

FOR IMMEDIATE RELEASE

## Brand ON! or Brand OFF?

How Are You Starting the New Year?

**Austin, TX [Jan. 21, 2024]** – Being Brand ON! matters if you want to maximize your potential in today's markets. Brandon Coleman Jr, branding legend and host of The Brand ON! Show, brings you [\*Brand ON! The Hidden Power of Brand Alignment\*](#) (An Inc. Original, January 21, 2025, \$29.95). Benefit from five decades of consulting expertise and learn why brand alignment is an invaluable, time-tested way of optimizing your business's success. *Brand ON!* reveals the hidden opportunities and inspires immediate action by sharing insider consulting secrets and real-life client stories in a short, entertaining read.

"In his inimitable, down-to-earth, cut-through-the-crap style, Brandon Coleman Jr discloses the secret 'Brand ON!' superpower that can defeat evil inefficiencies, triumph over the status quo, and inspire customers and employees. From young entrepreneurs to experienced C-suite executives—anyone intent on maximizing their bottom line will benefit from this entertaining, enlightening, and invaluable read."

—**Craig Murray**, owner, executive chairman, MOCEAN, LLC



### **This essential book for entrepreneurs:**

- Explains the fundamentals of a well-aligned brand,
- Exposes the major causes that make most businesses Brand OFF!,
- Provides you with the tools to begin assessing your own brand alignment.

“It takes leadership courage to see and address issues with brand alignment, but trust me—your customers see them before you do. In this book, Brandon Coleman Jr urges leaders to relentlessly seek the truth and drive alignment that will power your business.”

—**Bob Jordan**, president & CEO, Southwest Airlines Co.

Pick up your copy of [\*Brand ON! The Hidden Power of Brand Alignment\*](#): Stay updated on Brandon Coleman’s endeavors by visiting <https://www.brandoncolemanjr.com/> and catch his acclaimed podcast, The Brand ON! Show, every Tuesday at <https://www.brandoncolemanjr.com/empower/>

### **About the Author**

**Brandon Coleman Jr** is a renowned branding legend with the acute ability to cut through clutter to amplify others’ potential. His gifted awareness and enthusiastic, all-in spirit have fueled exponential success on thousands of brand alignment engagements across many different industries spanning five decades. Brandon has the accolades and notoriety that come with launching, leading, and ultimately selling one of the most successful mid-sized strategic branding firms in the country. He is a born visionary entrepreneur, noted speaker, author, and outstanding alumnus of Mays Business School at Texas A&M University, where he served on the Dean’s Advisory Board for twenty-five years. With a propensity for straight talk and a genuine love for seeing others reach their dreams, Brandon is driven by an unselfish desire to make an immediate, positive impact on your business and your life. He is a skilled storyteller who writes with a generous blend of creativity, candor, and character conversationally you will find him enlightening, entertaining, and inspiring.

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### **More about Greenleaf Book Group**

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