

BKH2 PRODUCTIONS: How an Unexpected Opportunity Turned Into a Thriving Promo Business

AN UNEXPECTED OPPORTUNITY

When Brent Hadaway launched **BKH2 Productions (asi/140655)**, it wasn't part of some grand strategy.

After retiring from a 23-year career producing live events, he returned as a consultant to manage his former employer's golf tournaments. Promotional products were simply part of the job, and he sourced them the way he always had – through someone else.

Then a conversation with his next-door neighbor changed everything.

The neighbor, a top sales rep in the promotional products industry, looked at Brent's garage filled with tournament merchandise and asked why he wasn't running the promo side himself. Why not earn the margin and save his client money at the same time?

What started as merchandise for one client quickly grew through referrals. Before long, the promotional products side of the business outpaced the golf and live event work entirely.



"It's turned out to be way more than what we expected," Brent said.

MAKING IT LEGIT

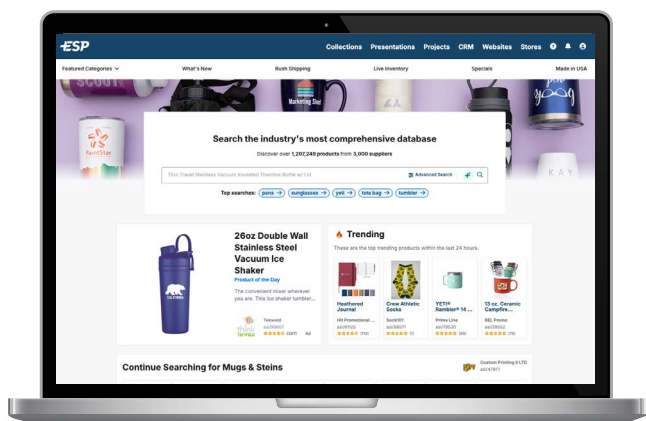
As Brent built the business, credibility mattered.

For him, that started with making it official, securing the proper tax documentation and registering the business. Once everything was in place, it felt real.

But beyond paperwork, he wanted the backing of a trusted industry partner.

He joined ASI® on the recommendation of someone he trusted. Having an ASI number and being able to tell customers he was part of a recognized industry association added another layer of confidence.

It wasn't about collecting memberships. It was about having the right one.



DISCOVERING ESP+

When Brent joined ASI, he also gained access to ESP+. Learning the industry took time, but the platform itself didn't intimidate him for long.

On a scale from one to 10 for ease of use? "11," he said.

"If you can search on Amazon, you can search on ESP+."

As he grew more comfortable, ESP+ became part of his daily rhythm, helping him quickly find products, compare options and present ideas with confidence. Instead of scrambling for answers, he could respond in real time.

And that confidence changed his sales conversations.

A PROFESSIONAL PRESENCE

In the beginning, Brent used the previous ESP version for his merchandise website, but only as an online catalog link from his BKH2 Productions website. He didn't promote it as a featured promo industry tool.

"It was kind of archaic ... it just wasn't impressive," he admitted.

When he decided to fully embrace ESP+, that changed. His new ESP+ Website was built quickly, aligned with his branding and immediately elevated how his business looked to clients.

**When he saw the finished site,
his reaction was simple:
"It looks so good. We're legit here."**

He also began using ESP+ Stores – custom, branded online shops created for specific clients – to support larger opportunities.

What started as a test quickly became a growth tool. When a company he had been pursuing for years submitted a quote request, momentum followed. Within days, multiple people from the organization were reaching out.

That engagement opened the door to broader conversations during a company rebrand, including new branded apparel across multiple divisions.

All it took was a professional online presence and a streamlined buying experience to change the conversation.



REAL RESULTS

With ESP+, his ESP+ Website and ESP+ Stores working together, Brent's process became faster and more flexible.

He can present ideas the way each customer prefers, whether that's a polished presentation or a direct link. He can respond quickly during calls, share options in real time and adjust on the fly. That speed reinforces the service standard he built the business on.

The impact has been tangible.

After years of trying to break into one organization, a single website quote request sparked multiple conversations within days. Orders followed. New departments got involved. A rebrand created even more opportunity.

And Brent sees even bigger growth ahead.

A major opportunity currently in discussion could require him to hire at least five full-time employees to support the volume. Thanks to the systems he now has in place, he feels confident he can scale when the time comes.

"Anybody can use this tool," he said.

FROM HUMBLE BEGINNINGS TO A GRATEFUL FOUNDATION

What started as a side project in a garage is now a structured, professional business.

Brent didn't plan to enter the promotional products industry. But with the right support and the right tools, what began as an unexpected opportunity turned into something sustainable.

For him, it was never about being the biggest. It was about being reliable.

And now, he has a business built to match that standard.



Explore how ASI can help your business grow like BKH2 Productions.

Explore Now