

## Who is he?

### David Tyreman :

What do Nike, Polo Ralph Lauren, Banana Republic and Sears all have in common? At one time or another they've all been clients of branding pro David Tyreman, author of the soon to be released new business book: *WORLD FAMOUS: The 4-Steps Between You and a World Compelled to do Business With YOU*.

David doesn't mince his words: "*To beat Goliath you MUST dare stand out from the crowd AUTHENTICALLY and that means you need a kick-ass brand, not some meek wallflower brand - a KICK-ASS one.*" And he should know, arriving from England 19 years ago with a suit case and a dream he quickly went broke. In order to eat he had to learn how to sell. And sell he did, learning along the way that the secret to selling is knowing how to stand out from the crowd and engage your market. Long story short, David went from zero to multi-millionaire creating his own World Famous company and helping brand some of the best known companies on the planet. He also landed himself on CNN the front page of The Wall Street Journal and over a 100 TV shows, magazines and newspapers, not just for his success, but for *how* he approaches business.

He has worked with **SOME OF THE BEST-KNOWN BRANDS ON THE PLANET.**

Such As:

- Polo Ralph Lauren
- Tommy Hilfiger
- Banana Republic.

Result:

- They stand out as the obvious choice in their market.

His **World Famous Approach** to business is:

- unconventional
- simple
- easy to follow
- gets you results

David Started his company in his garage and turned it into a multi-million dollar powerhouse.

He has been featured on:

- CNN
- Wall Street Journal
- Los Angeles Times
- and More

He's an Experienced and sought after seminar/workshop facilitator and public speaker.

His **NEW BOOK**, delivers his powerful and unconventional approach to business.