

# BRANDALIVE

## This Quarter

### A Letter from Pete

I have a lot to celebrate this quarter so let me get right to it. Just this month, I celebrated BrandAlive's 15th anniversary! I want to take a moment to express my heartfelt gratitude for the incredible journey we've been on together. I would not be where I am today without you! I am inspired by the prospect of every opportunity to share my stories with you; it's your unwavering support that has made this journey possible.

I would love to connect with you outside this platform! Visit our [LinkTree](#) to see where you can find me. If you find what I have to say valuable, please share my newsletter or social media handles with your network. Anyone can [subscribe](#) to my mailing list through the Stay Connected link at the bottom of my website!

As always in everything BrandAlive does, I am seeking to create meaningful experiences that help equip and educate you.



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# CHEERS TO 15 YEARS!



Happy 15th anniversary to me!

This month, I'm celebrating myself, my awesome team, my amazing clients and my steadfast collaborator partners because I wouldn't be where I am without any of them! I am proud of myself, especially after some of the challenges I encountered in my work life before I decided to launch my own business (like when I was laid off from Coca-Cola). But I write this not to throw confetti on myself. I want to throw it at ALL entrepreneurs, at all stages of growth.

I'm celebrating you if:

- You're feeling stuck because you're trying to build something, but don't know how to do it.
- You're feeling overwhelmed because you're alone, and this is hard. Finances are hard. Time management is hard.
- This is a side hustle, and you're working a full-time job and you're exhausted from putting every last bit of energy you have into this dream of yours.
- You don't know how to get noticed, or get clients.
- You've been doing this awhile, and you just need some sleep.
- You're excited about doing work you believe in, but the grind has made you stop believing and you want to get it back...
- You just launched your first product.
- You sold your first book.
- You booked your first client.
- You don't have anyone throwing confetti at you.

I've been there, too. All those places. The lowest lows and the highest highs. The mediocre in-betweens. Big growth, stagnation, decline, reinvention... I get it.

Entrepreneurship is HARD. There's no way to sugar coat it. At times you might feel like you're the only one in the world who believes in what you're doing, or who even knows you're doing it. But I'm here to tell you this: Keep Going. Just put one foot in front of the other.

Keep building. Keep growing. Keep trying. Keep dreaming.

Because you may find yourself looking at the calendar, 15 years from now, after you launched a dream that required you to believe in yourself, only to realize that it was all worth it.

# MILLION DOLLAR HOUR

▶▶▶▶ WHAT'S YOUR \$100,000 IDEA?

I was so happy to answer that question when I attended the **10X Vets** annual retreat in Naples, Florida this past February. I was asked to speak, alongside fellow veterans, Brett Hadley, Steve Wingard, Max Sivohins and Donald Pearson, and we were each given 10 minutes to speak on a concept that would earn at least \$100,000. That concept was shared with the broader group. I was thrilled to share about how writing my book, *Expand, Grow, Thrive* landed me multiple speaking and client engagements, which exceeded the hundred thousand dollar limit.

Thank you to Scott Mackes, 10X Vet's founding member, for posting in your network that this was one of your favorite segments. I think those of us who were up there sharing would agree! As veterans, we are part of a unique and powerful family, and our mission is to lift each other up and continue to support the efforts of our fellow veterans, so sharing about our successes so others might be able to find their own with some of these strategies was especially meaningful to me.



# DAV PATRIOT BOOT CAMP

 NEWPORT, KENTUCKY

This past February, I had the pleasure of attending **DAV Patriot Boot Camp** in Newport, Kentucky for three days of intensive training, mentoring and networking.

One of the most consistent themes in my life and in my career has always been that of giving back. I have always believed that we get more when we give more. So that's why I'm a huge advocate of what the DAV Patriot Boot Camp does, as it brings together early stage veteran entrepreneurs who need guidance and resources with established entrepreneurs who have experience and advice to offer and can serve as mentors to those just starting out. Mentorship is critical to the success of any business owner, and it's something I have personally benefited from in my career, so I applaud those who give back to our veterans at this boot camp.

If you're a veteran or someone currently in the military community who is also a business owner, and you're looking to launch your company into the next stage of growth, I highly recommend applying for a future 2024 cohort at [patriotbootcamp.org](https://patriotbootcamp.org). This is an invaluable step when it comes to investing in yourself and your dreams, so I hope you can attend. Please ask me any questions you may have, as I've been a mentor here for many years.



# WHY FOCUSING ON BRAND LICENSING WILL HELP YOUR CLIENTS SUCCEED

I've been a big fan of Licensing Executives Society International (LESI), a global organization for licensing executives. As a member since the early 2000s, I've benefited so much from the industry discussion and expertise from others in the licensing field. I especially like that there are a lot of intellectual property attorneys in the organization, and although I know a lot about the legal aspects of licensing when it comes to brands, I think it's so important to be around those who do this for a living and have insight that can benefit me and the work of the clients I represent. So you can imagine how thrilled I was to be invited to submit an article for their prestigious *les Nouvelles*, a quarterly journal that gets sent to their more than 10,000 members. Below is an excerpt of my article in this blog post, and [here is the link to the full piece](#) if you'd like to read more. The article was published in the March 2024 issue.

**STAY TUNED FOR MY SECOND ARTICLE  
IN LES NOUVELLES COMING SOON!**

## CHECKING IN WITH BRANDALIVE.AI

We are bringing AI to BrandAlive, and we are in the middle of beta testing our Minimum Viable Product (MVP)! The MVP offers access to our first module which covers developing your purpose, mission, and vision. We are excited about the early responses that we have received. Through Brandalive.AI we aspire to create "a world where obtaining a brand strategy is as simple as answering a few questions."

If you are one of our beta testers, I want to express my sincere gratitude for your contribution to this new product. Thank you for being a vital part of our beta testing community. If you're interested in learning more about BrandAlive.AI or would like to participate in future beta testing, reach out to me at [pete@petecanalichio.com](mailto:pete@petecanalichio.com).

# BOOK UPDATE!

Last quarter, I announced that I had teamed up with Prof. Cristina Longo of the University of Catania, Sicily to co-author a comprehensive textbook, *Strategic Brand Licensing*. The book covers a broad spectrum of topics, from the fundamental principles and legal aspects of brand licensing to the strategic considerations and practical applications. Students who take a course using the book will gain a deep understanding of the types of licensing agreements, the different licensing models, and the key considerations for both licensors and licensees.

Our target market consists of postgraduate students, MBAs and executive education professionals. This textbook will complement other books focused in the area of brand strategy, brand management, marketing, communications, and international business. This material can be applied in many sectors including sports, apparel, CPGs, technology, digital, metaverse, music, entertainment, and art.

I am happy to announce that *Strategic Brand Licensing* will be published on **April 30th!** With this textbook, we hope to bring awareness about the licensing world to students and business professionals. To learn more or preorder *Strategic Brand Licensing* through Routledge, click [here](#).

**CHECK OUT PETE WITH  
A COPY OF STRATEGIC  
BRAND LICENSING!**

