

Monthly Musings

courtesy of Fletcher Consulting

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SMART TRANSITION: Vari Execs Move Up from Big Mouth Billy Bass to 98% of Fortune 500

Jason McCann and his business partner thought they were on top of the world with their company, Gemmy Industries, which they founded in 1984.

Their company offered those giant gyrating plastic men you see at car dealerships and kids' birthday parties. They also produced Buck the Animated Trophy.

*... they also produced...
Big Mouth Billy Bass, the
cultural sensation...*

And yes, they also produced... **Big Mouth Billy Bass**, the cultural sensation that appeared to be a small trophy bass mounted on a wall that would start talking or singing and flipping around when a button at the base was pressed.

Fast forward to 2012 and they were looking for their next great venture. Jason's partner suffered from sciatica and he experienced his "Aha Moment": his pain diminished as he stood while working.

*... Jason's partner
suffered from sciatica
and...*

He contemplated buying an adjustable stand desk, but all the models were too expensive or too difficult to assemble. **There had to be a better way.**

The two of them created their very first VariDesk – a sit-stand desktop converter that converted ANY desk into a standing desk.

Their desk literally elevated productivity while lowering back pain since the desk worked at variable heights. Thus... VariDesk!

Their enterprise grew quickly from the two employees to more than 350. By 2017, Jason McCann was celebrated as the #EY (Ernst & Young) Entrepreneur of the Year in the emerging business category.

Just over a year ago, Jason announced a re-branding campaign that changed the name to Vari, which would create a platform that offered more than desks. The same company that had re-branded Federal Express as FedEx established and executed the Vari brand.



On Thursday, April 22, Jason welcomed a limited number – only 110 – members of the Southlake Chamber of Commerce to enjoy the Chamber's monthly luncheon and hear and see VariSpace in action.



This Southlake location created a space-as-a-service concept that allows companies to move in and selectively apply all the Vari technology they choose to use. With 300 different items available, that's a lot of choices.

The story of Jason, Vari and VariSpace will be featured in next week's Fort Worth Business Press and you'll be impressed by the message.

Jason McCann has moved from Big Mouth Billy Bass to now serving over 98% of the Fortune 500 companies. **How's your dream for 2021 coming along?**

Perhaps we need to talk. Please feel free to call me at 817-205-2334.

SMART PERSONAL BRAND: Distinguish Yourself

Everyone has established a brand. The branding may have been intentional, or it may have been accidental. You may not like or appreciate the brand that you have earned, but it's yours.

The good news is that with personal brand management and discipline, you can change how others identify you and how they relate to you.

Here are some examples of celebrities and influencers:

- **Elon Musk**, founder of Tesla and space travel aficionado, has developed his own power brand because of his affinity for getting personal on social media. His public popularity has led to a dramatic rise in the value of his company that now employs over 70,000. Musk boldly predicted that Tesla Model Y will be the best-selling car, truck, or SUV in the world – in 2022.

- **Chip & Joanna**

Gaines from Magnolia fame in Waco have captivated America, moving from their "Fixer Upper" TV show to establishing a powerful brand and are now launching their own TV network. Their relentless



dedication to social media and brand integrity makes their brand even stronger. Interesting fact: One of my former interns from Baylor University connected with me on LinkedIn last year; she's Magnolia's new Chief Brand Officer. Hello, Kate!

- **Southlake Mayor**

Laura Hill is known for her massive collection of shoes, which she highlights in a large number of photos. She sits with her feet crossed and shoots a photo with a cool vision in either the foreground or background. Every time she buys a new pair – or if someone gives her a new pair – she gives away an existing pair of shoes.



- **Doug Renfro**, President of Renfro Foods is more than a popular public speaker because he brings a jar of Mrs. Renfro's salsa for EVERY attendee wherever he speaks, even if the audience consists of 400 guests. His salsa invites tasting samples and drives more sales.



- **Squire Rushnell**, author of "When God Winks at You," spells his first name with the first two letters both capitalized. It gets attention when people write back to tell him that he misspelled his name.

- **The Fletcher:** My trademark is Disney merchandise. My business cards reveal "Disney had it right: Emotions Trump Everything." My business cards are held in a ceramic Mickey Mouse hand. The clock above my desk is held by a plastic Mickey. I own more than 35 ties, but who wears ties anymore?

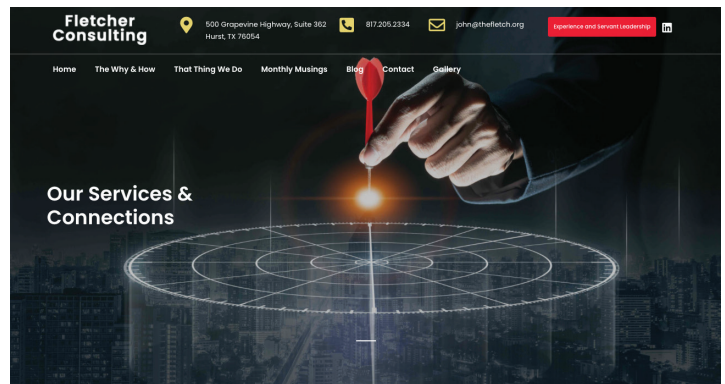


Each of these branding and trademark examples offers an example of how to showcase your own personal brand. What does your personal brand say about you? Is it clear? Accurate?

SMART MARKETING:

Fletch's NEW Website

Ronak Kothari from [Ronkot Design](#) is my HERO! He has created a stunning new website for Fletcher Consulting Public Relations, [so please visit](#) to learn more about "That Thing We Do."



THE Tiebreaker

Airing Your Dirty Laundry

Do NOT allow your frustrations at work to cause your customers to doubt your quality and reliability.

[Fox News](#) reports that a McDonald's drive-thru in an unidentified city displayed a bright yellow message above the "Order Here" sign. The note read, "We are short staffed. Please be patient with the staff that did show up. No one wants to work anymore."

Any of us can understand the frustration of the McDonald's manager. Thanks to overly generous federal programs, restaurants and other businesses cannot re-hire their full allotment of employees because they make the same – or even MORE – money sitting at home watching TV, playing on the computer, or napping.

The entire hospitality industry has been badly affected because of overly generous unemployment benefits.

However, the lesson we learn is that you and I as customers begin to DOUBT the quality and reliability of the food served at this restaurant by the good employees who feel overwhelmed.

No matter how frustrated you become, never – NEVER – NEVER! reveal your company's dirty laundry in public! You could lose your customers for the long term.

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