

# just call me ALLEN.

BRANDING GLADIATOR.™

## BIO.

Joseph [ALLEN] Woods is an entrepreneur and artist from the heart of the Midwest. Nearly a decade ago, he started TheAIDG, a creative hub for business development focused on providing much needed branding and design assistance to entrepreneurs and corporations alike.



Born in Indianapolis, this accomplished young man has never allowed the size of his city to place a limit on the size of his dreams. During the last decade he has become one of the hardest working individuals in the Midwest, leaving his mark on the performance poetry, visual arts and business worlds.

Today, ALLEN is a sought after public speaker and brand strategist who has assisted directly in the growth of over one hundred small businesses and personal brands across the United States. His motto, "Get Better Daily", serves as a challenge to continue to grow each day - not only as a writer, public speaker and businessman, but also as a devoted husband and father. Through EntrepreneurGarden.com, Mr. Woods has answered the call to assist others in pursuing their dreams with his unique insights into the worlds of brand development and entrepreneurship.

A natural visual artist and performer, it was a chance meeting with famed photographer, Gordon Parks that created a shift in the life of Mr. Woods forever. This moment in his early teens created a dynamic realization that there are certain people that enter your life as variables to change everything that you stand for. It could be the teacher who challenges you to be more, the friend who is constantly offering inspiration, the radiant person you see on the bus who lives their life with a smile unapologetically, the person who can provide the spark that ignites passions in others and allows you to see things in a different light... For many, ALLEN has become that person.

## PERSPECTIVES ●

The truth is that ALLEN is not a millionaire entrepreneur with a private jet, a mansion, fancy cars and all of the answers. He is, however, a dedicated business professional with all of the *questions*. So, how is it possible that he can help other entrepreneurs without first climbing his own entrepreneurial mountain? Honestly, he has failed. A lot. It's the knowledge birthed from these failures that drives Mr. Woods to help other entrepreneurs from avoid the same mistakes.

ALLEN truly believes that success in all areas of life boil down to two things: calling and purpose. In the same way that pastors (who have never been to heaven) are able to guide their congregations weekly getting closer to that goal, ALLEN delivers powerful messages that not only enlighten, but plant seeds of possibility. Mr. Woods energetically challenges conference attendees to live “on purpose and *with* purpose”, understanding that nothing happens by accident, and everything is designed to teach us how to reach the next level of our existence.

## SAMPLE TOPICS ●

“PREHISTORIC.” ALLEN has designed this presentation to speak specifically to youth entrepreneurs about timing and living in the *now*. Even when the odds aren't in your favor, there is power in potential.

“ANSWER THE CALL.” There is an art form to being prepared when opportunities arise. ALLEN will discuss what it takes to be in the perfect position each time to fully be ready to take advantage of your business opportunities.

“TRAVELING MERCY.” On this journey, it is the sum of our experiences that allows us to grow into what we are to become. ALLEN presents a visual tour of how experiences build us for destinies.

Though prepared with prewritten presentations, ALLEN's focus is always on delivering handcrafted messages that will empower your specific group with the tools necessary to catapult them to their successes.



# TESTIMONIALS ●

A catalyst. That's what ALLEN is. He sparks creative change. As a serial entrepreneur, I was so keen on filling all of the needs I saw for my business that I didn't stop to clarify them. I was just executing all over the place and it left my target audience confused. When I called ALLEN for a consultation, I told him to be brutally honest and I expected to be beat up a bit for being so reckless. That didn't happen. ALLEN listened and I'm sure he was taking notes because he addressed every issue I read off to him. In the three weeks since my consultation, not only am I focused, I know exactly what to do to get to the next level. I couldn't be happier with ALLEN's guidance and advice.  
- *Darice Rene, CurlyNaptress [Indianapolis, IN]*

Hearing ALLEN was a great move to pull me out of the "gray" moment I was enduring while defining my brand. His approach was comprehensive, straight-forward and do-able. I didn't go away feeling confused or defeated, like I couldn't move forward without dishing out thousands of dollars. I was given insight on the proper steps to just START. It allowed me, a mid-western fashion/lifestyle blogger to feel confident about going to cover my first New York Fashion Week and present myself as a professional. That moment was everything. It's because of that experience I have the confidence and the tools to push forward. I now know my brand, and understand my business thanks to ALLEN.  
- *Temara Payton, Fashion/beauty/ lifestyle blogger [New York, NY]*

I had a vision, a dream. But I DIDN'T have a brand. With ONE phone conversation ALLEN skyrocketed my business. His ideas and concepts took my vision FURTHER than I could imagine. He has single handedly launched my business and I wish nothing but the best to ALLEN and his program.  
- *Clutch Porter, ClutchFit [Louisville, KY]*

"Entrepreneur Garden.com is a helpful and insightful resource. It caused me to take a realistic look at my business. This allowed me to take an approach that would allow me to side step the mistakes that many entrepreneurs make. I'm sure 10 years from now I will still be thanking ALLEN for the EntrepreneurGarden blog."  
- *Joe Clemmons, Ball State University [Muncie, IN]*

"Thank God for ALLEN. His encouragement, insight, and sound advice have been such a major factor in my growth over the last couple of months. While I've had the desire for quite some time, the process of getting back to growing my business has been slow, and I was far below 212 degrees (see...I've been doing my homework!). But from our first consultation, I knew that God had finally given me the mentor that I always wanted: Someone who is knowledgeable, compassionate, and eager to help. He truly has a gift for helping people refocus their entrepreneurial vision and establish realistic, reachable goals. Having the opportunity to consult with him on an individual basis has been priceless. It makes a world of difference when you know there is someone in your corner who can be more than just a cheerleader. Don't get me wrong, cheerleaders are awesome and much needed, but for me, ALLEN is definitely the all-star coach I know I've needed."  
- *Cristina Harris, CristinaJanee Photography [Houston, TX]*

# PREVIOUS APPEARANCES.

The success that Joseph [ALLEN] Woods has had across the multiple disciplines of public speaking, writing and performance have afforded him many unique opportunities to be highlighted in different forms of media as well as chances to be showcased as a featured presenter for many diverse organizations large and small.



saving this space for YOUR organization's logo!

# BOOKINGS.

Armed with a unique, driven perspective, ALLEN is still in the trenches chasing his destiny, and giving others the tools to do the same. Whether you're searching for a polished moderator, an impactful keynote speaker, entrepreneurial interview or a resourceful panelist, ALLEN would be a great choice to enhance your upcoming business event.

To get a true feel for the scope of what type of message your event needs, it is suggested that a phone conference be scheduled several months in advance. This allows ample time to hand craft or modify a message that will be most beneficial to your audience. Mr. Woods is available to speak to your high school, college, university or organization.

Joseph [ALLEN] Woods is available for speaking engagements across the United States. Please email: [justcallmeALLEN@gmail.com](mailto:justcallmeALLEN@gmail.com) for more information, speaker fees and availability.



**JUSTCALLMEALLEN.COM**



entrepreneur. brand strategist.  
public speaker. photographer. designer.  
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