



# JAY BAER

HALL OF FAME SPEAKER, *NEW YORK TIMES* BEST-SELLING AUTHOR,  
INTERNET PIONEER, ENTREPRENEUR, AND THE WORLD'S MOST  
INSPIRATIONAL BUSINESS GROWTH SPEAKER

## IMPORTANT LINKS

CLICK the links below for:  
[On-Stage Preview Video](#)  
[Virtual Preview Video](#)  
[Speaker Website](#)

## AREAS OF IMPACT

Business Growth  
Customer Experience  
Customer Service  
Marketing  
Emcee / Event Host

## BOOK JAY

Please contact  
**Michelle Joyce**  
704-965-2339  
[Michelle@MichelleJoyce.com](mailto:Michelle@MichelleJoyce.com)  
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**MICHELLE JOYCE**  
SPEAKERS

# MEET JAY



Jay Baer is a business growth and customer experience author, researcher, and advisor.

He has consulted for more than 700 brands, including Nike, Oracle, IBM, and the United Nations.

A 7th-generation entrepreneur, Jay has written seven best-selling business books, and created six multi-million-dollar companies.

An inductee into the Professional Speakers Hall of Fame, Jay was also named as one of the world's top 30 Global Gurus in both customer experience *and* marketing.

He founded the global strategy firm Convince & Convert. The firm received multiple Inc. 5000 designations, and Jay and his team provided winning ideas to leading brands in nearly every business category.

He co-created the Social Pros podcast, and hosted the show for 500+ episodes, twice winning "best marketing podcast" from the Content Marketing Awards.

And in his spare time, Jay is the second most-popular tequila influencer and educator on the planet. His Tequila Jay Baer channels on Instagram and TikTok reach hundreds of thousands of fans weekly.



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# TESTIMONIALS



*"Jay nailed it! In this day and age, manners have been lost and customer service is not a priority for many businesses. Jay hilariously demonstrates how important it is to "hug your haters" and respond to customer feedback, even if you can't fix it. You have to listen and you have to be empathetic. It's a lesson that applies not only to your business, but also to your own relationships. His stories and humor helped drive the message home and we look forward to having him back."*

**– ELIZABETH KUNZELMAN, DIRECTOR OF PUBLIC AFFAIRS, PETLAND**

*"We had the chance to work with Jay Baer to have him emcee one of our events, and it was a pleasure to work with him. Jay is very professional and has a lot of positive energy. He is very good in creating interactions with the audience, and our attendees found him amazing!"*

**– VALERIE HASSID, PFIZER**

*"Jay was amazing! We loved that he tailored the presentation to the multifamily sector of our business and included some of our data throughout. I was super surprised to find out consumer expectations on how fast businesses should respond. Jay also did a great job of adding humor throughout to keep the audience engaged."*

**– JOHN LE, APARTMENTS.COM**

*"Jay is always a draw for our events and delivers exceptional content for our B2B audience. His ability to put together and showcase B2B examples and actionable takeaways is greatly appreciated!"*

**– KLAUDIA TIRICO, DEMAND GEN REPORT / B2B MARKETING EXCHANGE**



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# POPULAR PROGRAMS

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



# AI OR DIE

## How to Use Practical AI to Empower Employees and Convince Customers

In today's rapidly-evolving business landscape, AI is no longer a futuristic concept — it's a critical tool for day-to-day success. AI is escalating customer expectations and redefining what it means to deliver exceptional experiences. In this thought-provoking and actionable presentation, Jay Baer explores the transformative power of practical AI and reveals how you can harness its potential and succeed in the face of intense competition.

Through real-world examples and up-to-the-minute data, attendees will discover how to move beyond the buzz with AI, the five steps every business leader must take to stay ahead (or catch up), the impact it will have on your workforce (including how to train your people to use AI tools), and where to use AI to boost revenue and grow market share.

### Key points in this program:

- Understand the true importance of AI adoption for business success in today's competitive landscape.
- Discover how AI is revolutionizing customer expectations and what businesses must do to keep pace.
- Explore the transformative potential of AI agents and why they may ultimately outpace generative AI tools in terms of impact.
- Learn practical strategies for fostering cross-departmental collaboration and developing effective AI policies.
- Gain insights into empowering team members to identify and leverage AI for productivity gains in their day-to-day work.
- Understand the rise of AI-fueled competitors and how to position your business for success in the face of heightened competition.
- Acquire a roadmap for implementing practical AI solutions drive measurable outcomes.

Attendees will leave inspired and laughing, equipped with the knowledge and strategies needed to embrace practical AI, empower their workforce, and deliver unrivaled customer experiences. Through engaging storytelling, real-world case studies and actionable insights Jay delivers a compelling REALISTIC vision for how you must use AI in your business right now.



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# THE TIME TO WIN

## Grow Your Business by Exceeding Customers' Need for Speed

How much are you willing to wait? If you're like most of your customers, the answer is very little.

Your customers are deciding to buy from you today (and every day) based on how fast you are (or aren't). More than half of all customers have made a recent purchase from a business that responded first, even if they were more expensive. And, 2/3 of all customers say speed is as important as price.

Technology can provide a tremendous competitive advantage as companies jockey to deliver **The Time to Win**: the perfect interval that exceeds customer expectations for responsiveness.

In this dynamic new program from CX expert and researcher Jay Baer, you'll learn what today's customers think is fast and slow in each communication channel. And you'll learn specific tools to get faster throughout the customer journey – increasing new customer attraction, and current customer retention.

Based on brand-new, proprietary research, this presentation will have you rethinking your own answer to the “how fast is fast enough?” question. And you'll be inspired by powerful examples of businesses winning with speed.

### Key points in this program:

- Why speed is the most important element of customer experience
- How long consumers will wait to hear back from a business
- How consumers feel when brands are faster (or slower) than they expect
- The huge connection between responsiveness and revenue
- Which generation is the most patient, and which is the least patient
- Specific, concrete plans you can use to determine the perfect responsiveness (The Right Now) in any customer interaction
- You'll be entertained and inspired by relevant, customized (and often hilarious) examples and case studies



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# 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 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 three touch points that matter.

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

### Key points in this program:

- Why customer experience is the fastest route to growth
- When customer experience stops and customer service stops
- The three 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 it (without spending a fortune)
- Specific, concrete plans you can put into practice tomorrow that will create a customer experience worth coveting, that produces big results
- Be entertained and inspired by relevant, customized (and often hilarious) examples and case studies



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# TALK TRIGGERS

## Turn Your Customers Into Your Ultimate Sales and Marketing Advantage

The best way to grow ANY business is for your customers to grow it for you. But that only occurs if you deliver a customer experience that creates conversations.

Word of mouth influences 50% of all purchases, but we too often take this for granted. We just assume that our customers will talk about us. But they won't, unless you give them a story to tell.

In this hilarious and interactive presentation filled with examples and research, Jay Baer teaches audiences how to create a unique story for their business; a tale that will turn their customers into their most effective sales and marketing advantage.

This powerful keynote creates real change among attendees. It alters the way they think about the intersection of customer experience, marketing, sales, and operations, yielding big growth and enhanced cooperation.

### Key points in this program:

- Learn how to grow your business with word of mouth
- Discover why customers talk and why they remain silent
- Learn the definition of a Talk Trigger (an unconventional, operational choice that creates conversation)
- Discover the 4 Requirements of a Talk Trigger
- Learn the different types/categories of Talk Triggers
- Be entertained and inspired by relevant, customized (and often hilarious) examples and case studies

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# HUG YOUR HATERS

## 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 proprietary research into The Science of Complaints – why and where your customers complain, and how to turn customer service into a marketing advantage.

80% of companies say they deliver exceptional customer service. Only 8% of their customers agree.

Jay teaches the critical steps necessary to retain and delight customers in this disrupted era when customer service has become a spectator sport.

### Key points in this program:

- Learn why customer expectations are rising faster than ever
- Discover the huge disconnect between what customers and companies think about service
- Learn the one, giant, recent shift that changed everything about customer service
- Discover why praise is the most overrated thing in business (and in life)
- Learn how to handle unhappy customers, online and offline
- Be entertained and inspired by relevant, customized (and often hilarious) examples and case studies



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# THREE DRAWBRIDGES

## How to Cross Your Customer's Moat of Attention

Today's consumers are a wary bunch. After all, they've been through a lot. And approximately zero percent of customers are sitting quietly, secretly hoping for more brand-created content to be thrust upon them.

To win with content in today's world, you have to fundamentally realign your thinking and your expectations. Instead of assuming your content will succeed, and trying to avoid mistakes that would cause failure, you now must assume your content will fail, and make CERTAIN you pass the three tests required for content lift-off.

These tests are called the "Three Drawbridges of Content Success." Your customers constantly have their hands on the levers, deciding when and whether to drop the bridges and let you in to their hearts, minds, and wallets.

This fast-paced and funny presentation will entertain you, inspire you, and scare you. Before this session ends, you'll be scheduling a team meeting to rework your content marketing strategic plan!

### Key points in this program:

- Learn how the global pandemic changed B2B and B2C customer expectations and desires
- Discover why content and communications success isn't found inside a technology platform
- Understand how "radical relevance" offers the key to customer hearts and minds
- Learn about the Three Drawbridges of radical relevancy that will increase sales
- Be entertained and inspired by relevant, customized (and often hilarious) examples and case studies

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# EMCEE AND EVENT HOST



Hall of Fame keynote speaker Jay Baer is also an in-demand emcee and event host. Whether it's a full-day program or a complex, multi-day event, Jay has hosted events [both virtually and in-person] for IBM, Oracle, Roche, D&H Distributing, and many other major brands for audiences as large as 15,000 attendees.

He prepares vigorously, reviewing presentations of all main stage speakers with event organizers beforehand, and remains largely unscripted to be able to connect the thematic dots on-the-fly.

Jay even offers to create a closing keynote written **DURING** the event, that closes the show with key takeaways and lessons for the audience.

He can easily pull double or triple duty at your event (keynote + emcee + panel moderator), and he can assist with run-of-show, tech platform selection, speaker coaching, interactive elements, marketing, and more.

## ***Here's an unsolicited testimonial from our client:***

*"Jay you are absolutely AMAZING!!!! From the first call we had, that seems like eons ago where you set me at ease and told me we would have not 1, not 2, but 3 great events, I knew it would be great... but I could have never imagined just how great!!! The organization is buzzing this morning about how they could have never imagined virtual galas to be that dynamic! The executive team is so happy! You are the ultimate rock star and we couldn't have done this without you!!!!"*

~ Alyssa Reisman, Event Manager for D&H Distributing

# TEQUILA, ANYONE?

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Hall of Fame keynote speaker and best-selling author Jay Baer is also a certified tequila sommelier!

What a passion for tequila and agave spirits, Jay will work with your company to create a dynamic, custom program (in-person or virtual) that combines marketing and CX counsel with fun, informational tequila content.

His Instagram (@tequilajaybaer) and TikTok (@tequila.jay) accounts educate new consumers about all things tequila on a regular basis.

Jay has spent 30+ years advising the world's largest brands on how to gain and keep customers using social media, content marketing, digital marketing, and customer experience. He draws on this expertise to combine customer experience and marketing content within-person or virtual tequila education and live tastings.

Learn how to bring this fun and memorable addition to your next event!

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# BOOKS BY JAY



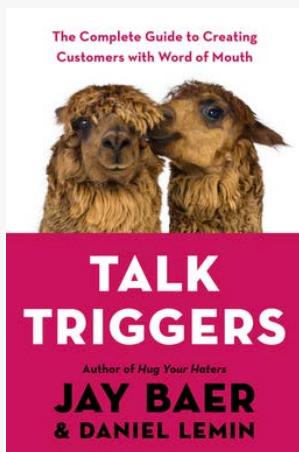
Jay Baer is the *New York Times* best-selling author of seven books that help you get more customers and keep the ones you've already earned.



## ***The Time to Win***

In this groundbreaking mini-book (takes just one hour to read), Jay demonstrates why speed is now the most important component of customer experience.

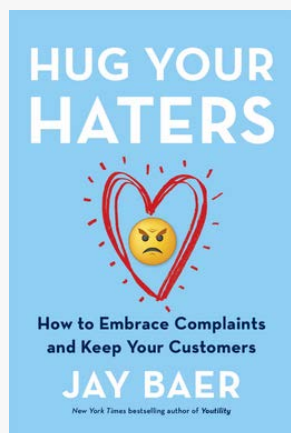
And, his 6-piece framework illustrates precisely how to gain and keep more customers using speed and responsiveness. See why people say it's the "most useful small book ever published"!



## ***Talk Triggers: The Complete Guide to Creating Customers With Word of Mouth.***

Published by Penguin Portfolio, *Talk Triggers* is the complete blueprint for growing a business by giving customers a memorable story to tell.

(It's also the first business book with alpacas on the cover!)



***Hug Your Haters: How to Embrace Complaints and Keep Your Customers*** is the first book on customer service disruption, and is one of the best-selling customer service books globally.

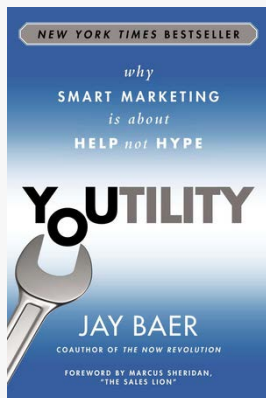
Named one of 2016's top three business books by *Strategy: Business Magazine*.

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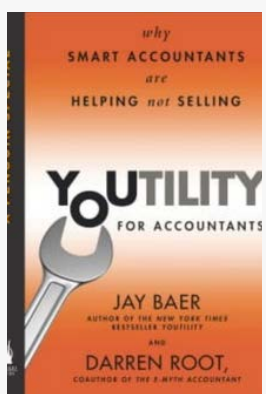
# BOOKS BY JAY

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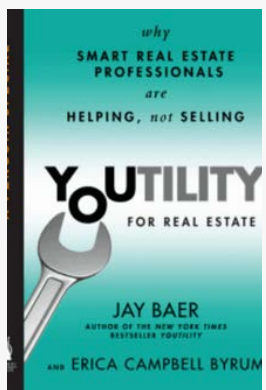


Jay's book ***Youtility: Why Smart Marketing is About Help not Hype*** is a *New York Times* and *Amazon* best seller.

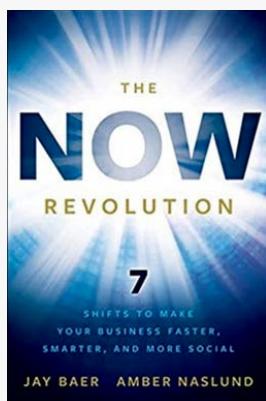
Published by Penguin Portfolio, *Youtility* helped redefine content marketing and digital marketing for modern business. The *Youtility* keynote presentation is a powerful mix of inspiration and practical, real-world examples.



Co-written with best-selling author Darren Root, ***Youtility for Accountants: Why Smart Accountants are Helping not Selling*** takes the core premise of *Youtility* – making your marketing so useful, people would pay for it – and gives it an accountants-only twist.



Co-written with digital marketing expert Erica Campbell Byrum from Homes.com and ForRent.com, ***Youtility for Real Estate: Why Smart Real Estate Professionals are Helping not Selling*** takes the core premise of *Youtility* – making your marketing so useful, people would pay for it – and shows how it works for the real estate business.



What is social media's impact on business, and how must companies change to survive and thrive in this fast-paced, hyper-competitive world?

This is the topic of ***The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social*** from Jay Baer and Amber Naslund [Michelle@MichelleJoyce.com](mailto:Michelle@MichelleJoyce.com)

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