

RON SHEETZ

BUSINESS TRANSFORMATION **RESULT**ANT

REMBRANDT SQUAD

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Ron has established himself as a leading authority in relationship marketing for small businesses nationwide. His innovative, proprietary strategies are reshaping how businesses position and differentiate themselves, both online and offline, even against large, corporate competitors.

Ron's approach levels the playing field, giving client-focused businesses a distinct edge. His methods put the advantage back into the hands of small, independent owners who operate with a simple principle: take care of the customer first.

What truly sets Ron apart is his ability to uncover overlooked, underutilized assets within a business—resources hiding in plain sight, and transform them into powerful marketing tools that drive growth, credibility, and profit.

MEET RON

Ron Sheetz has been a serial entrepreneur his entire life. At just 13 years old, he was selling tickets to his own neighborhood magic shows. That early hustle caught the attention of a local businessman who took Ron under his wing as a protégé. By 19, Ron had become the top salesperson for an independent video production company, managing major projects for brands like Eveready Battery (Energizer), Harley Davidson, Goodyear Tire & Rubber, Glidden Paints, General Electric, Dow Chemical, the Massachusetts State Police, and many other Fortune 500 and 1000 companies.

In 2006, Ron was recruited by one of his private clients to head up marketing and media operations for their business. Under his leadership, the company earned recognition from both Entrepreneur Magazine (Top 100) and Inc. Magazine (#81 on the Inc. 500 list) as one of the fastest-growing companies in America.

Throughout his career, Ron has developed and executed customized marketing strategies across countless industries, ranging from auto repair, law enforcement, and home improvement, to manufacturing, retail, and more niche or unusual markets. His campaigns have spanned video, online, television, and radio, always focused on generating real, measurable results.

Today, Ron dedicates much of his time to helping independently owned businesses grow through strategic, systemized marketing rooted in trust and relationship-building. 98% of his clients come from repeat business or direct referrals, a testament to the value he brings. He's built a business that attracts the right clients—allowing him to enjoy the freedom of a lifestyle-first business, rather than one that owns him.

Ron works with top market leaders and high-profile personalities, including direct marketing legend Dan Kennedy. He has appeared alongside well-known figures such as Dr. Robert Cialdini (author of Influence), Ted Nicholas, Sydney Biddle Barrows (The Mayflower Madame), Penn Jillette, Cal Ripken Jr., Kathy Ireland, Adam West, and John Rich, among others.

One of Ron's greatest strengths is his ability to uncover hidden value, or what he calls the "Rembrandt in the Attic" within a business and turn it into a profitable, sustainable advantage. His methods often stem from grassroots marketing principles that produce real-world results.

Ron is a contributing author to several bestselling books on marketing and business growth, including The Ultimate Success Secret (with Dan Kennedy) and highlighted in The Ultimate Marketing Plan, 4th Edition, as well as featured in the latest edition of Kennedy's No B.S. Guide to Succeeding in Business by Breaking All the Rules. He has also authored his own business growth and client attraction books and regularly publishes multiple print newsletters. He's a featured contributor in various industry trade publications as well.

Ron lives between his two homes: one in a suburb of Cleveland, Ohio, and the other in Orlando, Florida, where he and his wife, Anne, raise their two children, Brandon and Olivia.



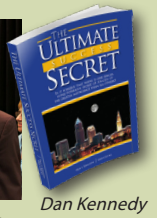
A MESSAGE ABOUT RON SHEETZ FROM DAN KENNEDY:

"Social, peer and expert-authority proof; patient testimonials, stories – preferably emotions stories, patient human interest stories are all critically important element for practice marketing. What is grossly under-estimated is how much skill is required to obtain really good testimonials, to plan for strategically purposed testimonials, and specific to video, getting non-professionals to come across on camera as honest and authentic. I have worked for many days myself, in studios, and on locations, controlling filming of testimonials and peoples' stories for TV infomercials, sales videos/DVD's, and online video, and I have worked with top infomercial industry and Hollywood pros who specialize in filming such testimonials. Any monkey with an iPhone can shoot video these days, and that tempts. But the video is barely the half of it. Knowing who to shoot, what to shoot, and how to shoot, interacting with real patients not professional talent is not something just anybody can do. Ron Sheets has made himself an absolute authority on testimonials and on the making and use of video of them. His understanding of how most testimonials fail to influence – what he calls 'survey testimonials' – is on target and itself worth reading this entire book. His explanation of the way businesses misunderstand what buyers are looking for, which must then sabotage their ability to get and use testimonials, is extremely perceptive. I have worked in marketing for health care professionals, practice and institutions for more than 30 years and I know for a fact he has his finger on something vitally important with this. It's a "secret", on page 19. I can attest to Ron's technical competence; I use him myself and for clients for various video projects. But as important, in this book, he has encapsulated what is required to get persuasive patient testimonials for use in any medium. Most doctors bluntly have no idea and therefore no good plan; they take what comes at random, and use what they get randomly. Ron's book drawn from his own experience working with dentists changes all that."



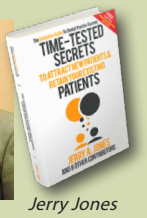
Dan Kennedy – strategic marketing advisor and direct-response consultant and copywriter. Author, 23 books, including *No B.S. Guide to Trust-Based Marketing* and *No B.S. Guide to Brand-Building by Direct-Response*. wwwNoBSBooks.com

LEADING MARKETING EXPERTS & CELEBRITIES

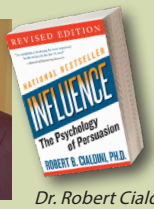
Dan Kennedy & Ron

Dan Kennedy

Jerry Jones and Ron

Jerry Jones

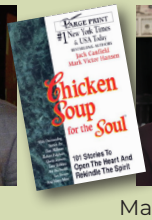
Dr. Robert Cialdini & Ron

Dr. Robert Cialdini



Dr. David Phelps & Ron

Jack Canfield and Mark Victor Hansen



Jack Canfield & Ron

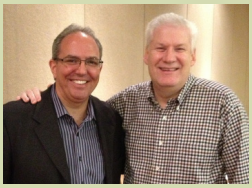
Mark Victor Hansen & Ron



Dr. James McAnally & Ron



Barbara Corcoran & Ron



Bill Glazer & Ron



Kathy Ireland & Ron



John Rich & Ron



Chris Evert & Ron

RESULTS SPEAK LOUDER THAN PROMISES

You can contact Ron's team at (216) 899-1400.