



Dwight Taylor, Sr. Case Study

Brand Identity | Book Publishing | Website Design | Marketing Material

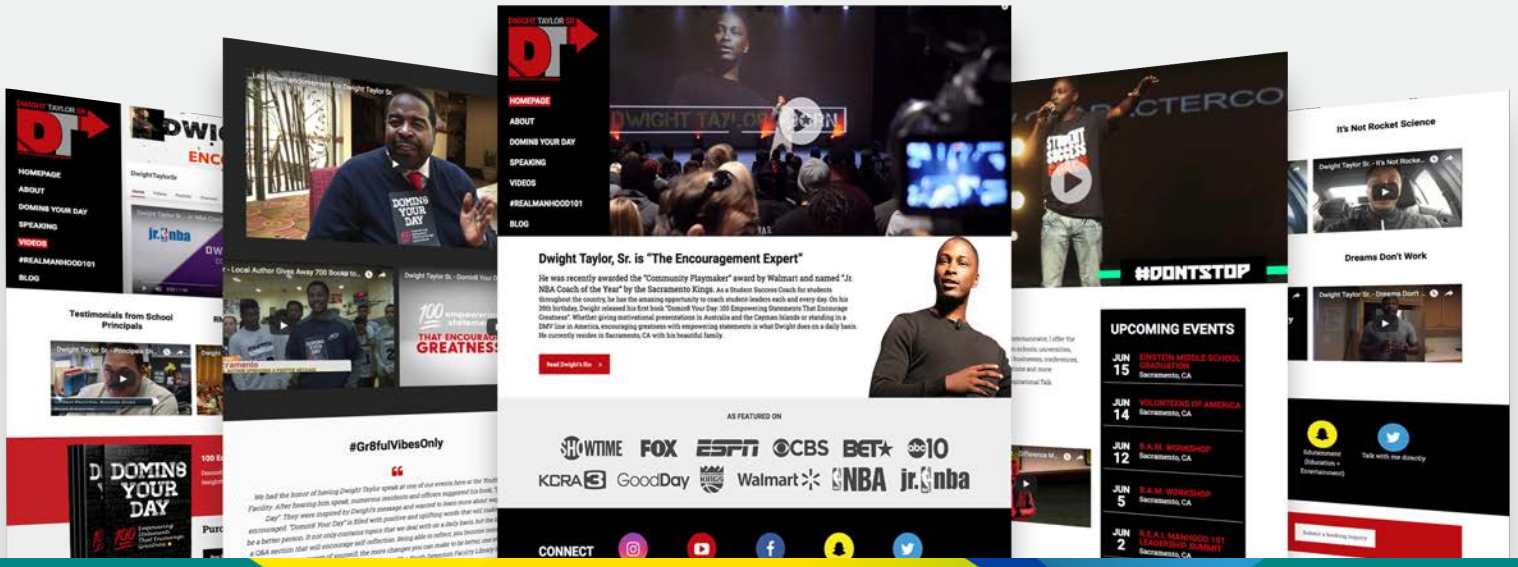
Project Overview

Dwight Taylor, Sr. is the encouragement expert—one of the most inspiring and impactful people you will ever meet. The Sacramento Kings named him Jr. NBA Coach of the Year and Walmart honored him with their Community Playmaker Award.

The Opportunity

For the majority of his career Dwight used his community involvement, charisma and social media to drive his brand and marketing strategy. However, in this digital age, that can only take a brand but so far. People had to go too many places online to find and book him. Dwight decided to put some focus on his web presence and take a new approach.





Project Outcomes

Dwight partnered with Sargent Branding to create a new website that captured the essence of who he is and serve as a hub for “everything Dwight”. His new website captures booking requests, features his various community outreach programs, videos, books, blogs, social media channels and even an endorsement from motivational speaker legend, Les Brown. Dwight has been a long-time client of Sargent Branding and we look forward to many years to come.

Implemented Solutions

- Brand Identity Design
- Brand Consulting
- Book Publishing & Distribution
- Website Design & Development
- Various Graphic Design Projects





If you want to **make your next move your best move**, contact Cortney and his team.

I've been blessed to work with Cortney and his team over the past 8 years; and there's 3 things I can always expect when working with them: consistency, great customer service and quality work. Not only have they help me revive my brand as a music artist, but they've helped me establish, maintain and excel my brand as a motivational speaker. They've done my websites, logos and publish, design and market my book.

My confidence level is through the roof because of my website. I have no doubt that people will have a great experience with this website because of the level of excellence Sargent Branding has executed on. I believe and trust in the quality Sargent Branding offers and I'm feeling extremely confident about "my next" and what will come from this website."

Dwight Taylor, Sr.
*Encouragement Expert, Author of
"Domin8 Your Day"*

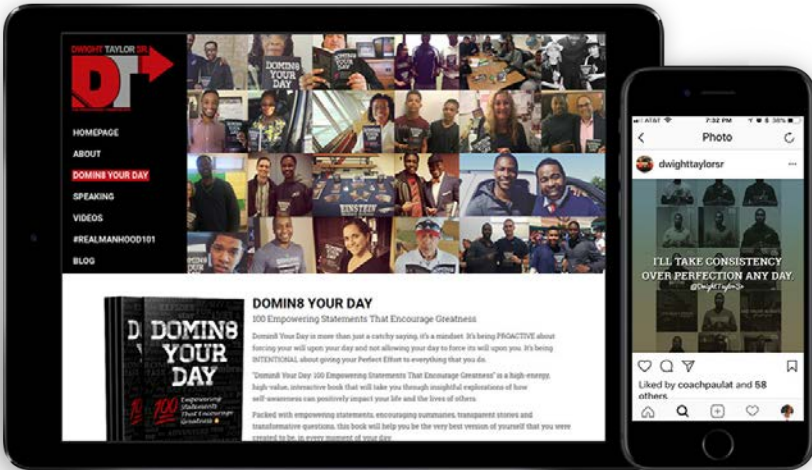


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