

DAVID NEWMAN



David Newman speaks to small and solo business owners who want more leads, better prospects, and bigger sales... **Now more than ever!**

David Newman is a nationally-acclaimed marketing speaker known for his high-content, high-energy presentations laced with humor, "do-it-now" tools, and immediately actionable takeaways.

David is the author of *Do It! Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition* (AMACOM.)

David has presented for over 600 groups since 1992, including corporations, state and national associations and non-profit organizations. He counts 44 of the Fortune 500 among his clients and audiences including IBM, Comcast, Microsoft, Accenture, and American Express.



To book David NOW:

T: 610.716.5984

E: david@doitmarketing.com

W: www.doitmarketing.com

David helped us triple the revenue from our core service. His ideas work and they last.

— Mary Broussard,
CEO, The Barter Connection

Two results: an increase in clients and revenue, and a yearning to apply more of these principles!

— Gail Welkes,
President, Focus Personnel

This session was excellent. The best thing for me was that we worked through real-world issues, one by one. This would be enough to jumpstart anyone. It's not about knowledge, it's about WORKING knowledge. David was outstanding.

— Tom Maillie,
Marketing, National Liberty

I picked up six new clients after David's program. It works!

— Piper Reece,
Sales, Executive Office Link

David condensed a lot of material into a single day. This program was an excellent investment with a very high ROI.

— Michael Rittler,
American Express

David is "big-picture" PLUS "do-this-now" for bottom-line results.

— Ford R. Myers,
President, Career Potential LLC

► PROGRAMS

THE DO IT! MARKETING SEMINAR

- Grow your business in any economy by implementing 17 instant-action marketing strategies, tactics, and tools
- Boost quality and quantity of incoming leads by increasing your visibility, credibility and “buy-ability”
- Attract more and better clients by making small changes to your positioning, articulation, and distinction

DO IT! MARKETING: 7 SECRETS OF DIGITAL MARKETING SUCCESS

- Answer 7 key questions to laser-focus on the buyers you serve best and want to serve most
- Build your digital platform to position yourself as a problem-solver, not a peddler, so you never need to compete on price again
- Use digital marketing to consistently close bigger and better deals in any economy – even against larger, meaner, and better-funded competitors

DO IT! MARKETING: 7 BIG IDEAS TO GROW YOUR IMPACT, INFLUENCE, AND INCOME

- What 80% of executives and entrepreneurs miss that causes marketing overwhelm and sales burnout
- How to laser-focus your marketing so that you get up each day knowing EXACTLY where to invest your time, energy and efforts
- Scripts, templates and tools to help you maximize your marketing and boost sales results

THE DO IT! MARKETING SEMINAR

This is a high-energy, high-content program designed for the new world of business where creativity, focus, and clarity are your most potent entrepreneurial tools. You'll never do marketing the same way after experiencing this game-changing seminar. After this program, you will be able to:

- Grow your business in any economy by implementing 17 instant-action marketing strategies, tactics, and tools
- Boost quality and quantity of incoming leads by increasing your visibility, credibility and "buy-ability"
- Attract more and better clients by making small changes to your positioning, articulation, and distinction
- Accelerate your revenue growth by shifting your marketing engine into high gear
- Consistently win against bigger, meaner, and better-funded competitors

Audiences: Business owners who want to **grow their business** and professionals who want to **sell more products and services**. Also: Conference keynotes, Association meetings, and Chambers of Commerce.

Customization: Alternate titles are "Breakthrough Marketing Mastery" or "17 Rules for the New World of Marketing"

Length: This program can be customized from 60-90 minutes (keynote) to half-day, full-day, and 2-day formats.

DO IT! MARKETING:

17 INSTANT-ACTION IDEAS TO BOOST SALES, MAXIMIZE PROFITS & CRUSH YOUR COMPETITION

David will show you how to build your business and increase your visibility, credibility, and buy-ability! Use 17 specific strategies for boosting your influence, impact and income as a thought-leading executive or entrepreneur. Extensive handouts will be provided.

In this high-content, high-impact program, marketing expert David Newman will give you the strategies, tactics, templates and tools to increase your marketing success. As a result of attending this program, participants will learn:

- 17 step-by-step strategies for increasing your magnetism, credibility, and marketability as a person/company of value
- What buyers, prospects and customers really look for when making buying decisions
- Re-ignite your career, business or professional practice by building your “Thought Leadership Platform”
- How to rapidly make subtle changes in your own positioning, packaging, promotion, and performance to dramatically boost your business

Unlock a steady stream of new prospects, clients, and customers who are already seeking solutions to the pains, problems, heartaches, and headaches that you're brilliant at solving.

DO IT! MARKETING:

7 SECRETS OF DIGITAL MARKETING SUCCESS

Social media and digital marketing is NOT enough. But relying on offline strategies isn't going to work to meet your marketing goals, either.

The answer lies in a hybrid approach, combining digital and direct marketing strategies – and leveraging the power of each to punch through the noise, deliver a value-first message, and establish you and your organization as the obvious choice in front of your target consumers, customers, clients, influencers and decision-makers. As a result of this program, your audience will be able to:

- Answer 7 key questions to laser-focus on the buyers you serve best and want to serve most
- Increase your visibility, credibility and “buy-ability”
- Position yourself as a problem-solver, not a peddler, so you never need to compete on price again
- Attract more and better prospects by making rapid yet subtle changes to your A&D (Articulation and Distinction)
- Consistently close bigger and better deals in any economy – even against larger, meaner, and better-funded competitors

DO IT! MARKETING:

7 BIG IDEAS TO GROW YOUR IMPACT, INFLUENCE, AND INCOME

You could be the best at what you do in the world, but if no one knows who you are, then you'll spend your days in professional frustration, marketing overwhelm, and sales burnout.

In this program, you will get actionable tools, templates, and strategies to launch – or relaunch – your business or career toward its next level of success by following the marketing mantra, “Offer value, invite engagement.”

This program is especially powerful because it's about “fusion marketing.” What does that mean? It means the combination of Marketing PLUS Sales PLUS Business Development. Nail one or two of these and you'll do OK. Nail all three and you'll dominate your marketplace and skyrocket your success.

What your attendees will take away from this fast-paced, content packed seminar:

- The four levels of marketing: Strategies, initiatives, tactics and action steps and how to sort them out for your own business so you stop “spinning your wheels”
- What 80% of executives and entrepreneurs miss that causes marketing overwhelm and sales burnout
- Why you will get more and better results by doing LESS marketing than you're doing today
- How to laser-focus your marketing so that you get up each day knowing EXACTLY where to invest your time, energy and efforts
- Scripts, templates and tools you can use immediately to do a better job of marketing and grow your business NOW

DAVID'S CLIENTS AND AUDIENCES INCLUDE:



► DAVID NEWMAN'S SEMINARS, EXECUTIVE EDUCATION PROGRAMS, AND KEYNOTES

"David's program was a triple play: a strategic roadmap, a tactical toolkit, plus a healthy kickin-the-pants to business as usual. People were talking about his ideas for months afterward - and best of all, they generated real results!"

— Micki Kind
Citizens Bank of PA

"David's program generated in-depth discussions and significant learning gains. The half-day session flew by, and left the audience feeling both satisfied and empowered. Written program ratings were consistently high across all areas."

— Mary Imbornone, VP of National Training
Devereux

"We received tremendous feedback about your presentation. Our members found your program informative and particularly worthwhile. We definitely want you back!"

— Monika Zadroga
Greater Philadelphia Chamber of Commerce

"David spoke at our Tri-State SHRM meeting - fantastic speaker and great reception from the audience - would absolutely recommend him for your next conference!"

— Diane Wagner, SPHR
Society for Human Resource Management

"The concepts in David's presentation truly transcended any industry specific rules, making it VERY pertinent to our dealers. David did a superb job of learning our business model and applying it to his presentation. The preparation and attention to detail was very apparent to all of us!"

— Jeff Phillips
Western U.S. Account Manager, XPEL Technologies

"Biting insight. Immediately applicable marketing techniques. Exceedingly humorous delivery. If you are looking for a marketing speaker, I highly recommend David. His company and approach is DO IT! Marketing. And that is exactly how I encourage you to respond to any proposal with his name on it."

— Brian Walter, CSP
Speaker Hall of Fame, 2017-2018 President National Speakers Association

"Your opening mega-session provided a terrific set of tools that not only enriched the conference experience but prepared folks to tackle the challenges and opportunities awaiting them back at the office. You delivered exactly what we were looking for in our keynote address. The entire conference team got extremely positive feedback from attendees."

— Scott Winter

American Museum Membership Managers Conference

"David brings a charming wit and energy to his presentations that keeps the audience engaged and delivers great take-aways. David addressed a packed room, and he hit it out of the park. The feedback we received was nothing short of glowing."

— Brian Wiggins

Director of Sales, Philadelphia Business Journal

"David has a spirit of excellence, a creative muse that inspires and an energy that won't quit. He mixes communication, professional creativity and passion, IQ and EQ for a powerful recipe that creates marketing success!"

— Hannah Oakman-Brown

Coordinator, Exelon Women's Day of Empowerment

"David knows what it takes to market thought-leaders successfully. He brings three dimensions to his work - the real-world perspective of an executive buyer, the proven strategies of a marketer, and the tools and templates of a highly skilled tactician."

— Diane Lemonides

President, Luxury Marketing Council

"We hired David Newman to speak to our annual meeting of commercial real estate professionals. It's a tough group to please at a tough time in their businesses - and David delivered exactly what we were looking for in a high-impact nuts-and-bolts program that got people energized, excited, and equipped to close bigger and better deals faster."

— Kevin Flynn Jr.

President, Commercial Industrial Investment Council

"David was an amazing inspiration when I was drowning in my business. He gave me a few simple guidelines and helped me find that marketing attitude that sticks with me to this day. David is a great asset to our company!"

— Terri Waterman, CEO

Surreal Concepts

"What makes David great is that he probes you with little bits of insight that work like electrical shocks that finally jar your mind enough that suddenly great marketing ideas appear. David teaches you how to do marketing on your own. You can't go wrong hiring David."

— Ted Garrison, CSP

President, New Construction Strategies 3.0

"Even though I have an M.B.A. in marketing, attending David Newman's seminar was like going for a marketing Ph.D. David's program was packed with specific tactics to help any professional command the attention and interest of his or her ideal prospective clients."

— Sam Wieder

Marketing Expert

ABOUT DAVID NEWMAN, CSP

David Newman, CSP is a nationally-acclaimed marketing speaker known for his high-content, high-energy presentations laced with humor, “do-it-now” tools, and immediately actionable takeaways.

David is the author of the #1 business bestseller "Do It! Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition" (AMACOM) and the creator of the Speaker Profit Formula, the widely-respected flagship mentoring program for already-successful professionals who speak.

David works with executives and entrepreneurs who want to position themselves as thought-leaders and generate MORE leads, BETTER prospects and BIGGER sales through the power of speaking.

David's background overlaps three key areas. First, David has worked inside organizations as the client; he has also worked as a speaker and consultant himself for Fortune 500 companies; and finally, he's helped over 500 speakers, authors, consultants and experts raise their game and deliver their highest value.

Sitting on all three sides of the table, you learn a thing or two!

As a highly successful speaker himself, David has presented for over 600 groups since 1992, including corporations, state and national associations and non-profit organizations. He counts 44 of the Fortune 500 among his clients and audiences including IBM, Comcast, Microsoft, Accenture, and American Express.

David has been featured and quoted in The New York Times, Investors Business Daily, Forbes, Sales & Marketing Management, Selling Power, Business 2.0, Entrepreneur, and hundreds of media outlets nationwide.

The Certified Speaking Professional (CSP) designation, bestowed by the National Speakers Association (NSA), is the highest earned international designation for professional speakers. Achieved by the top 10 percent of speaking professionals, this recognition reflects more than a 10-year audited record of work, including over 340 documented paid presentations, anonymous evaluations by 20 different clients with a rating score of 94.8 out of 100, and a peer-reviewed 90-minute full length presentation

A Leader Among Speakers

David has served on the board of the National Speakers Association Philadelphia chapter since 2007 and served as President during 2010-11. David has presented marketing programs to his peers at the National Speakers Association National Conventions for the past 10 consecutive years where his programs are always among the most highly-rated by his peers – OTHER professional speakers!! David has also been TWICE voted NSA “Member of the Year,” an honor held by fewer than 10 speakers in the nation.

Speaking Topics

David’s most popular keynotes and seminars include:

- The Do It! Marketing Seminar
- Do It! Marketing: 17 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition
- Do It! Marketing: 7 Secrets of Digital Marketing Success
- Do It! Marketing: 7 Big Ideas to Grow Your Impact, Influence, and Income



Once again the feedback from attendees was phenomenal, they loved it, and dare I say it was our very best meeting! David has great energy and is highly recommended!

— Steven Stein
Program Chair, Oracle/JDEdwards User Group



I was amazed!!! David's program rocked my world and changed my business. His content is specific, actionable, and zero-fluff. I took away three ideas that I implemented for no cost, which made me money within a week. Now that's ROI!

— Marty Val Hill, SPHR
Woodbury School of Business (Utah)



David delivers, delivers, and delivers some more. David has one of the quickest and most creative marketing minds I've ever come across. His practical, ready-to-be-used advice is dead on. His style is in-your-face without being too harsh, with a twist of good humor thrown in.

— Kirstin Carey
Owner, Nourish Restaurant, Phoenix AZ



David offers success-driven business owners powerful and customized solutions designed to ensure growth and create client demand. His deep knowledge of and experience in marketing make him a sharp and value-added source. David's results are outstanding.

— Sara Canaday
McCombs School of Business, University of Texas at Austin



David and his team have cracked the code. His blend of all the various aspects of marketing, social media, online and offline promotion, and targeted connection-building allows clients to focus on two core activities: growing their practice as a thought-leading professional, and both attracting and closing best-fit prospects. Five stars on a three-star scale - hire him, he's the real deal.

— Scott Messer
President, Sales Evolution LLC



David, your program is right on target: practical, nuts and bolts, and loaded with valuable resources, strategies, tools, and tactics that all of us can benefit from. In over 30 years of my professional career, I've rarely seen your unique combination of professionalism, humor, mile-a-minute content, and high level of personalization and client engagement.

— Steven M. Horner
Founder, Consultants Forum