WE WRANGLE INFORMATION

Get *found.* Be *heard.* Work *smarter.*

For small businesses and nonprofits: plain talk, honest advice, and a team that stays in touch.

About Bar M Data Lab

SHORT DESCRIPTION (38 WORDS)

Bar M Data Lab helps small businesses and nonprofits get found, be heard, and work smarter, with websites and ad campaigns, thought leadership in the client's own voice, and practical AI tools. Based in El Dorado, Kansas. barmdatalab.com

FULL DESCRIPTION (118 WORDS)

Bar M Data Lab helps small businesses and nonprofits get found, be heard, and work smarter. Every engagement starts with the client's information: how the business runs, who it serves, and what's working. Bar M puts it to its highest and best uses: websites, social media, and ad campaigns that bring in new business; LinkedIn posts, newsletters, and letters written in the client's voice; and AI tools and training that give a team its time back. Clients own every account and hear from Bar M at least once a month. The name comes from the old Bar M Ranch near Plainview, Texas. Founded by Trey Meyer, the firm is based in El Dorado, Kansas, in the Wichita area.

Fast facts

Name	Bar M Data Lab
Founder	Trey Meyer, Founder and Principal
Based in	El Dorado, Kansas (Wichita area); works with clients anywhere
Serves	Small businesses and nonprofits
Services	Get found (websites, social media, ads); Be heard (thought leadership); Work smarter (AI tools and training)
Newsletter	The Roundup (monthly)
Web	barmdatalab.com
Email	trey.meyer@barmdatalab.com
X	@BarMData
LinkedIn	linkedin.com/in/trey-meyer-844bb91a3

What we do

01 · GET FOUND

Websites, social media & ads

It starts with a Brand Inspection: the lay of the land online. Then website refreshes and builds, social media, and ad campaigns on Facebook, Instagram, and TikTok. Clients always know what's running, what it costs, and what it brings in.

02 · BE HEARD

Thought leadership

One interview and a short conversation each month become LinkedIn posts, newsletters, client letters, and articles, written in the client's voice. Clients approve every word and publish from their own accounts.

03 · WORK SMARTER

Practical AI

It starts with an AI Checkup. Then playbooks, team workshops, custom tools, and AI agents, set up in accounts the client already owns. Sometimes the answer is software they already pay for.

FOUNDER



Trey Meyer

Founder and Principal, Bar M Data Lab

SHORT BIO (34 WORDS)

Trey Meyer is the founder and principal of Bar M Data Lab. A former trial lawyer, nonprofit executive director, and teacher, he helps small businesses and nonprofits get found, be heard, and work smarter.

FULL BIO (126 WORDS)

Trey Meyer is the founder and principal of Bar M Data Lab. He spent fifteen years as a trial lawyer, three years at a homeless shelter (the last two as executive director), and eight years teaching middle and high school. Each role came down to the same work: making complicated things clear enough for people to act on. At Bar M, he helps small businesses and nonprofits get found online, be heard in their own voice, and put AI to practical use. He also writes The Roundup, a monthly newsletter on the AI news that matters to small businesses. Trey grew up in Liberal, Kansas, lives in El Dorado, and has officiated football, basketball, and baseball since 1993. He is the father of three grown sons.



Bar M branding irons. Photo: Trey Meyer.

The name

The old Bar M Ranch sat near Plainview, Texas, where Trey's grandfather was raised. Ranch brands were practical systems of identity and accountability. Bar M brings the same discipline to information.

Brand at a glance



The Bar M mark: a bar to the left of a rounded M, drawn like a ranch brand. Wood on light backgrounds, bone on dark.

Lora Libre Franklin

Lora for headings, Libre Franklin for body text.

Using our name and logo

- Write it as **Bar M Data Lab**; **Bar M** is fine on second reference.
- On X, we are **@BarMData**.
- Use the supplied logo files, with clear space around the mark at least the height of the bar.
- Please don't write BarM, Bar-M, or BMDL.
- Please don't stretch, recolor, outline, or add effects to the mark.
- Please don't place the mark on busy photos without a solid panel behind it.

Ink	Bone	Wood	Teal	Paper
#20211F	#FBF8F1	#79563D	#267C78	#F4EFE5

MEDIA AND PARTNERSHIP CONTACT

Trey Meyer
trey.meyer@barmdatalab.com

FIND US

barmdatalab.com
X: @BarMData
LinkedIn: Trey Meyer

AVAILABLE ON REQUEST

Logo files (SVG, PNG), founder headshot, brand photos, and interviews on small business marketing, thought leadership, or practical AI.