



***“Speak Volumes Without Saying a Word...”***

**By  
by Sheila P. Coates**

“Be Your Own Brand” is the culmination of Sheila Coates’ more than 20 years of high-powered branding, styling, and messaging for artists, celebrities and entities in the music and entertainment industries.

“A consistent visual presentation that is authentic generates confidence and breeds success in today’s crowded and competitive marketplace. This holds true for individuals, employees, corporations, businesses as well as celebrities. My work guiding and defining the images and brands of artists who communicate and perform globally at the highest levels is the backbone of BYOB. I’m thrilled to apply my experience, through BYOB, to a larger audience, empowering memorable first impressions that, *“Speak Volumes Without Saying a Word...”*” (Sheila Coates)

Sheila held senior executive positions in artist development, branding, messaging styling and building personal brands with Sony/BMG, Arista Records, EMI/Capitol, Virgin Records, MCA Records, Perspective Records and Hidden Beach Recordings. She managed budgets exceeding \$50 million and developed successful cross-promotional initiatives such as the soundtrack for the Academy Award-winning film “Training Day.

Her one-on-one personal branding work with her clients contributed to their global success. Her client list reads like a “Who’s Who” in popular music — Mary J. Blige, Sean “Diddy” Combs, Toni Braxton, Lenny Kravitz, Barry White, Jill Scott, Babyface, Monica, Faith Evans, Angie Stone, Q-Tip, Lalah Hathaway, and many others.

Sheila has conceived, coordinated, and styled than 100 videos, red-carpet events and television programs including The GRAMMY® Awards, American Music Awards, MTV Video Music Awards, BET Awards, Good Morning America, The Today Show, Oprah, The Tonight Show and Late Night with David Letterman.

### ***BUSINESS***

Some of BYOB’s clients include c-suite executives at Fortune 500 companies, media organizations, and entertainment and lifestyle industries, including Toyota North America, Coca-Cola, NBC/Universal, Comcast, Fox Films, State Farm Insurance, Nielsen, and Neutrogena, to name a few.

### ***ORIGINAL CAMPAIGNS***

Sheila’s creativity and business acumen have come together in several original campaigns. In honor of National Black History Month, Sheila developed the “Discover Your Brand” campaign, which resulted in partnership with Macy’s in 2009. In 2010, Macy’s launched “Discover Your Brand,” a 10-city tour of special events and “live” presentations hosted and produced by Sheila, that helped

the Macy's customer be their personal best and identify their own unique brand. The success of this campaign (a 22% net increase in sales YTD) resulted in a long-term BYOB relationship with Macy's. Sheila represented Macy's at numerous national Macy's sponsored events including the Essence Women's Conference, National Urban League Conference, NAACP, and a new Macy's BYOB platform.

In 2020 she created "Speak Up!" – a campaign in conjunction with The Robert Wood Johnson Foundation and Save-a-Girl/Save-a-World - for HBCU students to speak up against health and tobacco disparities among young women of color.

In 2017 Coates branded and was the key lead to deliver the largest event in the 30-year history of the Aids Healthcare Foundation with the "Keep the Promise" march and concert. She secured international superstars Queen Latifah, and Common, as well as local African celebrities and dignitaries. The event was held in Durban, S. Africa and drew over 10K people for a peaceful gathering to fight the war on AIDS.

During the pandemic, Sheila delivered BYOB Sessions via Zoom and launched her patent pending BYOB "Sip Safe" Drinking Mask which helps individuals stay hydrated and safe while on the go and in hot weather. The mask was promoted and highlighted by the OWN Network for the Iyanla Vanzant show, Toyota, Cafe Mocha Radio, and others. It was also featured in Eat This- Not That and Black Enterprise and other publications.

### ***AWARDS***

In 2009, BYOB won the British Airways "Face-to-Face" Entrepreneurship Award. Sheila visited The Oprah Winfrey Academy in Johannesburg, South Africa, and attended the British Airways Entrepreneur Training in London, England. In 2010, BYOB won a second British Airways Contest, beating out more than 1,000 entries. Sheila is a graduate of Goldman Sachs/Tory Burch 10K Small Business program and the DePaul University Woman Entrepreneur Institute.

Sheila won the SBA Innovation Award of Southern California for the BYOB APP Concept that helps people find the attire that matches their brand.

In 2019 the Living Legend Foundation honored Sheila with an Entrepreneur of The Year Award for her accomplishments in business, and her ability to rebrand herself after a successful music career.

### ***CONTRIBUTOR***

Coates is a contributor for the nationally syndicated "Steve Harvey Morning Show", "Money Making Conversations" with Rushion McDonald (Manager of NBA Commentator Stephen A Smith). Her first book, "Mama Used to Say: Be Your Own Brand!" published by Our Little Books is available now.

### ***SPEAKER***

She is a frequent speaker at conferences and organizations such as Dress for Success, The Kanye West Foundation, Women's Step-Up Network, the Coalition for At-Risk Youth Foster program, and several high schools.

## ***ABOUT BYOB***

BYOB has been engaged by national brands, HR departments, businesses, and groups. Her ERG work goes beyond the standard acknowledgement of race in the workplace, supporting the individual gifts of all employees, and supporting brands in their embracement of diversity.

Sheila works in hands-on, accountable, and customized steps, sessions, workshops, and one-on-ones with every client, following her own original structure:

### **Define It**

### **Be It**

### **Look It**

1. Define it: identify the core message, your personal why, who you genuinely are and the essence of your core values, personality and meaning
2. Be it: action follows definition; walk the walk, stand behind what you say you are, eliminate any vibration between your definition and your actions
3. Look It: how you present yourself correlates with the first two; how your brand is the through-line in your interactions, voice, language, and style

In a corporate engagement (Brand Within a Brand), employees become powerful ambassadors for their employers and brands; brands become more trusted by and aligned with their customers; bottom lines are positively impacted, and the brand enjoys a stronger stance in the marketplace.

## ***OTHER PROJECTS***

AIDS Healthcare Foundation

Atlanta Hawks and Singer Monica (1<sup>st</sup> female halftime performance)

VOA (Voices of America – Southwest)

Missouri City, Texas (City branding)

## ***PERSONAL (Working with Employees, Leaders and D&I)***

Coca-Cola

Macy's

BNY (Bank of NY)

Comcast

State Farm

Blue Cross/Blue Shield

TxDot (Texas Department of Transportation)

Genentech

Toyota

Neutrogena/Johnson & Johnson

Subaru

USC (University of Southern California)

Los Angeles World Airports

LA Worksource

***TRAINING (Working with Entrepreneurs)***

AARP (Training Entrepreneurs on their Business Brand)

Coca-Cola – Training budding Entrepreneurs @Conference

University of Pasadena (training student entrepreneurs)

To find out how Sheila and BYOB can help you or your brand make an impact, please reach out by email, (LinkedIn) (website).

***Testimonial Video***

<https://www.youtube.com/watch?v=nOVquzkHxL4>

***Media and Contact***

<https://www.youtube.com/watch?v=E3ICQPohnlg>

[www.BYOBUlimited.com](http://www.BYOBUlimited.com)

[www.BYOBDrinkingMask.com](http://www.BYOBDrinkingMask.com)

BYOB Drinking Mask

<https://www.eatthis.com/drinking-mask/>

<https://www.blackenterprise.com/marketing-exec-sheila-coates-creates-a-drinking-mask-for-social-distancing-happy-hours/>