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Company Lookup

Mike Lawrence's Path to Becoming a Rock Star Marketing Expert Began at a Car Wash!

ORLANDO, Fla., April 15, 2015 /PRNewswire/ -- In 2013, just two years after launching his company Amp Marketing, Mike Lawrence became a best-selling author by contributing to a unique, empowering anthology called "Think and Grow Rich Today!" In addition to Hill's 1937 classic interpretation on leadership, self-motivation and individual achievement, the book features a panel of contemporary authors who have made his principles the cornerstone of their burgeoning careers.

Lawrence devoted his chapter, titled "A Chance Encounter at A Car Wash" to his personal inspirational story, starting with his upbringing in Mesquite, Texas, continuing through his dogged pursuit of a musical career as a rock drummer and music instructor, and sharing a key moment when a few passing words from a stranger at a car wash inspired him to change the trajectory of his professional life.

At the time of its publication, Lawrence was touting the initial success of his company, which had secured a national contract for marketing services with a Fortune 500 telecommunications company and had increased revenues 371 percent in 2012. From its roots in Chicago, Amp Marketing had rapidly expanded operations to Florida, where they currently serve the markets of Orlando, Melbourne and Port St. Lucie. His rapidly growing business had earned him a feature in Inc. Magazine as "The Next Big Thing."

Lawrence founded Amp Marketing on a commitment to provide its clients with proven, personal interaction-based marketing and sales strategies that net powerful results. The initial focus of its outsourced sales services was a major Fortune 500 telecommunications company with a revolutionary fiber-optic IPTV, Internet, and phone product.

Consistent with its incredible early growth, Amp Marketing enjoyed unprecedented expansion in 2014, when its revenues revealed a whopping 1,023 percent growth from its first fiscal year in 2011. In addition to his March 2015 feature in Forbes as a success expert, Lawrence appeared as a guest on "Success Today" hosted by Bob Guiney, who is well known from the hit TV show "The Bachelor." "Success Today" will be aired on NBC, CBS, Fox and ABC affiliates this year.

With more infrastructure and leadership in place, Amp has added offices in Raleigh, Kansas City and Dallas and picked up contracts with another major telecommunications company as well as multi-billion dollar Fortune 500 company in the energy industry.

While Lawrence still jams occasionally on the weekends, he draws on his years as a music teacher and live performer to fuel the powerful training he gives his sales teams. He loves the fact that the Amp Family as he calls his staff comes from all different backgrounds and brings their experience and eagerness to learn the power of sales and marketing. In January 2015, he invited (for the second time) 20 of his top producers from around the country on a five-day relationship building retreat and training trip to Cozumel, Mexico.

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Lawrence also attributes the company's growth to the powerful contributions of his Managing Partner, Jacob Jones, and his wife/business partner, Liana Leordeanu. He calls the Dallas based Jones "a pillar, a high character, high integrity guy that believes in transparency," citing the knowledge and experience he brought to Amp as instrumental in its success. Lawrence and Jones, a marketing industry vet of over ten years, worked at the same company in different cities as friendly competitors in the time before Lawrence started Amp Marketing. Jones saw the write up on his old friend in Inc. and the two reconnected. Friendly talk about the old days evolved into an incredible new opportunity to work together.

Lawrence freely admits that, "I don't know if any of this would have happened without the support of my amazing wife." Liana is a sales, marketing and business guru in her own right, a speaker and best-selling author who has run a nationwide sales force of 1,500 reps for a multi-billion dollar company. She brings to the table years of corporate experience, and a deep knowledge of mergers and acquisitions and buying and selling businesses. She also co-authored the bestselling book "Dare To Succeed" with Jack Canfield, renowned motivational speaker and co-author of the "Chicken Soup for the Soul" series.

Read more at www.ampmarketinginc.com

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