



# WHAT CLIENTS ARE SAYING ABOUT SCOTT'S BRAIN...

**Gilly Johnson**

The Australian Mentoring Center

*"I've been a supporter of the approach that mentoring should not be a paid activity as this has the potential to change the dynamics of the relationship and create a power imbalance. But I have to be honest and say, after Scott's first mentoring response to me, the fact that I had paid something to be working with him left my mind and the value of that exchange of wisdom and knowledge, far outweighed any payment."*

**Dixie Gillaspie**

[www.dixiedynamitecoaching.com](http://www.dixiedynamitecoaching.com)

*"Working with Scott will make you think, not harder but differently than you would have ever been able to think without him. And different thinking always expands your options and your horizons and ultimately, your wallet. Involving him in your company, with your people and in your own professional growth is something you should only do when you are serious about attaining that elusive next level. And when you are serious, call Scott."*

**Wendy Gauntt**

[www.cioservicesllc.com](http://www.cioservicesllc.com)

*"Now that Scott got me thinking, I can't stop. Wow. Didn't see that coming today at all. I don't think any of us could stop our brains after this morning. We all thought today's brain rental was fantastic. None of us knew what to expect, but the outcomes and the thought process were pretty spectacular. A lot was stuff we already knew, but a good reinforcer and a fresh perspective that shifted priorities for us, along with a few surprises of course. I think it's safe to say we'll be doing this again. Awesome investment. But my brain will have to slow back down first. If we did it again tomorrow my head might explode."*



## MEET SCOTT



Since 1999, Scott has released six albums on his own record label, authored 30 books, published an award winning blog, given a TEDx talk and delivered presentations and corporate training programs worldwide. He's the only person in the world who wears a nametag 24-7. Even to bed. Simply google the word nametag, and you'll see his work benchmarked as a case study on human interaction, revolutionizing the way people look at belonging, identity and commitment. He was also inducted into Ripley's Believe It Or Not with the rest of the freaks.

Since 2003, Scott Ginsberg, aka, "The Nametag Guy," has given 600+ presentations to over a quarter of a million people around the world, from corporations to associations to universities to non-profits. He never gives the same speech twice. Scott customizes all of his talks for each individual audience. Through a detailed pre-program interview, Scott matches your organization's values, challenges and needs with his philosophy and practices.

Some of Scott's clients include: Nestle Purina, Prudential, Disney, United Van Lines, Monsanto, Hyatt Hotels, Disney, Verizon, STAPLES, SHRM, Leo Burnett, UCLA, UNLV, USCB, Miami University, Webster University, American Marketing Association.



# MENU OF SERVICES

*Rent Scott's Brain* is part mentoring, part coaching, part consulting, but all strategy. Whether in person, via phone, or another digital channel, Scott works with people both strategically and tactically to achieve their goals. And, since every client's needs vary, below is a list of diverse service offerings. Clients are encouraged to mix and match, creating a personalized program to use Scott's brain as a source of holistic improvement for their business.

## CONCEPTING

Brainstorming, ideation, fleshing out ideas, finding problems to solve

Triple your creative output, consistently generate compelling content, achieve originality of voice

## PLANNING

Strategic thinking, pattern recognition, recognizing market opportunities

Convert new opportunities into higher profits and greater leverage, carve out unique niche in marketplace

## AUDITING

Evaluating materials, written feedback on how to improve and why

Dramatically increase response rate & audience engagement w/ written communication and other media

## MARKETING

Identity formation, personal philosophy creation, branding, positioning, platform architecture

Carve out a unique position that earns inbound leads and marketplace recognition, position your brand for longevity

## MESSAGING

Marketing communication, language creation, storytelling

Influence your audience, brand your language and stimulate word of mouth referrals

## ADVISING

Reflecting, note taking, compartmentalizing ideas, synthesizing, offering feedback, providing a list of resources

Custom curated list of resources to help you achieve goals faster and exponentially increase your learning curve

## STRUCTURING

Creating rituals, psychological tools, workspace design, framework for inspiration, content management system development

Eliminate creative blocks for life, lower stress levels, move from idea to execution more rapidly, build undeniable body of work

**ENOUGH ABOUT  
SCOTT'S BRAIN  
LET'S TALK ABOUT  
YOUR BUSINESS**

Crystallize your biggest business challenge. Email Scott with a summary of the kind of support you need and he'll get back to you with pricing and program options – [Scott@HelloMyNameIsScott.com](mailto:Scott@HelloMyNameIsScott.com)

