



I Drive Cars Through Garage Doors

- **Herb Gross is an internationally recognized Advertising Results Expert and the author and presenter of a program entitled *How To Win The Ad War*.**
- **For the garage door industry, he has cars, trucks and forklifts driven through garage doors to capture attention on TV.**
- **For 30+ years, he's been an award winning advertising writer, director, producer, and has promoted hundreds of products and services.**
- **As a speaker, he shares the secrets of successful advertising and promotion.**
- **He emphasizes the importance of having an action plan, a message that differentiates, adequate budget, a campaign, continuity, patience and more.**
- **Herb is also the lead singer and promoter of America's Garage Band. A 45-year-old rock 'n roll band he revived known as *The Invictas*.**
- **His band has appeared on *The Today Show* and been featured in *USA Today* and other publications across the US and in Canada.**
- **He uses his music experience to enhance the success of client's radio and TV.**
- **"Whether I'm promoting a business, or the rock 'n roll band, the steps and strategy for success are very similar," says Herb.**

Contact info:

Herb Gross

704-846-0199 Office, Charlotte, NC

704-995-3343 Cell

herb@herbgross.com

Web sites: Business: www.herbgross.com

Band: www.theinvictas.com