

YOUR BRAND SUCKS

How to ignite a brand that stands out!



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SPEAKER • AUTHOR • CONSULTANT

ABSTRACT

In your highly competitive industry where customers have a choice between similar products and services, standing out in a way that is extremely attractive and easy to remember is vital to your business success.

Drawing on the principles outlined in his book, *Your Brand Sucks- How to ignite a brand that doesn't.*, Ernie Harker reveals the step-by-step process to create a brand in your industry that attract more clients who are willing to pay top dollar for your products and services. He'll also show you how your brand strategy can be used to leverage AI tools to create on-brand marketing materials faster and easier than ever!



*Your Brand Sucks keynote is based on Ernie's popular book, **Your Brand Sucks- How to ignite a brand that doesn't.** which explains the step by step process anyone can follow to build a brand that best expresses the company's personality and attracts the most desirable audience.*

LEARNING OBJECTIVES

- 1 Learn how to stand out in a competitive industry.
- 2 Discover how easy it is to create raving fans that pay top dollar.
- 3 Find out how your brand can elevate performance and morale.
- 4 Discover how your exciting brand can stretch your advertising budget.



ABOUT ERNIE

"Mind blowing energy & information." - Rudy A.

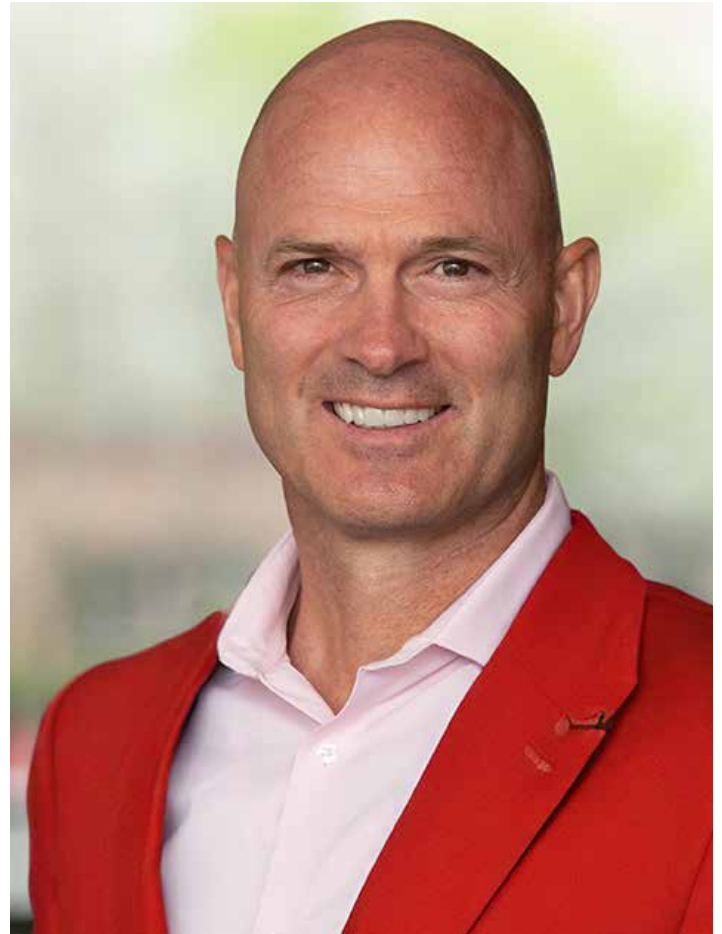
"Fun, informative, eye-opening, game changing!" - Connie D.

Your audience needs more than just inspiration; they need actionable insights from an industry expert that can transform their business. Ernie Harker, also known as Ernburn, delivers high-energy presentations that blend dynamic storytelling with practical strategies for branding, creativity, and personal growth. With over 30 years of experience as an agency owner, entrepreneur, and retail marketing executive, Ernie captivates audiences, leaving them motivated and equipped with fresh ideas. Discover why Ernie is a favorite speaker, known for sparking change and helping professionals overcome limitations to achieve the lives of their dreams.

Ernie began his career in 1993 as a storyboard artist for a large ad agency in SLC, UT. Two years later he founded a creative production studio called Ernburn that built a reputation for illustration, animation, video production, ad design, writing, and brand development. In 2001 Ernie led the re-branding project that transformed regional convenience store chain, Maverik into an exciting adventure-themed brand.

Nine years later he was hired as Maverik's Executive Director of Marketing where he led all aspects of Maverik's marketing, promotion, loyalty program, and food service branding, which catapulted the company into a \$3 billion brand.

Ernie left Maverik in 2018 to consult, write, "**Your Brand Sucks**," and teach kids how to draw on his YouTube channel, Sketch-e.



Ernie loves to draw, run, wake board, do yoga, hit the gym, mountain bike, watch movies, eat junk food, and spend time with his family and 7 brothers.



"Ernie helped CForce shift the focus of our Brand Spark. Our amazing executives adopted it and sales took off. We love it!"

Gena Norris CEO- CForce

