

## About Us — The Buy Switch

The Buy Switch is a brand of Core12 LLC.. The goal of The Buy Switch is to educate its visitors, users, and customers how to discover the stories, feelings, and beliefs that make their customers buy and to help them create strategies to grow their businesses.

For nearly 20 years, Matt Anderson has been a marketing professional and has developed the theories and systems offered by [TheBuySwitch.com](http://TheBuySwitch.com) to take the guesswork out of the marketing projects he has completed for his clients and in his own businesses. He started [TheBuySwitch.com](http://TheBuySwitch.com) in partnership with Deksia, a #1 rated (out of 27,000+ firms) full-service advertising and branding agency to be able to help more businesses with those ideas and systems.

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