

# BRANDFACE<sup>®</sup>

CLIENT SPOTLIGHT

**WHAT YOU  
DON'T KNOW**

**IS COSTING YOU  
COMMAS & ZEROS**



**PATRICK MANCUSO**

CEO/FOUNDER/INVESTOR



**PREPARE  
PROTECT  
PROSPER**

MANCUSO CONSULTING GROUP

# WHY PAT BECAME A **BRANDFACE**

# THE JOURNEY

## BRANDFACE® *Reviews*

"It's already returned multiples versus what I invested."

-Patrick Mancuso



CLICK IMAGE TO WATCH BRIEF VIDEO  
Pat describes his BrandFace journey

## CHALLENGES:

- Transitioning to a different industry
- Needed to attract a specific high end clientele
- Brand was not clearly defined or developed
- Message wasn't coherent or consistent
- Message didn't articulate his point of differentiation
- Imagery did not align with his message

## OUTCOME:

- "It's already returned multiples versus what I invested."
- "My exclusive *Mancuso Method* is worth the entire investment alone."

# PAT'S HIGHLIGHTS

**Committed business owners who want to become independently wealthy use my exclusive *Mancuso Method* to help them close the gap between their finances and their freedom.**

- Business and tax consultant who helps committed entrepreneurs prepare, protect, and prosper in their business
- Focuses on small to medium size business owners seeking to sell their business or scale it to run without them
- Offers innovative insight and solutions for leveraging wealth through taxes, estate planning, sales, and acquisitions
- Involved in launching the most successful training program in the country and leading 165,000 agents through it
- Creator of *The Mancuso Method*, a 360 approach to help entrepreneurs close the gap between finances & freedom
- Host of *Destination Business Freedom* podcast, featuring high performing entrepreneurs and thought leaders



# PAT'S STORY

Pat Mancuso grew up in St Paul, Minnesota, where his career began with a proverbial childhood newspaper route. From there, he went on to help launch one of the most successful training programs in the country, and build six different organizations, including a brokerage, mortgage and title company. Pat excelled at almost everything he touched. *Almost*. The exception to that rule, however, is what turned the tide and built his greatest accomplishment to date. When he decided to sell all of his businesses to gain more freedom in his life, a hard lesson came knocking. He was not prepared. He was not protected. And he would not prosper in this deal. In fact, he followed faulty advice, spent thousands of dollars he shouldn't have, and missed opportunities that cost him seven figures.

That realization lit a fire in Pat, and he not only corrected the course, but now he teaches other business owners to make fully informed decisions that lead them to financial independence. Today, Pat is a business and tax consultant who helps committed entrepreneurs prepare, protect, and prosper in their business. He's focused on small to medium size business owners who are seeking to sell their business or scale it to run without them. He offers innovative insight and solutions for leveraging massive wealth through taxes, estate planning, sales, and acquisitions. He's also the host of the *Destination Business Freedom* podcast and creator of *The Mancuso Method*, a 360 approach to help his clients close the gap between their finances and their freedom.



# CONTACT PAT



[Pat@MancusoCG.com](mailto:Pat@MancusoCG.com)



[MancusoCG.com](http://MancusoCG.com)



[651.503.7355](tel:651.503.7355)



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# WHO WE ARE

**COACHES, CONSULTANTS & EXPERTS HIRE US TO BUILD A PROFITABLE PERSONAL BRAND  
SO THEY CAN 'CHANGE HOW THEY'RE SEEN & CHARGE WHAT THEY'RE WORTH'**

**BRANDEFACE**

## **Tonya Eberhart (Founder) & Michael Carr (COO)**

- Creators of the most comprehensive personal brand building system across the globe
- Known for packaging and presenting authentic brands that turn purpose into profit
- Specializing in Coaches, Consultants & Experts who deserve to charge what they're worth
- Bestselling authors on personal branding and hosts of the Be BOLD Branding podcast
- Appeared 250+ times as expert guests and authorities on the subject of personal branding
- Recognized for their Define, Develop & Display formula for profitable personal branding

**LEARN MORE >**



**AS SEEN IN**

**Entrepreneur.**



**REALTOR®**  
MAGAZINE