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CoachBru.com

John Brubaker is constantly exploring new ideas, while never forgetting what he does best. It's an approach that has propelled him to the top of his profession as an author and speaker. Among his 15 books, Brubaker has 2 award-winning books and one international best-seller to his credit.

His book *Seeds of Success* won Business Book of The Year at the 2013 Hollywood Book Festival and 2013 Southern California Book Festival. In 2016 *Seeds of Success* was adapted to a screen play for a Hollywood major motion picture. Additionally, Brubaker's book *The Coach Approach* was recognized at the 2012 New England Book Festival.

2017 was a storybook year for Coach Bru, his book *Stadium Status* earned Amazon #1 International Best-Seller status and he followed that up with a 50-date speaking tour that reached two dozen states from the east coast to the west coast. Brubaker was keynote speaking at corporate national conventions, Major League Baseball's Pittsburgh Pirates spring training and at dozens of college athletic departments and corporations.

While some speakers and authors might see this as a cue to hit cruise control, for this proud husband and father of two, it's only added fuel to his fire to deliver more for his audiences and expand his creative vision. That's precisely what he's done with *Beyond Stadium Status*, the sequel to his international best-seller.

If you've watched Brubaker's career carefully the past two years, you'll see there's been a lot more going on.

"In 2019 I got hit with a string of physical injuries and that took a toll on my mental health. I spent much of 2019 in physical therapy and psychotherapy. My therapist encouraged me to journal and document the strategies I created to climb out of depression. After regaining my physical and mental health, a pandemic hit the globe and many people's mental health began to suffer due to the isolation. As a result, I felt called to share that journal with the world so I decided to publish it as a daily reader titled *Move Forward*."

Coach Bru's creative vision set the stage for the creation of his own clothing brand, Chin Up Chest Out® apparel in 2020. Chin Up Chest Out®, *Move Forward* is his mindset and mantra in dealing with adversity. No matter what you're going through, keep your chin up, your chest out and move forward. It's a seamless extension of Brubaker's brand message- leadership and the power of mindset. The brand's message and cause have resonated deeply with the public. In its first year alone Chin Up Chest Out® built a customer base in 27 states and 3 countries and 10% of all sales are donated to mental health charities. In 2022 the brand launched it's own radio station, Chin Up Chest Out® Radio which features only positive, inspirational music.

At its core, speaking and writing are about storytelling. John Brubaker is a great communicator because he's a great storyteller. *Beyond Stadium Status* and *Chin Up Chest Out®* open a new chapter in his person narrative, one that shows that as the business world continues to change, Brubaker will be at the forefront.

"When people read my new books and hear me speak, they will hear exactly who I am," he says. "In my industry, it's easy to get lost in thinking you should do what everyone else is doing because it's safe and should have commercial appeal. But the real magic happens when you create something your audience loves, and you really love it too." And that, as Coach Bru calls it, is going *Beyond Stadium Status*.



# RAVING FANS



"When our program was entering the biggest game in school history, the one person I wanted speaking to my team was Coach Bru."

**-Steve Colfer, Head Lacrosse Coach, Cabrini University 2019 National Champions**

"John Brubaker is an entertaining and engaging personality. He has a unique knack for making the audience think; all the while keeping them on the edge of their seats and filled with laughter. His background in teaching, coaching, media, and management make John a great resource to help any organization take their team's performance to the next level."

**-Jeff Andrulonis, CEO, Colonial Media & Entertainment**

"I know it was a great presentation when almost a month later, I am still thinking and acting differently based upon the material which I learned. John shares easy to use, down to earth, concrete approaches which help increase our daily enjoyment of the work we do."

**-Sue Demarco, Director Of Organizational Development, Exeter Hospital**

John Brubaker's advance preparation for his engagement at our annual Convention resulted in an effective presentation that received high ratings from our attendees. Coach Bru took the time to understand the communications challenges that our members face and carefully crafted his message to our audience. His easy and conversational delivery complemented a tailored program that was interactive, memorable, and had practical application."

**-Suzanne Guild, CEO, Maine Association Of Realtors**

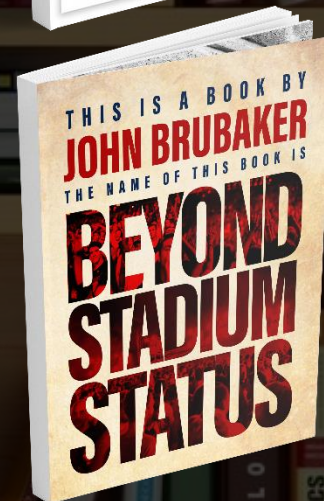
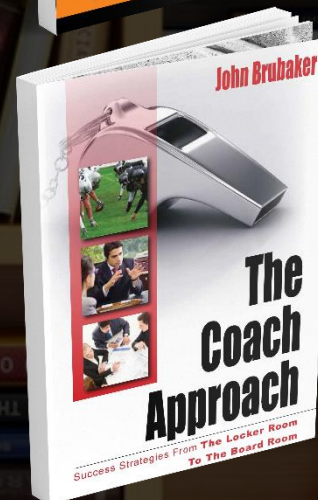
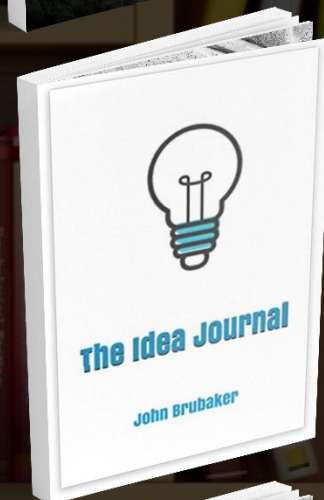
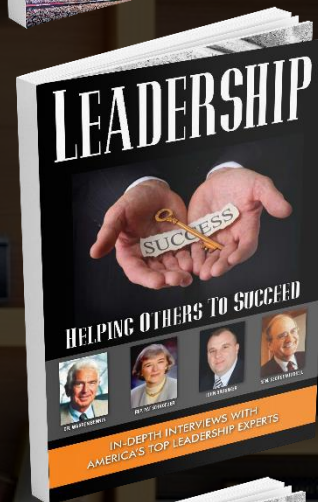
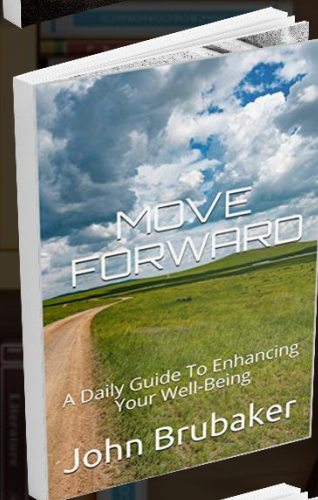
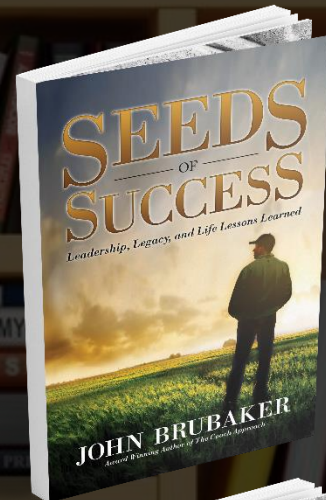
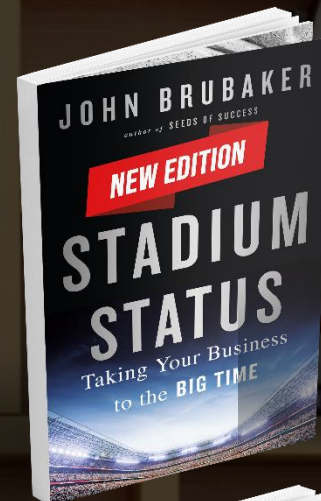
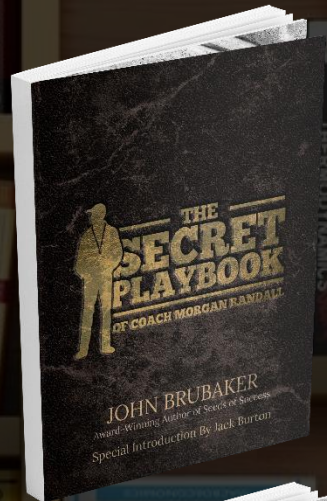
"Coach Bru's message and enjoyable, interactive style resonated so deeply with our players that the lessons we learned carried through for the entire season. So much so that we went undefeated in our conference, won the conference championship and for the first time in school history participated in the NCAA Tournament. We definitely will be asking Coach Bru to come speak to our team again!"

**-Adam Todd, Head Women's Lacrosse Coach, State University Of New York: Canton**





# Bru's Books





# Recent Clients



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