

# David Avrin

**Owner at The Visibility Coach**

Castle Rock, CO, US

It's Not Who You Know, It's Who Knows You! Building your business by building your brand.

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## Biography

Marketing pro David Avrin is known internationally as the "Visibility Coach." An in-demand speaker, author and executive coach, David has spent over two decades on the front lines of Marketing, Public Relations and Strategic Branding. His highly-informative, thought-provoking and always entertaining marketing programs have been presented to audiences across North America and around the world including: Singapore, Bangkok, Melbourne, Brisbane, Antwerp, Buenos Aires and London. He is the author of three books including the Amazon best-seller: It's Not Who You Know, It's Who Knows You! (©2010 John Wiley & Sons).

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## Availability

Keynote

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## Industry Expertise

Advertising/Marketing

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## Areas of Expertise

Marketing and Branding

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## Affiliations

NSA, GSF, IAF

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## Sample Talks

### **It's Not Who You Know, It's Who Knows You!**

With so many choices confronting your prospective customers and clients, the question is: Why should they choose you? In this eye-opening, energetic and entertaining presentation, internationally-renowned marketing expert and best-selling author David Avrin "The Visibility Coach," will reveal what it truly takes to recognize and promote your true competitive advantage while building a category-leading brand identity. Based on the lessons in his breakout new book: It's Not Who You Know, It's Who Knows You! (©2010 John Wiley & Sons) David Avrin's eye-opening and engaging presentation will leave you with a new perspective of what it takes to stand out and a head full of new ideas and actionable strategies to become top-of-mind with your top prospects.

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