



JESSE COLE

Find Your Yellow Tux

Key Focus: Inspiring Others to Stand Out and Get Noticed

Jesse is the Owner of Fans First Entertainment, who owns and operates the Savannah Bananas and the Gastonia Grizzlies. Cole and his teams have been featured on MSNBC, CNN, and multiple times on ESPN. Cole is an in-demand speaker and author of “Find Your Yellow Tux- How to Be Successful by Standing Out” being released in January 2018.

The Savannah Bananas have sold out 32 straight games, broke the league attendance record, Savannah attendance record and have a waiting list in the thousands for tickets for the 2018 season. The Bananas have won Organization of the Year back to back years, Entrepreneur of the Year and were CPL Champions in their first year.

Cole believes to be successful you need to Stand Out and Be Different. He writes a blog, hosts a podcast and releases daily videos on FindYourYellowTux.com. He is passionate about creating attention, loving your customers more than your product and loving your employees more than your customers. Cole’s mantra is “Whatever’s normal, do the exact opposite.”



“Jesse Cole is a one-in-a-million guy. He is a wildly successful entrepreneur. He slaps innovation in the face with more innovation. Jesse’s extraordinary energy and knowledge is coupled with true humility, humor, and entertainment. Find Your Yellow Tux is highly entertaining and a must-read for every entrepreneur. Read it today. You will only regret it if you don’t!”

Mike Michalowicz
author of *Profit First*

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INTERVIEW TOPICS

- How I went from living on an airbed to owning a multimillion dollar team in one year.
- Why my newlywed wife and I sold our home to invest in people
- Why “creating attention” beats “just marketing”
- How our “Fans First” mentality pushed the Savannah Bananas into the national spotlight
- How a college summer baseball team became so in-demand that they have a waiting list
- How we developed a zero-turnover Millennial staff and empowered the next generation of workers

