

7 Tenets of Account Management

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Come up with  
**INSPIRED BUSINESS IDEAS.**

Build  
**COLLABORATIVE RELATIONSHIPS**  
with clients and partners.

Strive to  
**BE THE SMARTEST**  
(most informed) person in the room.

Turn assignments and strategies into  
**INSPIRATIONAL LAUNCHING PADS.**

**CARE ABOUT THE WORK**  
as much as your creative director.

**HOLD RESULTS**  
of that work to standards higher than your client.

Take  
**UNCONDITIONAL ACCOUNTABILITY**  
for everything.



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# 7 SIMPLE TENETS FOR SUCCESS

lessons learned in life & business

- 1 EMBRACE OPPORTUNITIES TO MEET **NEW PEOPLE**.
- 2 PUSH **OUTSIDE** OF YOUR COMFORT ZONE.
- 3 DELIVER WHAT IS EXPECTED. THEN **ADD VALUE**.
- 4 ASKING THE **RIGHT QUESTIONS** MAKES ALL THE DIFFERENCE.
- 5 DO EVERYTHING WITH **POSITIVE ENTHUSIASM & VIGOR**.
- 6 BE THE SMARTEST (**MOST INFORMED**) PERSON IN THE ROOM.
- 7 TREAT **EVERYONE** WITH RESPECT.