

Howard A. Lim: *The Fortune 500 Business and Branding Expert*



Howard A. Lim uniquely crafts and positions companies to stand far apart from their competition by developing and designing them authentically to accelerate their profits, growth, customers, value, equity and culture. He co-creates with all size businesses, from Fortune 500 to entrepreneurs.

Mr. Lim's specialty subject of world-class business development and branding is perfect for CEOs, VPs, Cs, managers, entrepreneurs, inventors, all size business owners, marketers, investors, sales representative and business groups.

Howard A. Lim is an excellent fit for: Key-notes, Breakouts, Workshops Seminars, Panel Guest, Trainings, Retreats, Webinars, Judging



Your audience will learn:

- How to magnify your brand to maximize sales, customer value, equity and profits
- How to shape your the brand as an industry leader
- How to create a business culture to attract more effective, inspired employees, and loyal customers
- How to enhance your business model for the new economy and increase your revenues within it
- How to conduct a visual audit on your business for higher profits and customer retention
- How to alter your customers' perceptions for increased trust and profits faster

Howard A. Lim doesn't talk about business success as an abstract concept.. He will present actual before-and-after case studies that have influenced billions of dollars in revenue, value and brand equity for his clients.

Before



After



- In designing a new brand identity for **WSS**, the first four stores remodeled in the pilot run saw their sales **increase by 100% in 7 months**
- Rebranding of the **Los Angeles Marathon** drew a **record-breaking turnout** of 23,000 participants
- His **StarPower** rebranding campaign for **DreamWorks** **increased** conference attendance by **25%**—something that had never previously been achieved

A Partial Client List:



Over the last 27 years, Howard A. Lim has led his business and branding firm, **HOW Creative**, in working with some extraordinary clients whose brands have left a distinctive mark on the world—Apple, Xerox, ABC Networks, HBO, LA Marathon, A & E, Mattel, Fox, Honda and Fujitsu—to name a few. These rich and diverse experiences have allowed him to develop and refine a complete business developing and branding process—from strategy to execution to managing the business and brand. This process has crafted compelling brands that were welcomed into big-box retail spaces such as Nordstrom, Macy's, Toys "R" Us, Costco, Walgreens, Sears and Target.

A Partial Event Client List: International Houseware Show, John Asaraff, iHollywood, Film-Break, Fashion Business Inc., Pure Insight, Women Business Success Show, Ludlow Media, Nancy Ferrari, Magic, INPEX, Fashion Business Inc.

"Howard showed us how to use branding to establish our identity and vision in the telecommunications industry. The result was over 2000% growth in less than 4 years!"

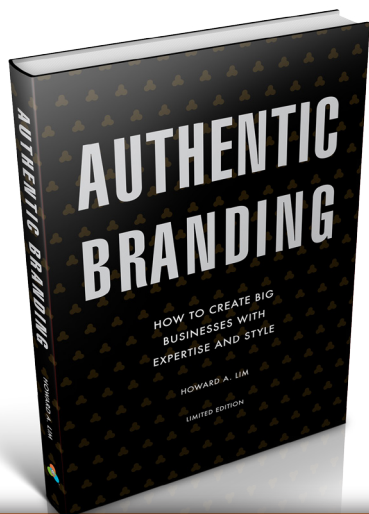
– Nancy Ridge, Vice President, ATI

"Howard listened to our goals and target market. He created our brand identity system to propel our growth and assist us in doubling our sales and profit."

– Geoff Rue, President, Framed Opening

"Since finalizing our new brand identity, we have been accepted by 100% of the potential clients we have called upon in person. The new brand makes it easier to sell products and helps to build customer brand loyalty."

– Jan Miller, President, Standar



Howard A. Lim has been building Authentic Brands® for more than 27 years. **His new book, entitled Authentic Branding®, will equip you with the tools you need to build an Authentic Brand from scratch—step-by-step, inch-by-inch.** The process you will learn in this valuable book works for any business, any service, any product. You will learn how to build profits, value and equity in a few short years or months, not decades.