

PRESS RELEASE

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International Branding Gurus Release Latest Book, *Brewing a Hot Brand*

Sumner, WA – June 28, 2007 – International brand coach gurus, Lon LaFlamme and David J. Morris have just announced the release of their latest book on branding, *Brewing a Hot Brand*. Known as The Brand Coaches, LaFlamme and Morris have filtered out from extensive personal experiences and an ocean of best sellers on branding perfectly shaped droplets that will quickly take the reader from bland to a killer brand. The hardback book is now available at www.amazon.com.

Best-selling author Jack Canfield wrote the foreword, “Had I been able to read and act on The Brand Coaches’ outrageously simple yet powerful principles to create a resonating brand which they present in *Brewing a Hot Brand*, it could have saved Mark Victor Hansen and me a huge amount of time and energy in helping build the brand recognition we now enjoy for Chicken Soup for the Soul.®” Canfield first met The Brand Coaches while researching successful companies and leaders to profile in his recent best seller, *The Success Principles™: How to Get from Where You Are to Where You Want to Be*.

Through timeless principles, *Brewing a Hot Brand* teaches readers how to take what seems a highly formidable task of forging a great brand, and makes it an engaging adventure. This branding bible’s passionate and whimsical insights, plus its unique daily assignments leads readers to the creation of a resonating brand that boldly stands apart from the competition.

Based on over a half century of rich branding experiences in a wide variety of industries, LaFlamme and Morris put the popular marketing movement of emotional and/or sensory branding into easy to understand and act upon language. It is perfect for the business leader of any large or small retail operation or service.

Brewing a Hot Brand was recently entered in the international Coffee Fest conference’s new product competition in Atlanta, and won first place.

This is the second business book published by The Brand Coaches. They collaborated on their first book, *Brewing a Creative Culture*, based on the real life examples of building a creative culture at Dillanos Coffee Roasters, Sumner, WA. Their first book provides examples and ideas to build a positive work environment, adaptable to a wide range of industries, from manufacturing to retail, to the service industry.

LaFlamme is a full-time marketing consultant, author, and popular speaker on branding in the twenty-first century. He was formerly CEO of one of the largest marketing communications companies in the western United States, providing marketing services to such

giants as Starbucks and Bank of America. Morris is a self-made entrepreneur in the specialty coffee industry, co-founding Washington state's largest specialty coffee micro roaster, as well as other coffee-related and commercial development projects. He has authored countless "how-to" articles and seminars on building a rewarding brand.

Brewing a Hot Brand sells for \$24.95 at Amazon (www.amazon.com), and is published by AuthorHouse™.

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