

**BRENT BECKETT**

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During the past eight years I have successfully worked independently as a developer of original products and businesses, as well as, a consultant to others on developing their business products and services.

**Cowboy Coastline:** There is a current trend in fashion that is linking western and coastal styles. Essentially what might be considered the beach or surf crowd is adopting western styles and vice-versa. 'Cowboy Coastline' is my interpretation of how these two styles combine to create a common theme of fashionable images. The initial application of these images is on t-shirts. The t-shirt industry can be a multi-million dollar industry to the hundreds of million dollar industry. 'Life Is Good' is an example of a hundred million dollar t-shirt company. It is my knowledge that I am the first to create original images of these blended styles and produce a product line that will have mass appeal.

**Workin' Dog/Ruff Tools:** \$47 billion will be spent on pets in the United States this year and more is projected for coming years. Managing Director and COO for APPMA (American Pet Products Manufacturing Association Inc.) Bob Vetere says "More people are treating their pets like humans, thus looking for human-like products." A new book titled "Do You Look Like Your Dog" is a current best-seller. With this information I targeted the undeveloped niche within the pet product industry and demanded more creativity as part of dog toy manufacturing. I imagined, created and developed the Ruff Tool product line. Ruff Tools are durable, natural rubber dog toys in the shape of wrenches, hammers, paintbrushes and other various hardware products. They are human-like products targeted at working people with working dogs. Successfully launching this product involved all facets of product and business development including: Imagining the product, researching the market, writing a plan, establishing funding and investors, forming a manufacturing and clearing house alliance, directing graphic artists, web designers, Chinese manufacturers, designing/building trade-show booth, attending the APPMA trade-show in New Orleans, testing the product, developing sales channels.

**86-The-Curse:** The trade-marked expression '86-The-Curse' was developed during the World Series winning year for the Boston Red Sox. During the 2004 MLB season 86-The-Curse memorabilia products were promoted throughout New England. Collector products included baseballs, pennants, bats, cups, stickers and body tattoos. This promotion was featured on a New England news station and promotions included flying an airplane towed banner around the city of Boston and over Fenway Park during a Red Sox vs. Yankees game.

**Think What You :** Knowing that t-shirts are a universally desired product and worn by almost any demographic I developed "Think What You Want," a series of more than 25 designs based on 'The Thinker' in a variety of lifestyle activities. 'Think What You Want' designs are a current feature on the Slim Famous website that you can view and explore.

**State Of Mind:** These highly creative designs depict various lifestyle activities in conjunction with a U.S. They are currently under negotiation with a company looking to purchase this line.

**A Tree Story:** "A Tree Story" is a one-of-a-kind product that creatively packages an abstract idea

into a sellable product. It looks like a beautiful leather bound book, but is actually the packaging for a Colorado Blue Spruce sapling, a scrapbook, some stars and gold mulch. The idea is to plant the tree in honor of an occasion while wishing on and also planting the stars. The tree is decorated with gold planting mulch and the scrapbook records anything involved with the experience. I peddled this product from my car throughout New England until I established large accounts with hospitals, real-estate agencies and a large retail market. It soon became a fully operating business including employees and office . A Tree Story was considered by Warner Brothers/Disney as a potential licensed product. I sold the rights to A Tree Story as the conclusion to my original plan, however, everything required to successfully execute this plan involved all facets of product and business development including: Imagining the idea, researching and targeting new markets, educating consumers and retailers, creating and directing all art, building a website, trade-show/fair selling, building relationships with retailers, soliciting Disney, budget, billing, shipping, receiving, negotiating the sale of rights, hiring and managing employees, dissolving the business.

**Business and Creative Consultant:** During the past eight years I have been contracted as a private consultant to other hopeful entrepreneurs and business owners. My philosophy is to partner with each business in a manner that helps them to understand the facets of building a brand so they are self-reliant in continuing to do so. I consult business professionals on establishing goals, the objectives to meet their goals and the creative strategies needed to make it all happen. My experience includes every aspect of structuring or restructuring a business with primary focus on doing it all creatively.