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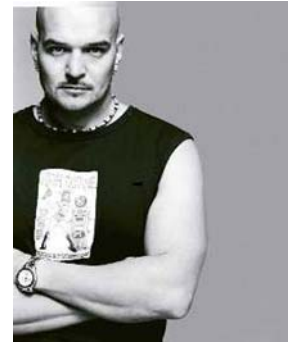
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*Incorporating Olympic Communicators
Under licence from the Australian Olympic Committee*



JUSTIN HERALD

SUCCESS IS AN ATTITUDE!

Justin Herald is a passionate, determined young man on a mission. He's going places at a rapid pace. He runs his own two businesses, is a motivational speaker, consults to businesses and the Taxation Office and is the focus of much media attention.

For years, teachers had told Justin Herald he had an "attitude problem". Justin agreed, but rather than putting himself through therapy he decided to turn his "attitude problem" into a livelihood which has since become one of Australia's brightest marketing success stories - a small business which becomes larger every day.

Justin defines his so called "attitude problem" as a desire to do his own thing in his own way.

The runaway success story of Attitude Inc® was created by this young entrepreneur who has always held an unflinchingly positive belief in himself, not through a network of influential contacts and big business investors, but through sheer determination, management skills and a series of powerfully affirming slogans.

Armed with his entrepreneurial flare and his last \$50.00, Justin printed five \$10.00 t-shirts with the slogan "In the end it's all a matter of attitude" and sold them for \$20.00 each to friends. With \$100.00 in his pocket Justin repeated the process until he had enough stock to take to a Sydney market.

Justin's t-shirts struck a chord and shortly thereafter he was selling them by the thousands.

Attitude Inc® produces Attitude Gear™ clothing and accessories that proclaim the kind of simple philosophies that have seen the company's rapid growth:

- ◆ "Winners make it happen. Losers let it happen"
- ◆ "If you think you can't, you won't"
- ◆ "It's not whether you get knocked down, it's whether you get back up"
- ◆ "I don't care how good you are.... I'm better"

Today the success of his company, Attitude Inc® is a well-documented story, with Attitude Gear selling through 3500 stores nationally.

A series of licensing deals masterminded by Justin have also seen the Attitude™ brand on mobile phones to stereos and bottled water. Philips has an Attitude™ line of stereos, walkmans and other electrical items. The Attitude™ slogans can also be found on wallets, shoes, wetsuits, hats, key rings and stickers, adults apparel, Kids apparel KWA – (Kids With Attitude), basket balls, basketball backboards, skate boards, boogie boards, backpacks and sports bags.

Justin says his strong work ethic saved him from job queues and saw him through many forms of employment before he put his "attitude" into clothes. As an adolescent part-timer at Kmart, a perceptive manager offered him a position as trainee manager. The man said something to Justin that he will never forget; "I don't see what you are now, I see the potential in you."

Justin seized the opportunity and his career path since has been a gradual realisation of his dream to hold high-powered corporate positions. At the age of 20, he was a senior manager of a major Woolworth's store, but even in this high-ranking job, he still yearned for autonomy. He found not being in a position to change a decision that seemed obviously wrong too frustrating and this was his biggest motivation to do his own thing.

Another critical turning point in Justin's life was a near-death motorbike accident when he was thrown headfirst at 120kmph through a car windscreen. *"Nobody expected me to survive. During my recuperation I realised I was still here to fulfill my destiny and I could use my so-called attitude as a positive influence in people's lives."*

Whilst setting up Attitude Inc®, Justin prudently maintained part-time employment managing a gym. Once his business proved viable over a six-month period, he promoted himself to full-time Managing Director of his own company!

Ten years after leaving school Justin ran into a teacher who had told him he would never amount to anything. *"He asked me if I was on the dole. He was wearing an Attitude t-shirt, so I said "No mate, you're wearing one of my t-shirts!""*

WHINGER.COM.AU "YOUR WHINGE IS OUR COMMAND"

In addition to Attitude Inc®, Justin initiated and operated Australia's first pro-active online complaint service website for 2 years.

Justin's motivation for establishing whinger.com.au was fuelled by his frustration of people complaining about unsatisfactory experiences with retailers, wholesalers, restaurants or other companies. During its time of operation, Whinger acted as an intermediary between the consumer and the provider of bad service.

According to Justin, *"At some time, we've all received poor service from a supplier. Most people don't whinge or complain because they don't want to lose face, or be humiliated, so they've just accepted poor customer service and misleading advertising"*.

Justin believes it's one thing to promote a company or product with catchy slogans and advertising declaring the customer comes first, it's another issue altogether to get these same companies to follow through with their promises.

Whinger.com.au was Justin's crusade to make retailers accountable for services, to inform businesses of feedback and to present them with an opportunity to improve services and overall customer relations – turning a negative into a positive.

Having been initially profiled on Today Tonight, Whinger.com.au was receiving an average of 150,000 hits a week!

SPEAKING

Aside from running Attitude Inc®, Justin is sought after as motivational speaker by schools, youth detention centres, large and small businesses and corporate functions which have included Harvey Norman, Phillips, IP Australia, Australian Taxation Office, WorkPlace 21 and many more...

Speaking invitations come from a vast variety of organisations to talk to leaders and staff about achieving their full potential, real issues in small business today and providing expertise to businesses looking for advice from a proven market leader - someone who still likes to get his hands "dirty"!

TOPICS

- ◆ The secrets to Branding your Business
- ◆ The secrets to Effective Marketing
- ◆ The secrets to Greater Sales
- ◆ The secrets to Great Customer Service
- ◆ The secrets to Amazing Business Growth
- ◆ The secrets to Becoming more Entrepreneurial
- ◆ The secrets to Powerful Leadership

Justin has been appointed to the Small Business Advisory Group to the Australian Taxation Office, is one of 15 small businessmen from across Australia who has been selected for the group, which has been formed to assist ATO to build a better relationship with small business.

Justin is also one of 6 advisors to the IPA (Intellectual Property of Australia)/Economic Development Board.