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**TOM FERRY AND SUCCESS STRATEGIES INSTITUTE UNVEIL A NEW BRAND IMAGE  
FOR A FRESH TAKE ON SUCCESS**

**A new logo marks a new era for Tom Ferry and SSi.**

**NEWPORT BEACH, CA – August 17, 2007** – As the Founder and CEO of the nation's fastest growing personal coaching firm, Tom Ferry is constantly admonishing his clients that if they want to grow, they must not fear change. What makes Tom a great leader of an emerging industry giant? He's not afraid to take his own advice.

Success Strategies Institute and Tom Ferry are undergoing a brand image makeover. The monumental first step of the process – the design of a new logo – is complete. Until now, the face of Success Strategies Institute has been the red and black triangle. Today, SSi is brighter, livelier and fresher than it's ever been, and now its logo is, too.

"Our logo needed to communicate that we're on the forefront of our industry," says Tom, who has been spearheading the strategic broadening of SSi's core coaching competencies to include life coaching as well as professional coaching. "The old logo was great, and it had a purpose. It was simply time for a change."

Change indeed. From black and red to orange, lime, blue and burgundy, the new image of Tom Ferry and Success Strategies Institute will prove to be as attention-grabbing as the results their clients are able to produce through personal and focused Breakthrough Coaching.

To find out more about Success Strategies Institute, visit **[www.yourcoach.com](http://www.yourcoach.com)**.