



America's Leading Community Bank Expert

Michael Nguyen

Michael Nguyen is the CEO of BrandMyBank.com (a division of Produce Results), a leading agency in helping banks and credit unions stand out. He guides them to become **The Bank**, rather than just a bank. Michael is the author the book *Standout or Die*, the definitive guide for community banks to elevate their brand. He hosts the *Banker's Success* podcast where he speaks with the movers and shakers in finance, providing key insights into issues affecting the industry.

"Community banks are fighting GRAVITY! What they know about attracting core deposits is DEAD WRONG! This is what mega banks, such as JPMorgan Chase, don't want them to know. After all, it would spell trouble for mega banks; but, I'll tell you exactly how they do it, because I want to help you compete! You'll learn my secret on how you can find the money (deposits) your customers have but aren't giving to you...yet!"

— **Michael Nguyen, CEO of BrandMyBank.com**

Achievements

- **Doubled client's assets from \$500 million to over \$1 billion**
- **Helped client build the largest Facebook following among community banks in the nation—over 14,000 followers**
- **Accomplished 99% customer satisfaction rating, turning it into a successful awareness campaign for that client**
- **Winner of the 2012, 2017 and 2018 Marketing Gold Award from IBAT (Independent Bankers Association of Texas)**

Membership



Testimonials

"Your presentation is bringing a fresh new perspective with lots of good ideas for us to grow our bank."

— **Sean Kouplen,
Secretary of Commerce
and Workforce Development**

"We really appreciate your presentation. Your information was presented professionally, and I believe you have some great ideas!"

— **Kraig Yarbrough,
Senior Vice President**

"You absolutely nail it! Your strategy helps us stand out and not just be a commodity, and that's not an easy thing to do!"

— **Ryan Morris,
President/CEO**

"Thanks for helping us DOUBLE our student checking accounts in three months."

— **David Layton,
Director of Marketing**

"I was shocked to see that BrandMyBank helped us grow to over 12,000 likes (on Facebook) in just 30 days! We also received a marketing award that year, along with national recognition by the Independent Community Bankers of America, ranking us fourth nationwide in social media."

— **Karen Estes
Director of Marketing**

Speaking Topics

Audience: CEOs, CFOs, Bank Directors, Vice Presidents

How to increase your bank value at least \$20 million without finding any new customers

In this presentation, I will share with you how focusing on a simple level can lead to a drastic jump in your bank valuation. (In some cases, it could be hundreds of millions of dollars!) There are 250 merger and acquisition deals happening every year. This presentation is a great resource for bank executives to prepare for their acquisition plan.

By the end of this presentation, you will:

- know the one metric that bank evaluators use to evaluate how much your bank is worth.
- understand how a simple improvement in one KPI can translate to hundreds of millions of dollars in value.
- discover how the 3D RFM model can help you proactively minimize attrition and identify accounts (which your bankers need to pay most attention to).

How to find hidden deposits your customers have but aren't giving it to you...yet

Bank customers usually have their money in multiple banks. In this presentation, I'll share with you the "Opportunity Factor," developed based on a formula published on the *Harvard Business Review*, to help you find hidden deposit opportunities your customers have but aren't giving to you. In most cases, you could realize at least \$20 million in deposits.

By the end of this presentation, you will:

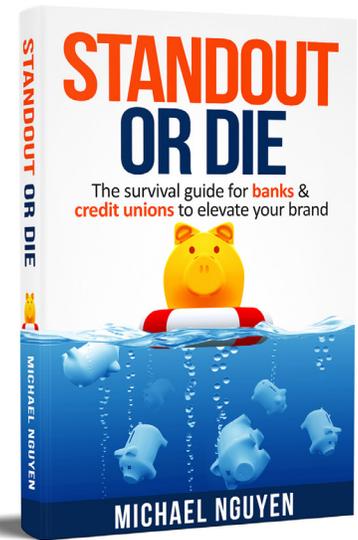
- discover the "magic amount" your customers must bank with you for them to become a profitable customer.
- know how to create a strategic plan to capture hidden deposit opportunities that your bank is leaving on the table. Even if your bank only captures 25% of the opportunities, it could add hundreds of thousands of dollars to your bottom line.
- understand gaps in your deposit portfolio. Filling those gaps will increase your assets and make your shareholders happy.

How to increase your Facebook followers by 10,000 without paying Facebook a dime

Most community banks are giving back to their communities one way or another. However, there's a way to stack up more benefits such as increasing their Facebook to 10,000 followers, building positive public relations, enhancing customer relations, amplifying your goodwill effort, growing brand awareness, and adding more leads and traffic to their branches. In this presentation, I will share how to stack those benefits on top of your community giveback—it's like getting more for less.

By the end of this presentation, you will:

- know how to turn your social media struggles to 10,000 Facebook followers.
- understand the framework on how to build your raving fans community on Facebook without paying Facebook a dime.
- learn how to get the entire community to stand behind you and like your Facebook page.



You've been in the banking industry for a while and know what branding is all about? Think again.

Inside this book, here are a few of the secrets that you'll be given for FREE:

- How to integrate the five senses (seeing, hearing, feeling, smelling, tasting) into your brand so that you can **increase your effectiveness of your by 500%**.
- **Five simple steps** to reverse-engineer ANY brand. Going through these steps will position your brand to really stand out, even if you're not good at branding.
- See a **real life case study** where I build out a full blown 'Branddefined' guide for a struggling business, and use the results to start filling in the blanks for your own bank or credit union.
- The Brand Identity technique for taking what you already offer and turning it into **more loyal fans and customers**.
- How to inject 'Brand Story' to make your bank or credit union **stick in the mind of your customer forever**.

brandMYbank
Leader in Making Banks Stand Out