













Narrow your focus, then narrow it some more.



















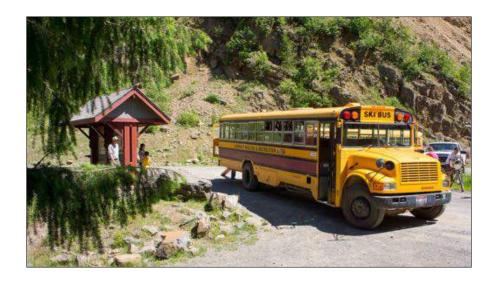




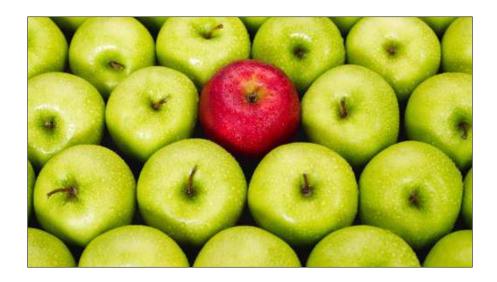




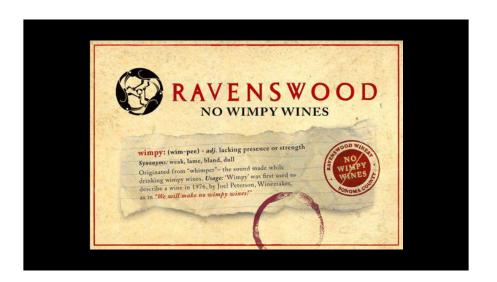


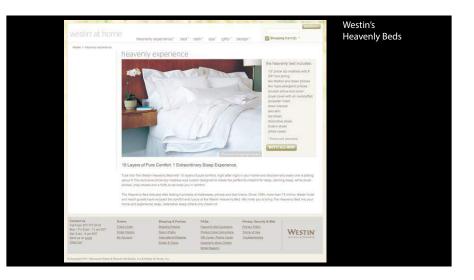








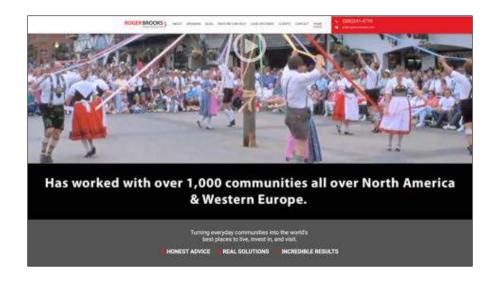












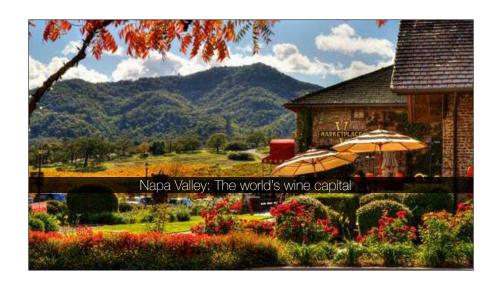


Result of specialization

- 1,500 communities in 45 U.S. states, across Canada, Western Europe, Scandinavia, Africa.
- Top-rated keynote speaker on the subjects of placebranding, tourism, downtowns, & marketing.
- Go-to expert for the press and anyone in the travel industry.



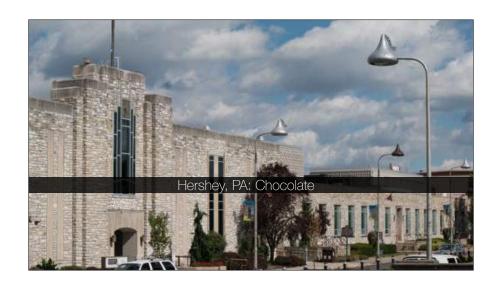


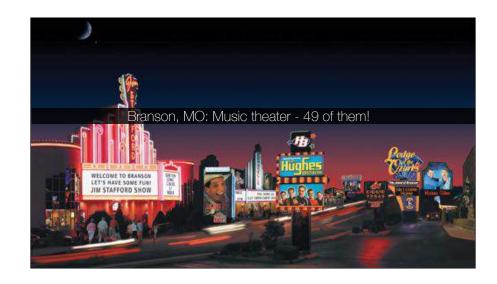
















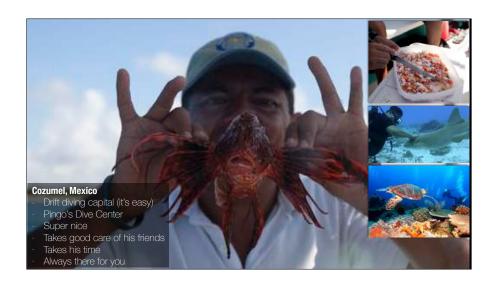






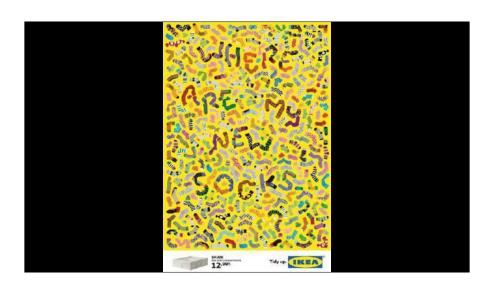


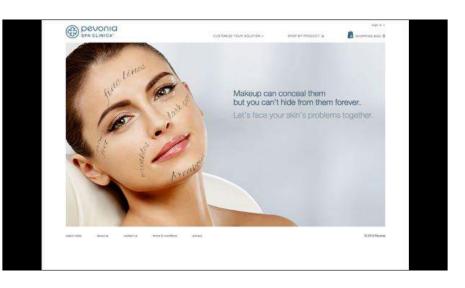


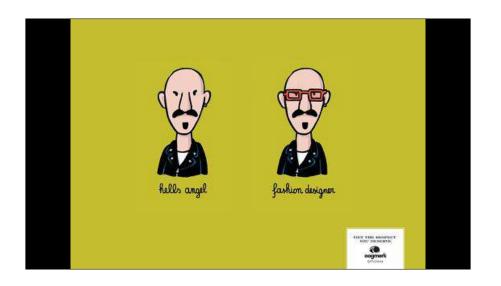


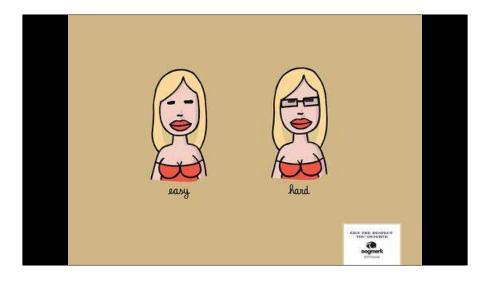




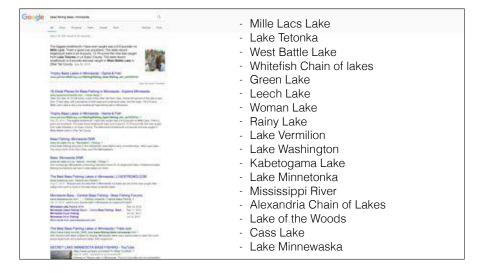
















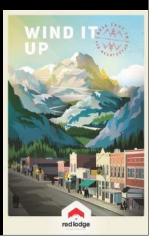


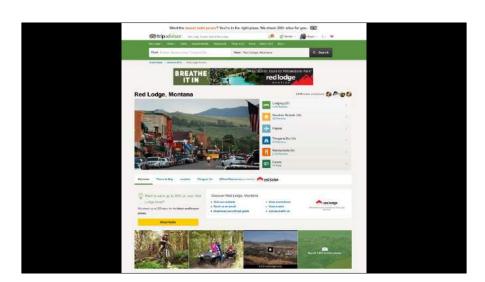


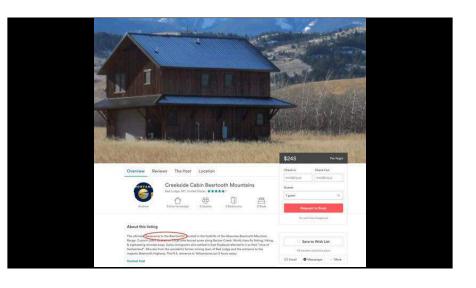


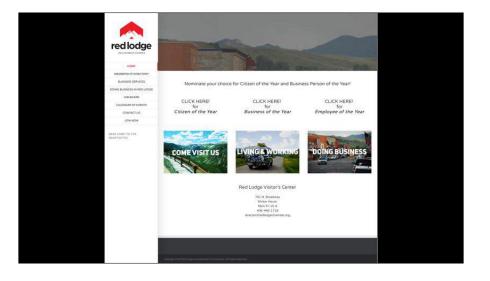
red lodge





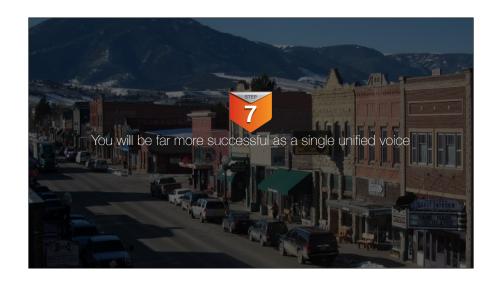






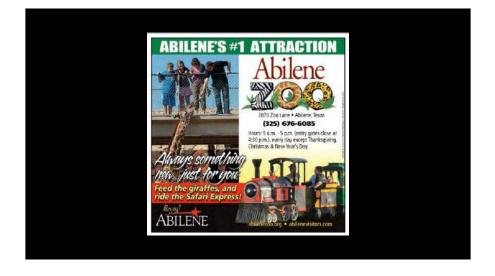










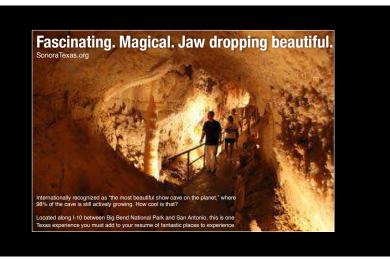




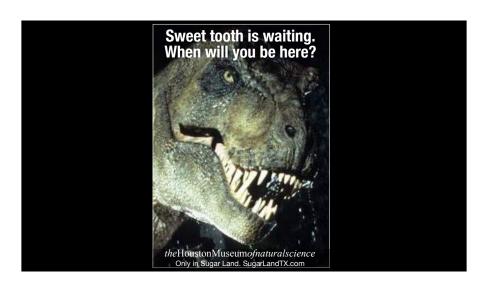












Alpena, Michigan
Sanctuary of the Great Lakes

Sanctuary

This is my sanctuary.

The arms gain and of digns. Each of refuge from stress, pressure and markety 3. A community known for its confidence, the all should be added to the community and th







League City, Texas League City Style

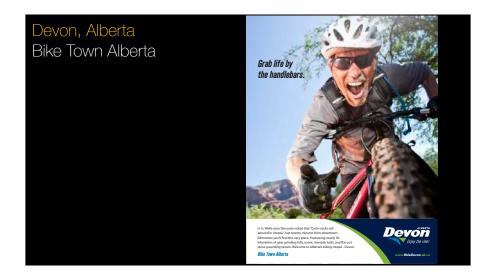




Use just **ONE** signature photo per page/ad/poster

Barrie, Ontario A whole lot indie and a tad bohemian



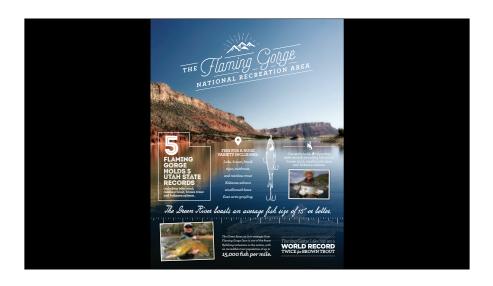




Make sure you **EVOKE EMOTION** in your ads.















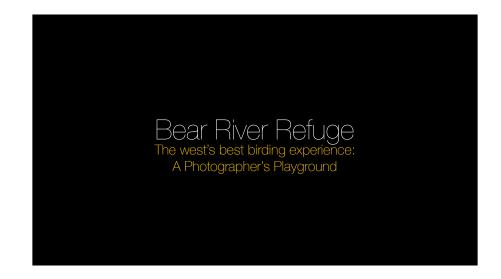


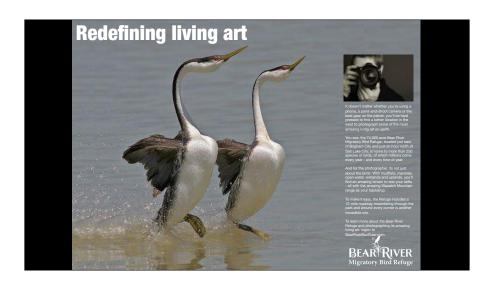




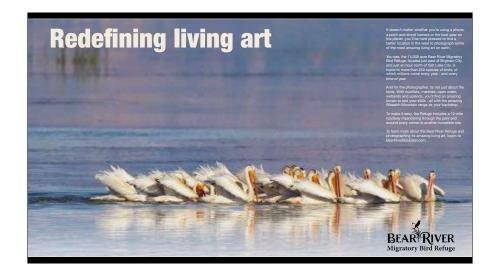


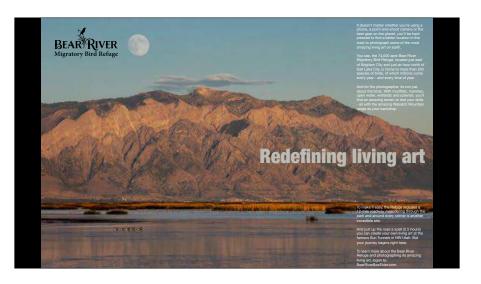


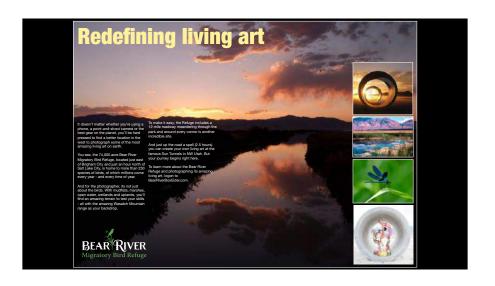












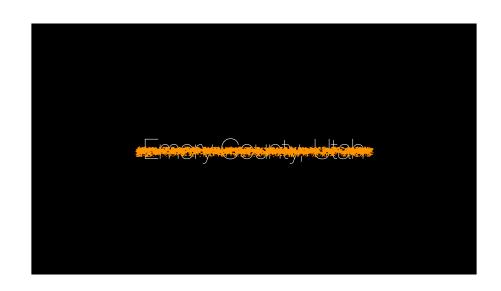
















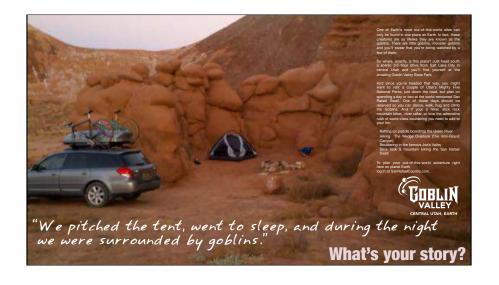


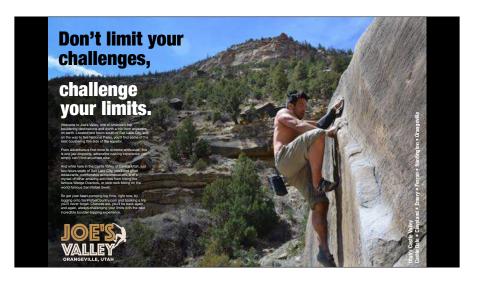


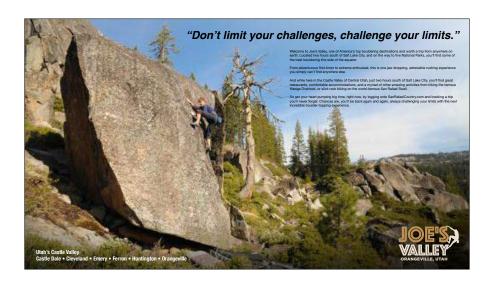


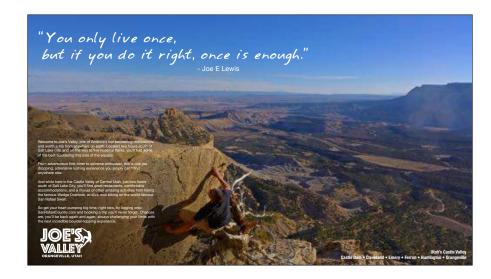


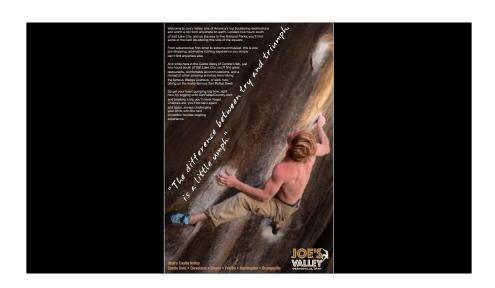


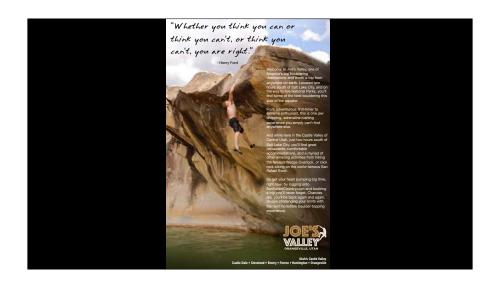






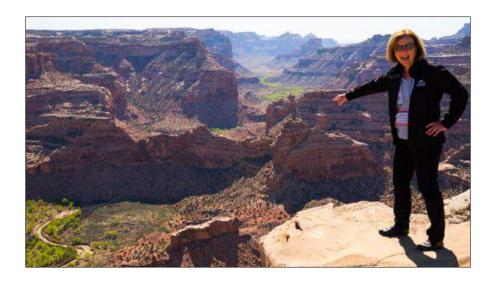






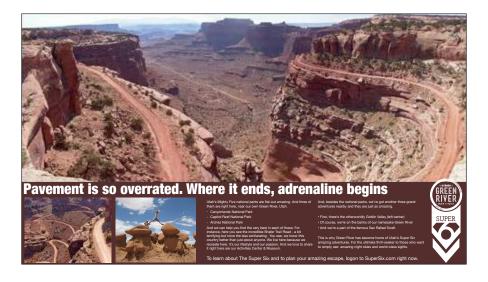






The incredible San Rafael Swell Four amazing experiences: 1. Goblin Valley (An otherworldly experience) 2. Another Grand Canyon (Worth a trip in itself) 3. Joe's Valley (The West's best bouldering) 4. Green River (Ride. Rinse. Repeat. The best of both worlds)

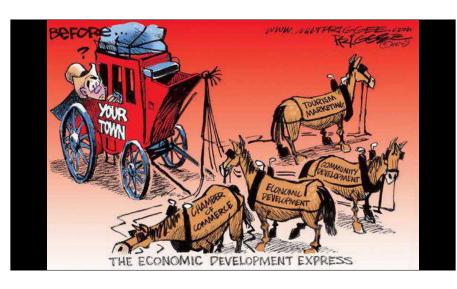








To win, you need your key players on the same page, pulling in the same direction.





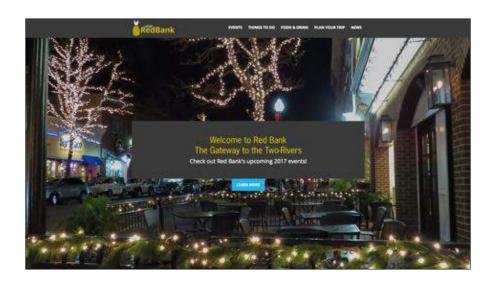
You will be far more effective as one loud voice as opposed to separate small voices.



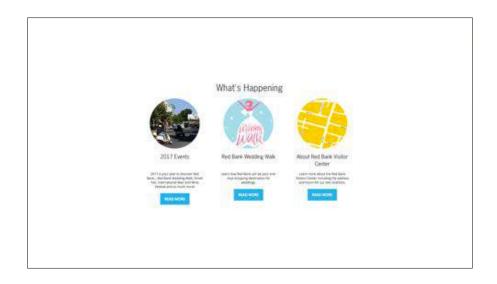










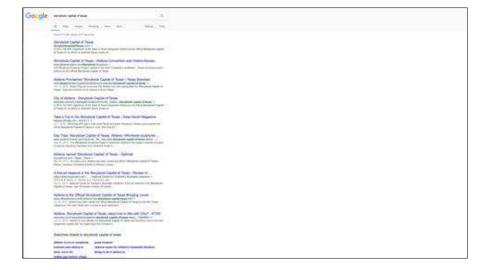








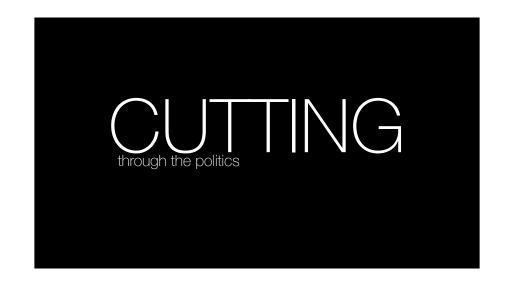
















Brand Assessment: How it works

- We research you (comparative, competitive analysis)
- We spend a week, with you
- Secret shop the town, attractions, businesses
- Look for your USP as an outsider
- Meet with your team & stakeholders
- Public workshop why it's important, what your USP should be
- Work with you on messaging & finding your brand champions





