

Chuck Barnett

Orlando, Florida



BMDM

Learn about Florida Entrepreneur Chuck Barnett:

His company, BMDM is based in Orlando and is a direct marketing agency specializing in response-provoking personalized marketing. He grew up in an entrepreneurial family with his mother owning copy stores in New York in the 1960's when consumers first wanted to start making their own copies. Chuck was blessed to see firsthand the ins-and-outs of owning and managing a business.

Early on in his career he worked as a geologist before going back to school to obtain an MBA. Thereafter, he took a job managing a letter shop and after 10 years serving in this role he branched out to form his own company along with a fellow co-worker who became his business partner. Today, BMDM has 10 employees along with client relationships with companies and organizations like Full-Sail University, Southeast Toyota and Bahama Breeze Island Grille. Over the past 13 years BMDM

has directly helped its clients exceed \$4 Billion in sales and services.

The books "Made to Stick" and "Delivering Happiness" have been very helpful during his journey. Chuck encourages other entrepreneurs to diversify their revenue streams so you're not entirely reliant on one client. It's important to focus so you can be great at the service you provide but don't focus on only one product too much.

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