



Tonya Eberhart

Speaker. Author. Agent to Business Stars.

Press Kit 2014



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Introduction

“I worked my way through the first three years of college selling vacuum cleaners door to door.”



It is my pleasure to provide this brief press kit to introduce you to BrandFace - a book, speaking series and training program that I have developed for business owners and leaders who wish to become the face of their business...and a star in their industry.

Perhaps my most famous one-liner is, “People don’t buy from a logo. They buy from people”, and the BrandFace philosophy embraces this mantra. My own sales and personal branding career started as I was selling vacuum cleaners door to door, paying my way through college. I learned how to represent the company while promoting my own unique style and pitch.

Soon after, I began an eighteen year career in radio sales. I immediately took an interest in business owners who were featured in their own TV, radio and print ads and noticed that they had two things in common. First, in the vast majority of cases, they were number one in their industry. Second, their competitors wanted what they had! Working in radio afforded me the opportunity to begin (what is known today as) BrandFace, as I helped my own clients become the voice of their brand with carefully crafted radio commercials.

Since that time, I have been fortunate to work with many clients, developing strategies across multiple platforms (newspaper, TV, direct mail, video, email, social media, etc.) for purposes of integrated marketing. Considering the vast number of marketing choices available today, it’s more critical than ever that your message

outshine and outlast those of your competitors. BrandFace will help to ensure that your marketing and advertising investment is as efficient and effective as possible, featuring the one asset no other business has - YOU!

Almost thirty years of insight and experience will give readers and event participants a blueprint for best marketing practices using the BrandFace concept. I am available for interviews, book signings and customized speaking engagements and training sessions. Email me at tonya@brandfacestar.com or call 614-245-0796. Or visit BrandFaceStar.com for more details.

Thank you very much for your consideration, and best of luck to your business and YOU!

Background & Biography



Tonya grew up in Dawsonville, a small North Georgia town best known for making moonshine and fueling the racing industry. After she graduated from high school, her wild ambitions landed her a theatre scholarship at a local community college, followed by a move to Tallahassee, Florida to attend the renowned theatre program at Florida State University. But she was soon to discover that she was out of place in the quirky, eccentric world of theatre. So she used her acting skills for a more suitable purpose—vacuum cleaner sales. While selling vacuums door to door to pay for her education, she happened upon the home of a radio station engineer who recommended her for a sales position, which began an eighteen year journey in radio.

During this time, Tonya observed business owners who were featured in their own advertising and positioned as local celebrities in the market. She was intrigued by this, and determined to help others achieve that same success. She hand-picked clients whom she felt she could turn into the next radio star, and dragged them into the studio to record their commercials.

“Tonya is known for her clever marketing instincts, loyalty and rabid desire to outfox your competition.”

Several years and radio stations later, she continued to learn and use personal branding skills to bring her clients integrated marketing solutions across multiple platforms.

In 2005, she earned the prestigious award of Convergence Salesperson of the Year among over 100 sale reps, and while only working part time.

In 2007, she founded Remerge (Marketing Services Group) with her husband, Chuck, to consult business owners and traditional media companies on integrated marketing practices. To supplement this effort, Tonya authored an online training platform for media sales professionals called Reboot Campus, where over 750 sales reps received training and certification for Digital Integration Fundamentals.

Tonya has continued to work closely with her business clients on personal branding, which brings us to Brand Face, a book, speaking series and training program to help business owners be the face of their business—and a star in their industry.

Tonya is known for her clever marketing instincts, loyalty and rabid desire to outfox your competition. She can tell you what to do... and make you like it. She has developed a great track record of helping her own clients rise to successful levels while utilizing multiple platforms to display their expertise. She's steadfast in her desire to work with those who are truly committed to what it takes to be the face of their brand and an authority in their industry.



Accomplishments

Training and public speaking on topics of marketing, branding, positioning & sales for the following clients:

Better Business Bureau of Central Ohio
Grange Insurance
The Columbus Dispatch
Schurz Communications
South Central Radio Group
Elyria Lorain Broadcast Group
Forever Broadcasting
Hatfield Automotive (Sonic division)
Keymarket Broadcasting

WCLT, Inc.
RadioOhio, Inc.
WBNS-TV
Ohio News Network
ThisWeek Community Newspapers
Ohio Newspaper Association
Portland Area Radio Council
Ohio Nursery & Landscaping Association

1988-1998

Received twelve quarterly radio sales awards

2001

Received Radio Salesperson of the Year award

2002 - 2005

Presented Radio's Success Story of the Year award three consecutive years

2003

Debuted one of the first personal branding/marketing web sites in the radio industry (RadioSuccess.com)

2005

Received Convergence Salesperson of the Year (multi-platform selling) award among over 100 sales reps while only working part time

2007

Launched Rmerge Marketing (with Chuck Francis) to assist media outlets and business owners with integrated marketing solutions utilizing traditional and digital marketing tools

2009

Authored and built a Rmerge branded online training system for media sales professionals (Reboot Campus), which successfully trained over 750 account executives and media managers at all levels (TV, radio and newspaper)

2013

Co-authored a book with her daughter called *Kati's Journey-One Teen's Journey to Japan*. This book project was financed in part by Kickstarter, an online fundraising platform

Speaking

Tonya's BrandFace speaking sessions range from instructional seminars to keynote presentations. Her energy and passion for the subject of personal branding will ensure that attendees leave with a head full of ideas for business growth! Her creative approach to marketing comes from over 25 years of working with businesses spanning over 20 different categories and industries. Tonya takes a welcoming approach with her audience, leaving the floor open for questions and comments throughout and occasional creative activities to keep the crowd engaged. Each speaking session is customized to the audience, as Tonya personally does the homework necessary to ensure the best return on investment for your speaking needs.

Speaking sessions are available in time frames of 15 minutes, 30 minutes, 1 hour, 90 minutes and half day sessions. Depending upon the time allotted, the session can cover topics ranging from:

— **BrandFace Positioning: Finding Your Point of Differentiation**

— **Top 10 Traits of a Successful BrandFace**

— **BrandFace Content Creation**

— **Social Media Customization**

— **Social Media Strategies**

— **Website Strategies**

— **Blogging Strategies**

— **Video Marketing Strategies**

— **Email Marketing Strategies**

— **Representing Your Brand on Radio**

— **Representing Your Brand on TV**

— **Representing Your Brand in Print**

“People don’t buy from a logo. They buy from a person.”



Testimonials

“Considering the vast number of marketing choices available today, it’s more critical than ever that your message outshine and outlast those of your competitors.”

“I have had the honor of working with Tonya at two different media companies. Each time we have worked together, we have been able to accomplish the goals that we set out to achieve. She is an excellent trainer, very professional and patient and really understands client’s needs. She can take a business problem and customize a solution that stays within a specific budget and delivers results. Tonya is a true expert in her field and I would recommend her to business owners as a consultant, or to an organization that has a need for training sales professionals in solving businesses problems.”

Becky Sweeney

Market Manager at Clear Channel Media + Entertainment

“Find a way to work with her...you will be glad you did.”
- Chris Crawford

“I was challenged with repositioning radio in the digital age and putting on an event that was transformative for this reposition. I had to find a leader, marketer and innovator that could articulate the art of radio, storytelling, brand voice and understood the landscape of radio advertising in the new era of online platforms. Tonya Eberhart is exactly that person who met my criteria. She delivered a “Ted Talk” like presentation that captivated our 400 business leader audience. Her presentation style engaged participation, delighted with “aha” moments and delivered the message I needed delivered. Tonya is an expert in every way and knows how to move people and organizations from cluttered obscurity to the front line of public awareness.”

Melissa Kunde

CEO/Executive Director, Marketing Strategist, Spokesperson, Executive Consultant & Coach

“Working with Tonya Eberhart was amazing! Tonya was able to take simple ideas I had for my business and turn them into well laid out plans, with easy steps for execution. Tonya’s marketing creativity helped build my business sales almost 50% in 2012. I would highly recommend her to help market yourself, or your business!”

Matt Miller

Franchise Owner at Complete Nutrition

“Hire her. She’ll help you move the needle.”
- Dennis Gwiazdon



Videos

“It’s always hard when you’re changing...we’re showing huge dividends already, and I think we’ve only really just begun.”

- Ron Greenbaum
The Basement Doctor

Learn About BrandFace

Watch the video below to learn the story behind BrandFace, who should read the book and what readers and event participants will learn.

Hear BrandFace Success Stories

See what clients have to say about working with Tonya and their journeys as a successful BrandFace.

**Book
Pre-order**

**Pre-Order your copy of BrandFace
&
SAVE 15%!**

Click the button below to order your copy!

Do you want to see a preview before you buy?
Click [here](#) for a sneak peek inside BrandFace.



Photos & Logos

“One of the things that Tonya taught me early on in our relationship was that people don’t buy from a logo, they buy from a person”

- Michael Carr
Michael Carr, Inc.



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