

Jay Baer



**The World's Most Inspirational Marketing
and Online Customer Service Speaker**

jaybaer.com | (602) 616-1895



JayBaer
BUSINESS SPEAKER & EMCEE

YOU UTILITY

Why Smart Marketers
About Help not



Inspirational Keynote Speaker

about Marketing, Business *and* Customer Service

Jay Baer shows you how to embrace change, get more customers and keep the ones you've already earned.

▶ The most retweeted digital marketer in the world

▶ A New York Times best-selling author



“There are some speakers that are great on stage, some that have amazing and relevant content, a very small handful who actually share something that will shift an entire business strategy, and very very few who impress me as having all the above — Jay is that guy.”



Rory Vaden

*Internationally
Recognized
Keynote Speaker*

Advisor to More than 700 Brands

- ▶ Jay is president of Convince & Convert, a strategy consulting firm that helps companies and organizations gain and keep more customers. Clients include **Taylor Made**, the **United Nations** and **Cisco** among others.

Do you want to see a complete list of brands and companies Jay has worked with over the years?

Click on this icon.



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(this one right here)



JayBaer

A Digital Thought Leader

- ▶ Jay runs and writes the #1 **content marketing blog** in the world, as well as **multiple podcasts** including ***Social Pros*** - named marketing podcast of the year in the 2015 Content Marketing Awards - and many other **education resources** for business owners and executives

Have you read Jay's blog?
If not, check it out.

Click on the icon to start
reading posts.



Do you prefer audio over text?
Listen to Jay's show.

Click on the icon to
start listening.



A Best-Selling Author

- ▶ Jay is the author of five books including *Youtility*, a New York Times and Amazon best-seller. His most recent book, *Hug Your Haters: How to Embrace Complaints and Keep Your Customers*, will release March 1, 2016

Five unique books.
Five unique ideas.

[Click here to learn more.](#)



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Right there.

Four Interesting Facts

- ▶ In high school, Jay was named 'most likely to be a game show host'
- ▶ He is a certified barbecue judge and a tequila collector
- ▶ Jay is a 6th-generation self-employed entrepreneur
- ▶ Jay's first speaking engagement was in 1993 for 150 people where he discussed the wonders of the Internet and its applications for marketing

In 2014, Jay delivered:

52 KEYNOTES



including **10** of the **Fortune 500**
with audiences from 1-10,000 people in over
40 CITIES & 4 COUNTRIES



Jay hosting an IBM global event and interviewing Ron Howard in front of 6,000 people.

Recent Appearances



salesforce.com



Nestlé



Prudential



NOVARTIS



JayBaer



social fresh

“Jay was the host for three days at our global IBM conference (thousands in attendance) and he was fantastic. He was very well prepared and turned a good event into an excellent event.”



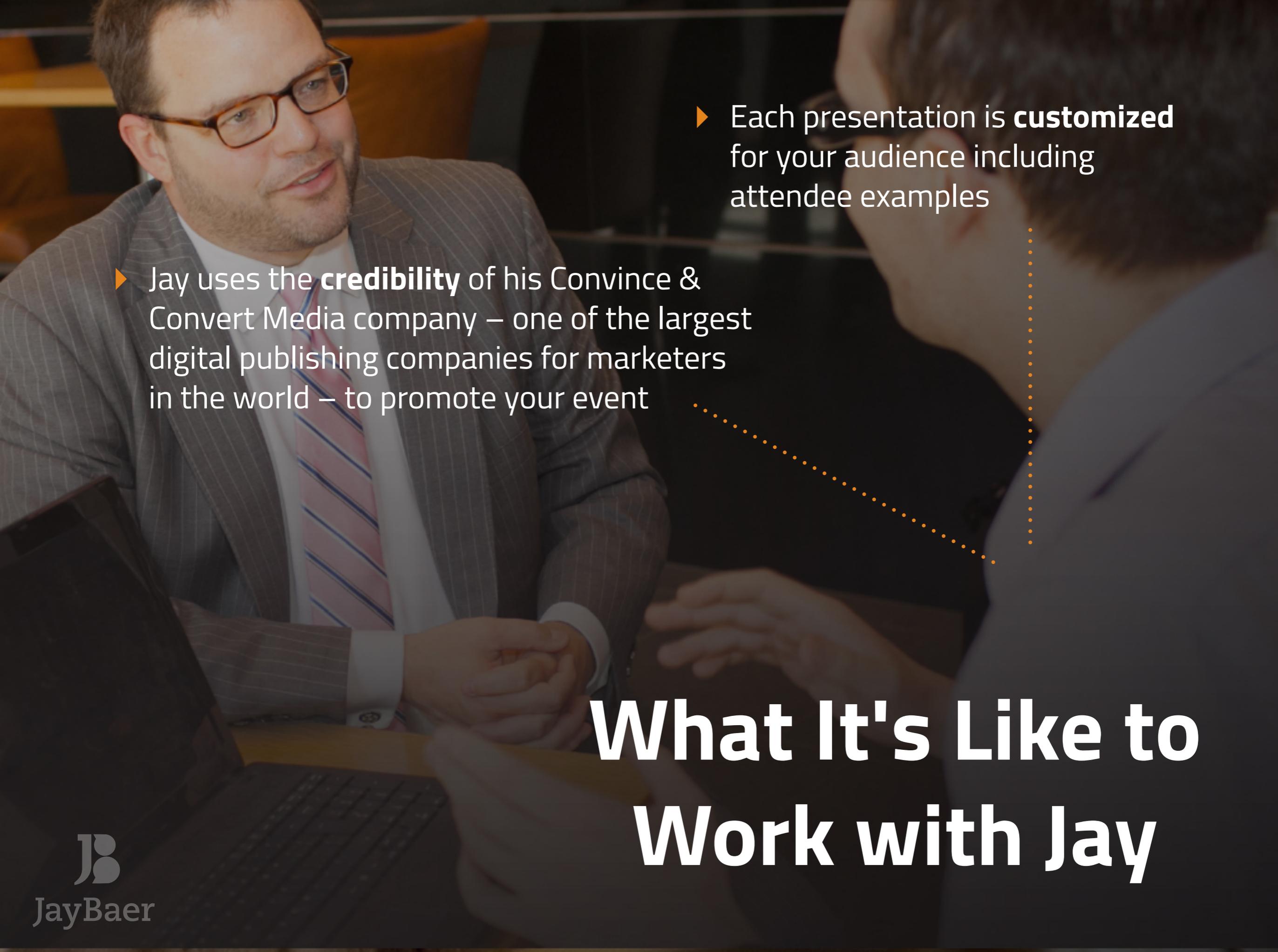
Matt Stryker
Global Marketing, IBM



What It's Like to Work with Jay

- 
- ▶ Each presentation is **customized** for your audience including attendee examples

What It's Like to Work with Jay



▶ Jay uses the **credibility** of his Convince & Convert Media company – one of the largest digital publishing companies for marketers in the world – to promote your event

▶ Each presentation is **customized** for your audience including attendee examples

What It's Like to Work with Jay

- ▶ Jay uses the **credibility** of his Convince & Convert Media company – one of the largest digital publishing companies for marketers in the world – to promote your event
- ▶ Jay's presentations are **visceral** and **visual**. No boring Powerpoint!

- ▶ Each presentation is **customized** for your audience including attendee examples

What It's Like to Work with Jay

- 
- A photograph of two men in business attire sitting at a table. The man on the left is wearing a grey pinstriped suit, a white shirt, and a pink and blue striped tie. He is wearing glasses and has a slight smile. The man on the right is wearing a dark suit and glasses, and is looking towards the first man. The background is slightly blurred, showing what appears to be a restaurant or meeting area.
- ▶ Approachable and **low-maintenance**

What It's Like to Work with Jay



▶ Jay's presentations are sprinkled with **humor** throughout. Attendees are guaranteed to leave laughing (and thinking)

▶ Approachable and **low-maintenance**

What It's Like to Work with Jay

- 
- ▶ Jay's presentations are sprinkled with **humor** throughout. Attendees are guaranteed to leave laughing (and thinking)
 - ▶ Organized, on-time, **considerate** and easy to work with
 - ▶ Approachable and **low-maintenance**

What It's Like to Work with Jay

Popular Programs

Hug Your Haters

How to Embrace Complaints and Keep Your Customers

Haters aren't your problem...ignoring them is.

If it feels like there are more complaints than ever, and that you're spending more time and money dealing with negativity and backlash, **you're right**. But the rise of customer complaints is actually an enormous opportunity.

In this eye-opening presentation, Jay reveals brand-new, proprietary research into why and where your customers complain.

Find out why you need to hug your haters and embrace their complaints. Jay will teach you how to keep these unhappy customers and grow your business.



Youtility

Why Smart Marketing is About Help Not Hype

If you're wondering how to make your company seem more exciting, you're asking the wrong question.

You're not competing for attention only against other similar products. You're competing against your customers' friends and family and viral videos and cute puppies.

To win attention these days you must ask a different question: "How can we help?"



Don't Just Make it Memorable, Make it Meaningful.

ADDITIONAL SERVICES



In-person book signings



Smaller session workshops



Extended Q&A



Follow-up webinars



Social promotion



Custom visual note-taking
of Jay's presentation

(live or printed as handouts)



Thanks for Getting to Know Jay

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availability.

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Contact now to
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Learn about Jay's availability.



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Contact now to hold a date.

Get in touch with Jay and his team.

A man in a plaid jacket and glasses is speaking to an audience. He is standing on a stage, gesturing with his right hand. The audience is seated in rows of chairs, and the background is dark with some blurred lights.

Thanks for Getting to Know Jay Baer

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