

*Matt Ebert*

**BRAND  
PLAYBOOK**  
2026



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## MATT'S STORY

Matt Ebert is the Founder and CEO of Crash Champions as well as a public speaker and host of PodCrash. Since starting Crash Champions in 1999, he has grown the company from a regional collision repair business into one of the nation's largest and most respected collision repair organizations, with more than 650 locations across 38 states. Throughout that growth, Matt has remained grounded in the values that shaped him from the very beginning: **hard work, continuous improvement, and a relentless commitment to people.**

Unlike many business leaders, Matt didn't begin his career in a boardroom. He started in the shop, developing a deep understanding of the skilled trades and the people who keep industries moving. That perspective continues to shape his leadership today. Whether he's leading a company, mentoring entrepreneurs, speaking to students, or interviewing world-class guests on PodCrash, Matt shares practical lessons rooted in experience, not theory.

Matt does everything in life with a Champion's Mindset. Something he strives to instill in everyone he meets.

MISSION & VISION

**PEOPLE  
ARE THE FOUNDATION OF  
EVERY GREAT BUSINESS**

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## MISSION & VISION

That belief drives everything Matt does. From developing leaders and strengthening workplace culture to elevating the skilled trades and creating opportunities for future generations, his work is centered on helping people grow. Because when people thrive, businesses thrive and the impact extends far beyond the workplace.



# POSITIONING

**MATT EBERT IS A PEOPLE-FIRST FOUNDER AND ADVOCATE FOR THE SKILLED TRADES WHO SHARES PRACTICAL, EXPERIENCE-DRIVEN LESSONS ON LEADERSHIP, ENTREPRENEURSHIP AND BUILDING CULTURES THAT CREATE OPPORTUNITY.**

ME

# AUDIENCE



# MATT'S AUDIENCE

WHETHER HE'S SPEAKING ON STAGE, HOSTING PODCRASH, OR SHARING LEADERSHIP LESSONS ONLINE, MATT MEETS PEOPLE WHERE THEY ARE. HIS MESSAGE ADAPTS TO THE AUDIENCE, BUT THE GOAL IS ALWAYS THE SAME: HELP PEOPLE GROW, LEAD, AND CREATE MORE OPPORTUNITY FOR OTHERS.

# WHO HE SPEAKS TO



## **SKILLED TRADES PROFESSIONALS**

Technicians, tradespeople, and industry professionals looking for advocacy, opportunity, and a leader who understands their world.



## **BUSINESS LEADERS**

Executives and managers who want to strengthen culture, develop people, and lead with greater purpose and accountability.



## **ENTREPRENEURS**

Founders, business owners, and aspiring entrepreneurs looking for practical insights on leadership, growth, and building businesses that last.



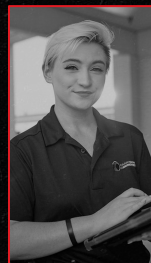
## **FUTURE LEADERS**

Young professionals and emerging leaders who are eager to build confidence, develop leadership skills, and accelerate their careers.



## **STUDENTS**

High school and college students exploring career paths, discovering the value of the skilled trades, and preparing for what's next.



## **CORPORATE**

Organizations seeking practical leadership lessons that inspire stronger teams, greater trust, and lasting business impact.



# CORE MESSAGES



**CORE MESSAGES**

**MATT'S CONTENT MAY COVER DIFFERENT TOPICS, BUT  
THE MESSAGE NEVER CHANGES. EVERY CONVERSATION  
SHOULD REINFORCE THESE CORE BELIEFS ABOUT  
LEADERSHIP, BUSINESS, AND CREATING OPPORTUNITY.**



# CORE MESSAGES



## PEOPLE-FIRST LEADERSHIP

Great businesses are built by great people. Leadership starts with trust, accountability, and creating opportunities for others to succeed.

## OWNERSHIP

Growth begins with personal responsibility. Matt encourages leaders to own the outcome, embrace challenges, and lead by example.

## ENTREPRENEURSHIP

Building a business requires vision, resilience, and a willingness to learn. Matt shares practical lessons from scaling companies and leading through change.

## CULTURE

Culture isn't created by mission statements. It's built through everyday actions, shared values, and leaders who consistently show up for their teams.

## SKILLED TRADES

The skilled trades are essential to the future of our workforce. Matt champions blue-collar careers and works to elevate the people who power them.

## LEGACY

Success isn't measured by what you accomplish alone. It's measured by the people you develop, the opportunities you create, and the impact you leave behind.

## OPPORTUNITY

Everyone deserves the chance to build a meaningful career. Matt believes great leaders create opportunities that help people grow personally and professionally.

ME

# POD CRASH

# PODCRASH

WITH MATT EBERT

Hosted by Matt Ebert, PodCrash explores the experiences, challenges, and mindsets behind successful leaders. Every conversation is designed to move beyond surface-level success stories, uncovering the lessons, failures, and decisions that shaped each guest's journey.

**GUEST PROFILE**

**PODCRASH FEATURES GUESTS WHO CHALLENGE  
CONVENTIONAL THINKING AND OFFER PRACTICAL  
INSIGHTS ACROSS LEADERSHIP, ENTREPRENEURSHIP,  
PERSONAL GROWTH, PSYCHOLOGY, BUSINESS, AND  
HIGH PERFORMANCE.**

ME



# NOTABLE GUESTS INCLUDE:

Daymond John  
David Meltzer  
Mario Andretti  
Jay Abraham  
Anthony Scaramucci  
Robert Herjavec  
Gervon Dexter

# CORE TOPICS



Every episode should naturally align with one or more of Matt's messaging pillars.

LEADERSHIP ENTREPRENEURSHIP  
BUSINESS GROWTH COMPANY CULTURE  
SKILLED TRADES PERSONAL DEVELOPMENT  
INNOVATION OWNERSHIP RESILIENCE OPPORTUNITY

# TONE

**PODCRASH IS A PRACTICAL AND AUTHENTIC  
CONVERSATION WHERE GUESTS SHARE REAL STORIES,  
LESSONS LEARNED, AND ACTIONABLE ADVICE.**

**PROMOTIONAL GUIDELINES**

**EVERY EPISODE SHOULD BE PROMOTED AS A SOURCE  
OF PRACTICAL VALUE, NOT JUST AN INTERVIEW.**

# PROMOTIONAL GUIDELINES

**ACTIONABLE  
LEADERSHIP**

**LESSONS**

**MEMORABLE  
QUOTES**

**PERSONAL STORIES**

**FRAMEWORKS AUDIENCES  
CAN IMMEDIATELY APPLY**

**SHORT-FORM CLIPS OPTIMIZED  
FOR SOCIAL PLATFORMS**



# BRAND VOICE

MATT'S TONE IS

**BOLD &  
INSPIRING**



# BRAND VOICE

IT GIVES IT TO YOU STRAIGHT EVERY SINGLE TIME. WHEN YOU GO TO HIM FOR LEADERSHIP ADVICE, YOU KNOW YOU WILL GET A NO-FLUFF ANSWER THAT ACTUALLY WORKS IN THE REAL WORLD, NOT JUST IN THEORY.



# tone of voice

## CHAMPIONING - NOT CODDLING

A Champion's Mindset begins with championing people. Matt champions his team to make sure they are successful. He champions his customers so they trust Crash Champions. And he champions blue-collar workers and the skilled trades so they can thrive for generations to come.

## AMBITIOUS - NOT ARROGANT

Matt is a visionary who aspires for greatness. While his goals might seem lofty on paper, he has the experience and mindset to make them happen.

## CURIOUS - NOT CLOSED-MINDED

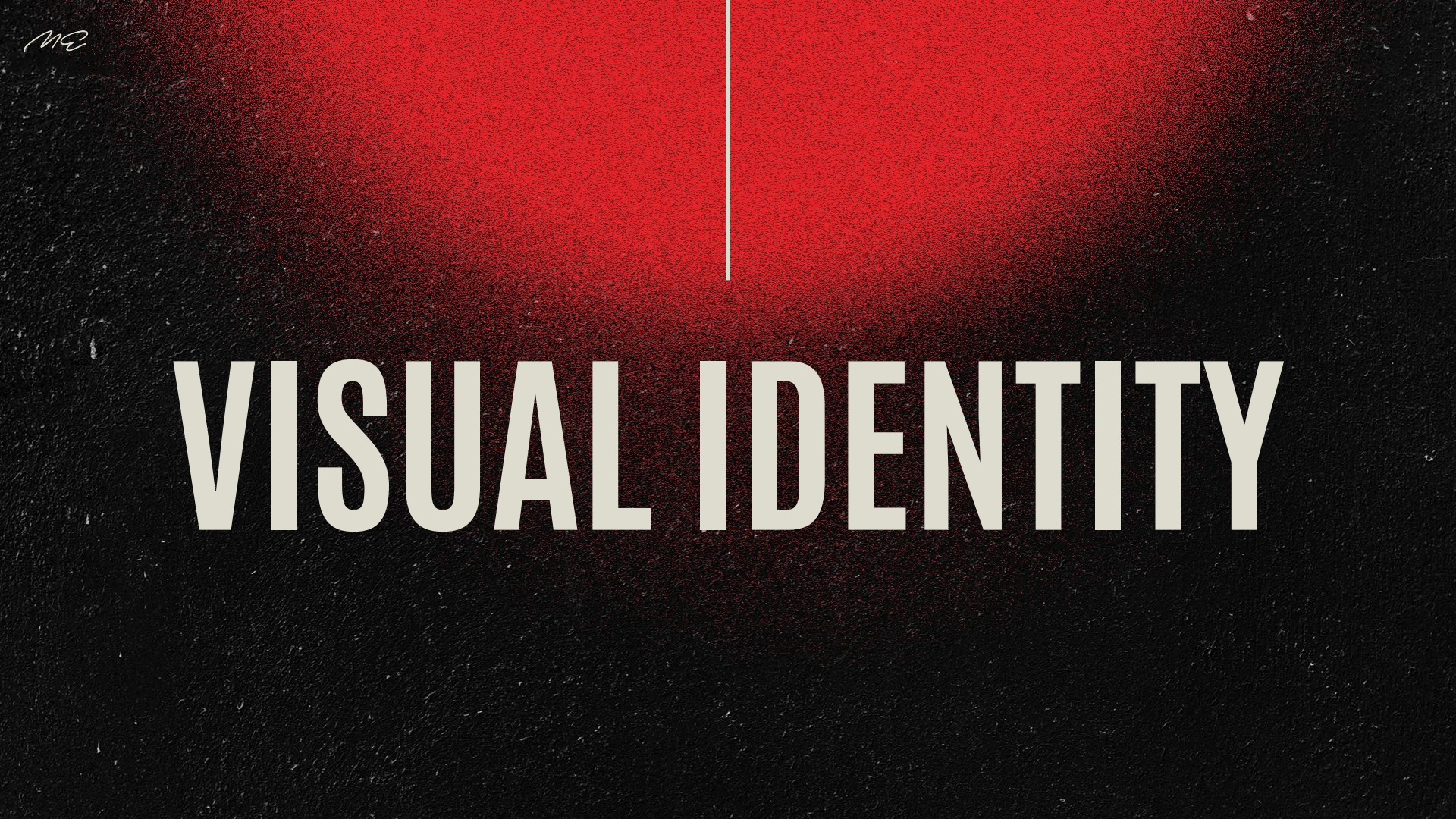
For as long as he can remember, Matt has had a fascination with finding out how things worked and how to make them better. It started with cars when he was 16, and now Matt is interested in business and growing them.

## TRANSPARENT - NOT UNFILTERED

Whether it's in his business or personal relationships, Matt doesn't believe in giving someone the runaround. He is completely transparent and keeps everyone in the loop so they know they can trust him.

## MOTIVATIONAL - NOT SENTIMENTAL

Matt inspires those around him to be better. He does this through his words and actions.



*ME*

# VISUAL IDENTITY



## LOGO

### HORIZONTAL LOGO



### VERTICAL LOGO



## COLOR PALETTE



#dddbcff



#e31b23ff



#000000ff



#ffffff

## TEXTURES



## GRAPHICS



## TYPOGRAPHY

Aa

ANTONIO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Aa

PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Math Ebert*

**THANK YOU**

**CONTACT**

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ME

# APPENDIX



## **PUBLIC SPEAKING**

### **PREFERRED IMAGERY**

- SPEAKING NATURALLY ON STAGE.
- INTERACTING WITH AUDIENCE MEMBERS.
- CANDID MOMENTS BEFORE OR AFTER PRESENTATIONS.
- WALKING THE STAGE.
- WIDE AUDIENCE SHOTS THAT SHOW ENGAGEMENT.

# PUBLIC SPEAKING

## PROMOTIONAL MATERIALS

### AVOID

- OVERLY POSED HEADSHOTS DURING PRESENTATIONS.
- DISTRACTING STAGE ELEMENTS OR CLUTTERED BACKGROUNDS.
- PHOTOS THAT ISOLATE MATT FROM THE AUDIENCE.



# AV REQUIREMENTS

**CONFIDENCE  
MONITOR OPTIONAL.**

**WIRELESS LAVALIER  
MICROPHONE PREFERRED.**

**RECORDING IS  
ENCOURAGED WHEN POSSIBLE.**

**PROFESSIONAL  
PHOTOGRAPHY AND VIDEO.**

**HDMI CONNECTION FOR  
PRESENTATION DECK.**

**16:9 PRESENTATION  
FORMAT.**

# INTRODUCTION SCRIPT

"OUR NEXT SPEAKER KNOWS WHAT IT TAKES TO BUILD BUSINESSES BY BUILDING PEOPLE. AS FOUNDER AND CEO OF CRASH CHAMPIONS, MATT EBERT HAS GROWN ONE OF THE NATION'S LARGEST COLLISION REPAIR COMPANIES WHILE BECOMING A LEADING VOICE ON LEADERSHIP, ENTREPRENEURSHIP, AND THE SKILLED TRADES. THROUGH HIS PODCAST, PODCRASH, AND HIS WORK WITH ORGANIZATIONS ACROSS THE COUNTRY, HE SHARES PRACTICAL LESSONS THAT HELP LEADERS BUILD STRONGER TEAMS, STRONGER CULTURES, AND LASTING IMPACT. PLEASE JOIN ME IN WELCOMING MATT EBERT."