

# **YOUR STAND IS YOUR BRAND**

**How Deciding "Who To Be" (NOT "What To Do")  
Will Revolutionize Your Business**

**PATRICK GENTEMPO**

**PATRICK GENTEMPO** is a co-founder and CEO of Action Potential Holdings, Inc., and a co-founder of Revealed Films. A qualified chiropractor, Dr. Gentempo co-developed and received patents for innovative diagnostic chiropractic techniques which he helped commercialize. Upon exiting his diagnostic technology business, Dr. Gentempo went on to build several startups which have grown into multi-million-dollar enterprises. He is a keynote speaker and TEDx presenter. Dr. Gentempo is on the post-graduate faculties of several chiropractic institutions, has been published in *Forbes* and numerous peer-reviewed journals, and is a proud graduate of Life University.

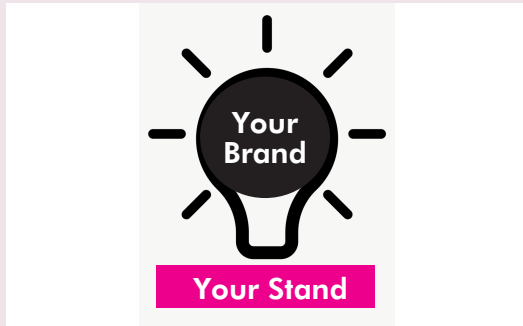
The website for this book is at: [www.yourstandisyourbrand.com](http://www.yourstandisyourbrand.com).

ISBN 978-1-77687-023-3

**MAIN IDEA**

Instead of asking "What should I do?" or even "What should I sell?", entrepreneurs and business leaders today should be asking "Who should we be?"

The reality is it's not what you do, or even what you sell, that counts these days. Instead, it's what you stand for that people will notice and react to. Therefore, make sure you run your company based around values that resonate with you. Leverage your personal philosophies and the right customers will respond.



Stand up for what you believe in. Have a purpose beyond just making money. Aim to change the world and enliven humanity, and like-minded people will be attracted to your brand, and will give you their business.

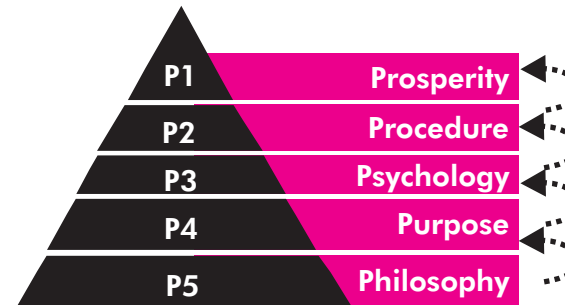
*"Taking a stand is about knowing your values clearly and expressing them fully, independent of how others might judge you. In all likelihood you've been focused on what to do instead of who to be. What is critical is that you understand the importance—and the value—of drawing a line in the sand about that which you believe in. It doesn't have to be in epic, David and Goliath-type battles of life and death. You can take a stand on anything you find important. If you do it with integrity and passion, incredible success will follow. It happened for me."*

– Patrick Gentempo



**The 5-P Expansion sequence** . . . . . Pages 2 - 4

The 5-P Expansion Sequence is the step-by-step process for articulating what you truly stand for, and then linking that to what you do. It shows that your philosophy is the ultimate cause, and prosperity is the ultimate effect.



**Unleashing the power of your stand** . . . . . Pages 5 - 6

To make the most of your philosophy, you've got to stand on the purest expression of your philosophy. In other words, you've got to figuratively find your Miles Davis. He is legendary in the jazz industry for translating what was in his soul, and pouring it into his music in the purest form possible. You have to do something comparable.

**Be willing to practice creative destruction** . . . . . Pages 7 - 8

In business, complacency is death. Therefore, practice periodic creative destruction. Be willing to let go of how things are in order to build something even better for the future. The ultimate act of creativity is to break down your current business so something more powerful can arise from the ashes in the future.

