

# JAY BAER

Hall of Fame Speaker, New York Times best-selling author, internet pioneer, entrepreneur, and the most inspirational expert on marketing, customer experience, and customer service

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**All of Jay's programs are customized and personalized for each audience, and can be delivered in-person or virtually for your next event.**

Jay Baer is a Hall of Fame keynote speaker who teaches business growth through customer experience and marketing innovation. He is also a popular emcee and host of large events, *New York Times* bestselling author of six books, and founder of five, multi-million dollar companies.

Filled with real-world case studies and examples, Jay's entertaining and engaging programs teach companies how to turn customer experience, customer service, and marketing into their biggest business growth advantage.

Known for his fun plaid suits, meeting planners can actually select the suit. Jay will wear to their event through his custom app! When you want your event to be unforgettable... #PickPlaid



**MICHELLE JOYCE**  
SPEAKERS

## REWIRE

### *How to Re-Educate Your Customers and Boost Your Business*

Information creates understanding. Understanding reduces perceived risk. And risk reduction spurs purchase. That's been true for thousands of years. But now, the information our customers used to have about us has vanished, due to the pandemic disruption.

Are you open? Do you sell the same things? How have your procedures changed? Is the price still the same? How does customer service work now?

None of this information is universally known by your customers and prospects any longer. In this next normal, we can assume nothing regarding what customers know about businesses.

Effective immediately, companies need to REWIRE their customer relationships.

In this session, you'll hear from Jay Baer, a *New York Times* best-selling author of six books, Hall of Fame keynote speaker, and Founder of the marketing and customer experience consultancy Convince & Convert.

You will learn the new steps you must follow to:

- Rebuild customer knowledge (including ratings and reviews)
- Retrain your team
- Repackage your products and services
- Reconnect your nurture sequences
- Regain your competitive advantage
- Reintroduce your brand to your customers

Filled with relevant, customized examples and case studies, you will walk away engaged, inspired, and REWIRED for more business today.

"Jay was AMAZING! My favorite presentation of the day!"

~ AISHA ROBINSON, DIRECTOR OF DEMAND GENERATION, 360insights

**For booking information:**

Michelle Joyce

Michelle@MichelleJoyce.com

704-965-2339

## Coveted Customer Experience

### *How to Grow Your Business by Focusing on 3 Things Your Customers Truly Care About*

You've heard it before. Over and over, in fact. "Improve your customer service."  
"Optimize the customer experience." But what does that even mean?

Today, when the intersection points with your customers may number in the dozens (or even hundreds), tackling customer service or customer experience holistically is impossible. You can't magically get better at every customer touch point. But you CAN get better at the touch points that matter.

THINK SMALL is a fast-paced, dynamic, inspirational, and hilarious presentation that shows you how to gain and keep more customers by improving the only three things that really matter to your customers.

Audiences will learn:

- Why customer experience is the fastest route to growth
- The elements of your business that are non-negotiable for your customers, and where they'll give you a pass
- What customers really expect from your business category -- and how to exceed those expectations (without spending a fortune)
- Specific, concrete plans you can put into practice tomorrow that will get you to THINK SMALL and produce big results

"Jay is a powerful presenter. He not only positively affected our members, but as a result of his presentation, our own organization completely changed our approach to growth."

~ BILL ECKSTROM, CEO of ECSELL INSTITUTE

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# 4 Ways to Win

## *How Small Businesses Can Outflank the Big Guys and Thrive in 2020 and Beyond*

The big guys have more money. They have more awareness. They have more technology. But small businesses can still win and grow if they stop trying to copy the big guys, and instead double-down on an intimate approach to customer experiences.

Jay Baer is a 7th-generation entrepreneur who has started five multi-million-dollar small businesses from scratch. In this timely and vital presentation, he demonstrates the four ways small businesses can clearly differentiate from large competitors, and how those distinctions can be used to attract more customers than ever.

Including a minimum of nine relevant (and often hilarious) examples, Jay will change the way you think about customer experience, customer service, personalization, and marketing. You will learn why and how consumers choose between large and small alternatives, and how you can turn the tables on the corporate colossuses by embracing your points of difference.

"With COVID-19, we had to move from planning an in-person, three-day meeting to a virtual, three-day meeting with 60 people across three countries. All while keeping the same objectives and expected outcomes. Having Jay Baer as our host, emcee, and keynote speaker helped keep the high-energy and consistency needed across all three days. We were all extremely surprised how much engagement we had across the team – even until the end. It was an unanimous success thanks to Jay!"

~CHRISTY DEMPSTER, SENIOR INTERNATIONAL  
MARKETING MANAGER, CX

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# Youtility

## *How to Grow Your Business by Helping, not Selling*

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

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# 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

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# 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

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