

JAY BAER

Hall of Fame Speaker, *New York Times* best-selling author, internet pioneer, entrepreneur, and the most inspirational speaker on marketing, word of mouth, and customer service



Jay Baer has published five best-selling books, started five multi-million dollar companies, and consults for many of the world's largest brands. He puts this experience to work for every audience, delivering massively relevant (and highly customized) programs that help attendees grow their businesses by exceeding customer expectations at every turn.

Jay shows audiences how to create marketing, customer service, and customer experience that customers love enough to talk about... and when current customers talk, new customers follow.



MICHELLEJOYCESPEAKERS.COM

Talk Triggers

Turn Your Customers Into Volunteer Marketers

Word of mouth is responsible for as much as 50% of all purchases, yet almost nobody has an actual plan to generate it.

In this fast-paced, dynamic, modern presentation Jay Baer presents you with a simple, yet critical choice: do you want to be the same, or do you want to be different?

Same is lame. We ignore average, but we discuss different. When you offer a differentiated, talkable customer experience, it compels conversation. And when customers talk, they recruit new customers...for free.

With hilarious and poignant storytelling, Jay teaches the 4 things that must be true for a differentiator to be a Talk Trigger; the 5 types of word-of-mouth generating Talk Triggers; and the 6-step process for creating Talk Triggers in any organization.

This powerful presentation creates real change among attendees, helping them to vastly improve their marketing, and customer acquisition approach.

“Jay’s on-stage delivery and customization for our audience was the most impressive speaker experience I have ever had.”

~ DEBORAH SEXTON, FORMER CEO
PROFESSIONAL CONVENTION MANAGEMENT
ASSOCIATION

For booking information:

Michelle Joyce
Michelle@MichelleJoyce.com
704-965-2339

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 new, 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.

Filled with tons of relevant examples – that can be customized to your business or industry – Hug Your Haters also includes insightful personal anecdotes that make Hug Your Haters a roller coaster ride of learning, hilarity, and inspiration.

"The minute Jay (literally) ran up on stage to inspire over 700 property managers, the energy level in the room reached phenomenal heights.

His style—a perfect balance of humorous examples and educational insights—kept people engaged until the very end. It was informative, actionable, and personal—and incredibly valuable to our customers."

~ LISA HORNER, VICE PRESIDENT OF MARKETING
APPFOLIO

For booking information:

Michelle Joyce
Michelle@MichelleJoyce.com
704-965-2339

Youtility

Why Smart Marketing Is About Help Not Hype

Your customers' expectations are going up and up and up. That's scary, yes. But it is also the single greatest business opportunity since electricity. Look past the "old ways" of marketing. Look past the old ways of customer service, and what you find is a once in a lifetime opportunity to massively propel your business forward in ways that were unthinkable just a few years ago.

The key to breaking through customer cynicism and competitor messaging clutter isn't shouting louder, it's becoming truly, massively relevant.

Relevancy is the coin of the realm, and you'll find out how to out-relevance your competition in dynamic, hilarious, thought-provoking presentation.

Filled with dozens of real-world examples, this hilarious and powerful presentation will fundamentally change the way you think about your business, and is based on a New York Times best-selling business book.

"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 our entire business strategy, and very very few who impress me as having all the above – Jay is that guy."

~RORY VADEN, WORLD CHAMPION PUBLIC SPEAKER

For booking information:

Michelle Joyce
Michelle@MichelleJoyce.com
704-965-2339