

BBG

ABOUT BE BETTER GUYS



A practical guide
written in regular
guy-speak

Be Better Guys: A Guy's Guide to Getting a Life

BBG GUEST APPEARANCES:

Seen on Fox and Friends and
NBC4, Washington DC

Heard on The Mancow Show,
1010WINS and WGN

Profiled in the Washington Post,
Newsday and The Chicago Tribune

Featured as Macy's regional
spokesmen

Be Better Guys is the place to learn all the stuff your dad didn't teach you, spiced up with a few things your girl wished you knew.

From the fundamentals of dressing, grooming, and lifestyle, to tips on entertaining, life at work, and dating, David Boris and Brian Joyner offer advice based on their own good, bad, and some oh, so, ugly experiences on what it takes to Be Better Guys. It's a practical guide written in regular guy-speak, by a couple of guys who learned the hard way, so you don't have to.

Need help matching ties and shirts? Looking for dating advice in a new town? Want to build confidence in the kitchen? Wondering how to negotiate office politics on your way up the ladder? Be Better Guys offers solutions to life's daily challenges – with a laugh or three thrown in for good measure.

Be Better Guys shares what two guys with an appreciation for fine style and women, sports and music, and good food and drink, have learned in the pursuit of the "better" lifestyle. Now they are passing on their knowledge to other men who want to up their own games. Think of "The Guys" as your older brothers... without the beat downs.



Speaker
Author
Media Personality
Musician
Relationship Expert

Pursuit of a Lifestyle Leads to a Website

Travelling with buddies the summer after college, David got a look at the lifestyle he wanted: guys who had style, worldliness, coolness, and women.

Through some successes and a whole lot of failures, David pursued the goal, defining his own personality and style along the way. Soon he was getting asked questions such as: “Nice suit, where’d you get that?” or “How’d you learn to make that drink?” With this, the concept of BBG – a place where regular guys could find out how to look, act, and live – was born.

David is an executive for a Fortune 50 software company. Before BBG, he was lead singer, guitarist, principal songwriter, manager, head cook, and back-up power forward for the band Congregation. David played NCAA Division I baseball and maintains a passion for wine, music, the Wizards, dogs, books, the Redskins, vintage sports cars, art, the Nationals, and napping... not necessarily in that order.

David is married with two children. On weekends, they deliver meals to homebound families living with HIV/AIDS and cancer.

FUN FACTS:

About a year after David and Brian met, David realized Brian could sing better than he could. They formed the band **Congregation of One** and played clubs and colleges throughout the mid-Atlantic. They chose to form their own bands after a few years and David founded Congregation (yeah, he’s that original). Congregation played up and down the East Coast, **opening for acts ranging from Everclear, Third Eye Blind, David Crosby, and James Taylor to De La Soul, The Gap Band, Jamiroquai, and the Isley Brothers.**



Speaker
Author
Media Personality
History Buff
Bartender Extraordinaire

A Student of Life Shares The Valuable Lessons Learned

FUN FACTS:

Brian trained David at a restaurant in Washington DC, which is how they met. David was late.

Brian recorded backing vocals for a nationally-recognized artist in between stints with his own bands.

He **worked the sports desk for a wire service during the 1996 Atlanta Olympics** and was on duty during the bombing attack at Centennial Olympic Park.

Brian became a student of men's style by watching and talking with the men in his family and their colleagues who managed to carve a place for themselves in the world. Then, he searched for his own path through trial and error, lots of reading, and asking questions of anyone who would respond.

Absorbing these lessons, Brian crafted his personal take on style and life: make sure that how you look and act truly reflects who you are – people can tell a phony. Since he'd already been giving this advice to anyone willing to listen, developing BBG with David was a natural.

Brian is a husband and father, a published writer, successful editor, and respected historical researcher. In another life, he was an IT tech, bartender extraordinaire, and a singer, performing with his own bands and recording with others. He has served on the boards of non-profit organizations, enjoys an occasional good cigar, and is an all-around DC sports homer.



The Go-to Place for Guys to Upgrade How They Look, Act and Live

Be Better Guys is a new media entity directed at helping men in the 18-54-age demographic improve how they look, act, and live. It provides easily accessible guidance along with primary and supplemental information to men in four focus areas: clothing, etiquette, grooming, and lifestyle. BBG does this through its website; speaking engagements and presentations; public and television appearances; and syndicated content provided to other entities.

BBG recognizes that some men are uncomfortable discussing these matters with each other. Conducted in a plain-spoken and entertaining manner, the principals, Brian Joyner and David Boris, speak to men as “regular guys,” using personal anecdotes from Boris and Joyner to allow individuals to become comfortable with the discussions. Through its website, BBG uses the anonymity of the Internet to enable men to explore

and inquire about men’s lifestyle topics. While the information is available in many places, readers will identify this sort of “self-help” with Be Better Guys specifically, and Boris and Joyner indirectly.

BBG has taken its successful “guy-speak” and translated it to offline events and classes for men and women on a variety of topics. Through these presentations and workshops, BBG demonstrates real-life applications of the ideas espoused online and in print.

The niche self-improvement industry is growing. BBG fills a need for an approachable voice for men and women who are in need of information on various areas of a modern man’s life (clothing, dating, grooming, entertainment, business and social etiquette).

An approachable voice for those in need of information on various areas of a modern man’s life



“Every problem that any woman has ever had is about to be solved through BeBetterGuys.com.”

- Steve Cochran, WGN Radio, Chicago



TELEVISION

- Monthly segment, “Guy Tips from Be Better Guys,” WRC News (NBC Affiliate, Washington, DC)
- Fox and Friends Morning Show (FOX News)

RADIO

- 1010 WINS, New York, NY
- WGN Radio Chicago, IL
- KMBZ Radio Kansas City, MO
- WKJY Long Island, NY
- The Mancow Show, Nationally Syndicated
- WSNX Radio Grand Rapids, MI
- KIRO Seattle, WA
- Washington Post Radio, Washington, DC



Boris and Joyner with Jim Handy of WRC-4 during their monthly appearances.



“More than [400] articles on topics ranging from obvious etiquette to nuanced sartorial tips.”

**– Chris Richards,
The Washington Post**



SYNDICATED CONTENT:

- MonkeySee.com, expert commentators,
 - “Wardrobe Fundamentals for Men” series;
 - “What to Wear When” series.
- DLG Media, Style Magazine; “Guy Tips” (July 2006-May 2008)
- Perfectmatch.com “The Game Plan,” dating advice column (Jan 2007-April 2007)



PRINT

- Business Week
- Houston Chronicle
- Philadelphia Style Magazine
- Portland Oregonian
- New York Newsday
- Miami Herald
- The Washington Post
- Los Angeles Times
- Chicago Tribune
- Forbes Online

**Bloomberg
Businessweek**
HOUSTON★CHRONICLE

PHILADELPHIA STYLE
**The Oregonian
Newsday**

The Miami Herald
The Washington Post
Los Angeles Times

Chicago Tribune

Forbes

Boris and Joyner as featured in articles for print and web

The Washington Post

Unrumpling Dudekind: The Guys Behind Be Better Guys

By Chris Richards

My shirt is ironed. My shoes are shined. My fingernails are clipped. My nose hairs are trimmed.

Big job interview? Hot date?

Nope. I'm meeting with David Boris and Brian Joyner, two local 30-somethings on a mission to remind dudekind that well-trimmed nose hairs make all the difference on big job interviews and hot dates.

They're the dapper gents behind BeBetterGuys.com, a self-help Web site aimed at improving the habits of guys, bros, brahs and other varieties of unkempt young males.

Since launching in March, the site has published more than 100 articles on topics ranging from obvious etiquette ("No nose picking or crotch adjustment in public") to more nuanced sartorial tips ("On a single-breasted, two-button suit, button the top button only").

Many of their pointers are based on lessons they learned the hard way. "We have tons of self-deprecating stories of our trials and many errors," Boris says. "We take it seriously, but we have a lot of fun with it."

Almost all of their tips are simple and painless. As the site says, they're "like your older brothers without the beat-downs."

Why does the world need Bebetterguys.com?

Joyner: Because guys are expected to magically know how to do everything -- from buying a suit to taking care of their apartment to knowing about wine -- and there are huge gaps in knowledge. There are lots of intelligent guys out there who don't get that promotion, and some really nice guys who don't get to go on a date with that girl. It has everything to do with appearances.

Boris: Guys don't know that it's good to care. If you care about how you present yourself, everything else comes into place.

How would you describe the site?

Joyner: It's a guy's guide for getting a life. This is not about making you a perfect guy -- it's about making you a little bit better. . . . I don't expect anyone to become Cary Grant because they went to our Web site. But at the end of the day, they're better informed.

What's your favorite article on the site?

Joyner: I enjoyed putting together the one on facials. I was apprehensive to go in and get a facial, but now I feel pretty good about it. On the way out, I saw that a buddy of mine had an appointment a half-hour after I did. Suddenly, writing it all became a lot easier.

Some of the grooming articles seem cautious about appearing too wimpy.

Boris: I think there's a difference between paying attention to things and being fussy. We're not perfect, but we do as much as we can. If you don't want to use hand cream, that's your call, bro. Just pay attention to this whole thing, and you're 98 percent ahead of other dudes.

Joyner: None of this stuff is going to make you any less of a guy -- it's going to make you easier to approach. It's going to make employers want to talk to you, and for



Hey, tough guy, pedicures aren't just for women.

— Chris Richards, The Washington Post

women, it takes the guessing out of it. She's going to see that you've got it together.

How do guys grow up without learning these things?

Boris: With each generation this type of knowledge becomes less and less critical to more and more families. People have speculated about the demise of the gentleman, and that comes from your family situation. My dad is a wonderful man, but style didn't matter to him. So if your dad's not talking to you about this stuff, where are you gonna get it?

So where did you guys pick up on this stuff?

Joyner: It had to be my brother saying, "You gotta care. You're gonna get judged on this." Let's not kid. I'm an African American male. Everything I do gets judged on a slightly different scale than the average guy. I can't come to work looking like I had a late night. I don't get the luxury. My brother taught me to care about that.

And not everyone has that big brother.

Boris: And we recognize it. Next time you check out at the grocery store, look at the magazines: Cosmo, Marie Claire, Glamour, Vogue. Women have so many resources, and we have very little. We're trying to fill that gap for the regular guy.

But what about men's magazines like GQ?

Joyner: With GQ and Esquire, they require people to make huge changes in their lives to reach that level of living.

Boris: I love GQ and Esquire, but the suits are 2,000 bucks. We're doing this for the regular guy. And the thing that the Web does best is that it's anonymous. No one has to

know you're looking. There's a stigma attached to reading anything that might make you look vain.

What are some men's fashion faux pas you continually notice in D.C.?

Joyner: Flip-flops, particularly in downtown D.C. You're not at the pool. You're not at the beach. This is grown-people space.

Boris: I notice three main things: grown men with backpacks. My son has a backpack, and he goes to elementary school. Second, guys with nice clothes who never go to the tailor to get them fit to their body. Third, dudes with ratty shoes. Girls have 40 pairs of shoes -- and they need a 41st, bad. Women pay attention to everything about you, and they're gonna size you up.

What's one pointer you'd give to a regular guy that they could use today?

Joyner: Go to a tailor and get measured. Once you find out what your measurements are, buying clothes becomes a whole lot easier. If you don't get measured, you end up buying a bunch of stuff that doesn't fit, and it sours you on the whole idea of buying clothes.

And after giving all this advice, what's one thing you still need to work on?

Boris: I can't stop talking. I will talk right over people. I'm a motormouth.

Joyner: The regular practice of etiquette. It's easy in the rush of the day to let a lot of it slip. I'm pretty cognizant on the Metro, but sometimes I have the iPod on, I'm deep in a magazine, and five stops later there are five women standing up, giving me that look.

Things Every Guy Should Know:

1. It's not enough to buy a decent suit. Take it to one of the many tailors around town so the suit fits your body.
2. Learn to cook one edible meal and make one decent drink. Doesn't need to be fancy, it just needs to be good.
3. Your socks -- they match your pants, not your shoes.
4. Within the first 10 minutes of setting foot in your place, a woman will always use the bathroom. Wipe yours down (yes, the toilet and shower, too) before she arrives.
5. Carry a handkerchief every day. Use it instead of your hands or your sleeve when you sneeze, blow your nose or when your girl makes you cry.



“High-energy and fast paced, funny, flip, fascinating, and fearless.”

WORKSHOPS:

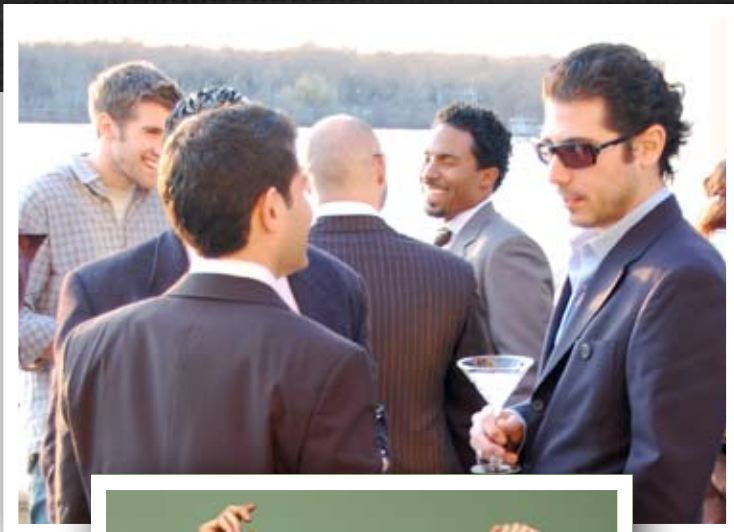
- “Caution! Men Cooking” (with PS 7’s Restaurant) Washington, DC
- “Spring Style for Guys” (with Philadelphia Style) at the Waterworks Restaurant and Bar, Philadelphia
- Cigar and Scotch Tasting (with Professionals in the City) at Aroma Cafe, Washington, DC
- “Dating Tips from Be Better Guys” at Ozio Bar and Cigar Lounge, Washington, DC

SPEAKING ENGAGEMENTS:

- Macy’s Department Store, Washington, DC, Philadelphia, PA
- Urban Alliance Internship, Washington, DC
- American Association of Museums, Denver, Colorado
- First Class, Washington, DC
- NBC4 Health and Fitness Expo, Washington, DC
- National Association of Catering Executives, Washington, DC
- Los Padres Foundation, Washington, DC

Brian Joyner and David Boris, the personalities behind the website BeBetterGuys.com, are experts in the areas of professional presence and communication. They have translated their online endeavors into valuable live presentations that will benefit any organization. Brian and David, or The Guys, teach their strategies for confidence and presence, communication and people skills, presentation skills, image and style, and leadership to universities, associations, corporations and professionals groups nationwide. High-energy and fast paced, funny, flip, fascinating, and fearless, The Guys work with their clients to provide the tools, inspiration and support they need to build a more positive image, productive career and profitable organization.

SAMPLE KEYNOTE PRESENTATIONS



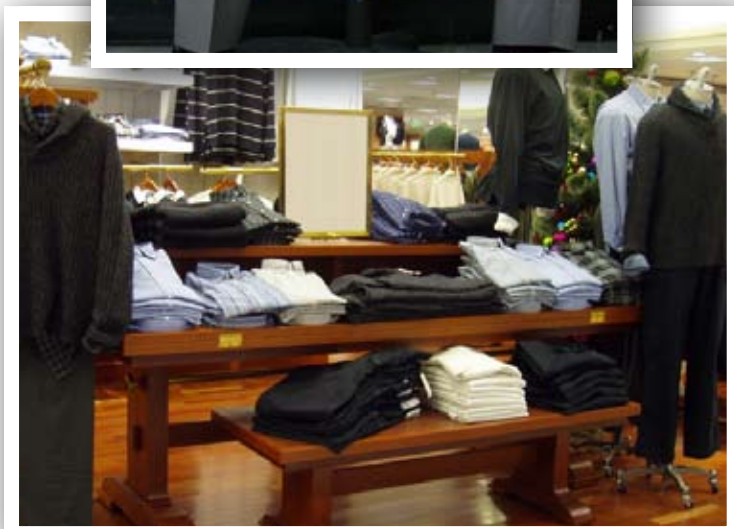
OWN THE ROOM! COMMANDING A ROOM FROM THE MOMENT YOU ENTER

Master the power of presence, confidence, and charisma, win over new customers and approach every situation as an opportunity to Own the Room!



WHY YOU? BUILDING YOUR PERSONAL BRAND AS AN IMPACT PLAYER

What really differentiates you in an interview or client meeting? How can you transform from a team member to THE impact player? Ensure that your image is consistent and positive and control what people say about you after you've left the room.



THE REALITIES OF YOUR APPEARANCE: KNOCK 'EM DEAD WITHOUT SAYING A WORD

You can't get the job if you don't look the part. Learn the tricks and tips to harness the power of style that build comfort and confidence in how your customers, your colleagues, your boss and your network view you.