

# TODD HARTLEY SPEAKING TOPICS

Todd's expertise combines digital marketing, video production, and the use of technology to speed up sales, despite living in an economy where consumer attention is more scarce and valuable than ever before. He is the go-to adviser for innovative medical companies, celebrity projects, and industry leaders. If you'd like to book Todd to speak at your next event, please see his list of speaking topics below.

## FULL SPEECHES

- Attention Hacks: How to Use Video To Accelerate Your Pipeline
- How to Identify Profitable Business Stories & Weave Them Into Your Marketing Strategy
- 7 Ways to Increase Sales Revenue Faster
- How to Profit From Where Facebook & Google are Going
- How Lean & Mean Businesses Use Video To Solve Problems
- Tricks for Easily Adjusting to Your Changing Customer

## SPEAKING MODULES

Is your audience looking for specific answers related to marketing, sales, SEO, video, or entrepreneurship? At your request, Todd will develop a custom speech based on the modules below.

### SALES MODULES

- ROI Generating Tools Sales People Need to Know
- Why Video Is Revolutionizing Sales
- Introduction to Inbound Sales (Taught this for HubSpot)
- Building A Lean, Highly Efficient, ROI-Focused Sales Team
- 7 Steps For Creating a Profit Focused Inbound Sales Team
- The Science Behind Optimizing Sales Results
- How To Make Your Business Conference Profitable
- Conference Sales Strategies That Create Huge ROI
- B2B Advertising & Sales Tactics
- B2C Advertising & Sales Tactics
- Cutting Edge Covert Sales Tactics For The Digital World

### MARKETING MODULES

- Introduction to Inbound Marketing (Taught this for HubSpot)
- 7 Ways to Create a Profit-Focused Inbound Marketing Team
- How To Own The Conversation in Your Business Niche
- How To Easily Grow A Cause, Foundation of Organization
- The Science Behind Optimizing Marketing Results
- Conference Marketing Strategies That Create Huge ROI
- B2B Advertising & Marketing Tactics
- B2C Advertising & Marketing Tactic

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## VIDEO MODULES

- Why Video Is Revolutionizing Digital Marketing & Sales
- How To Select Profitable Video Topics For Your Business
- Tricks For Search Engine Optimizing Your Business Videos
- Live Streaming Tactics For Business, Sales & Personal Brands
- Video Marketing That Creates ROI

## SOCIAL MEDIA MODULES

- Where is Google Going & How To Position Your Business
- Where is Facebook Going & How To Position Your Business
- Where is Twitter Going & How To Position Your Business
- Using LinkedIn for Your Business

## EMAIL MODULES

- How To Optimize Your Email To Generate Significant ROI
- The Tricks For Building An Email Database

## SEARCH ENGINE OPTIMIZATION MODULES

- How To Dominate Google Search Results
- How To Search Optimize Your Business Videos

## ENTREPRENEURSHIP/STARTUP MODULES

- Kickstarter Tricks For Crowdfunding Your Business Launch (Based on our Justin Timberlake Project/Case Study)
- Positioning Your Business To Profit By Aligning With The Latest Market Trends
- Trends: Biggest ROI Opportunities & Tactics Available Now

For booking inquiries, please contact Sarah via email at [Sarah@WireBuzz.com](mailto:Sarah@WireBuzz.com).