted waters and dive into the transformative force of branding for Diversity, Equity & Inclusion. Insights that go beyond race and gender and transforms the individual to help reshape our world.

**4**

### **Rockstar Branding 101 - Unleash Your Inner Artist**

Aspiring musicians, step into the limelight with 101 explosive insights into music business branding. It's time to make you heard and felt around the world.

**5**

### **Unleashed Uniqueness - Mastering Your Dream Job**

Students, it's not just about resumes and interviews; it's a game-changing journey towards confidence and self-discovery. Get ready to conquer the job market like a true champion.

# GET IN *TOUCH*



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