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Fraser J Hay
Motivational Keynote Speaker Kit 2023
www.itstacksup.com



Welcome

Introduction to Fraser Hay & His Keynote Speaker Kit



If you're planning a conference, expo, tradeshow, online summit, webinar or workshop and need a Keynote speaker to thrill, excite, empower & delight your audience, then please read the following pages and get in touch.

Fraser J. Hay

Founder | itstacksup.com



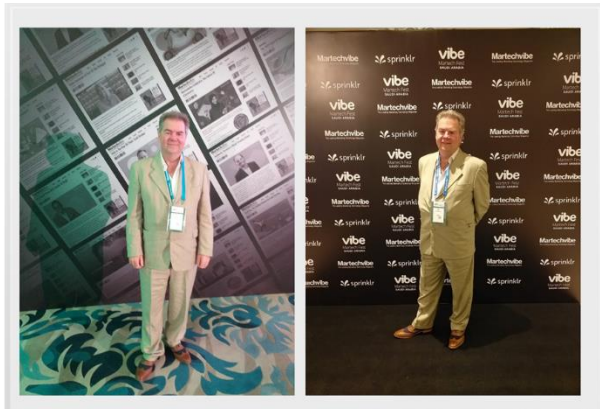
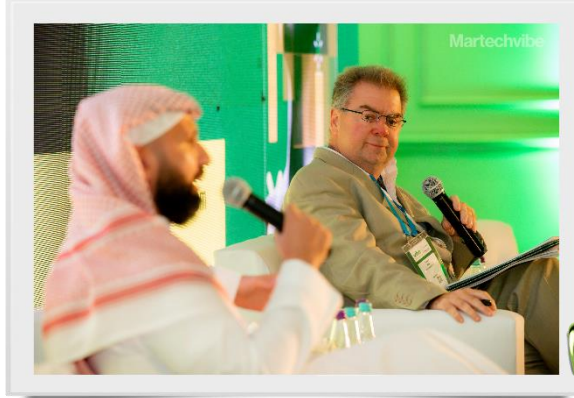
International Keynote Speaker

Empower Your Audience to Create & Live Their Vision



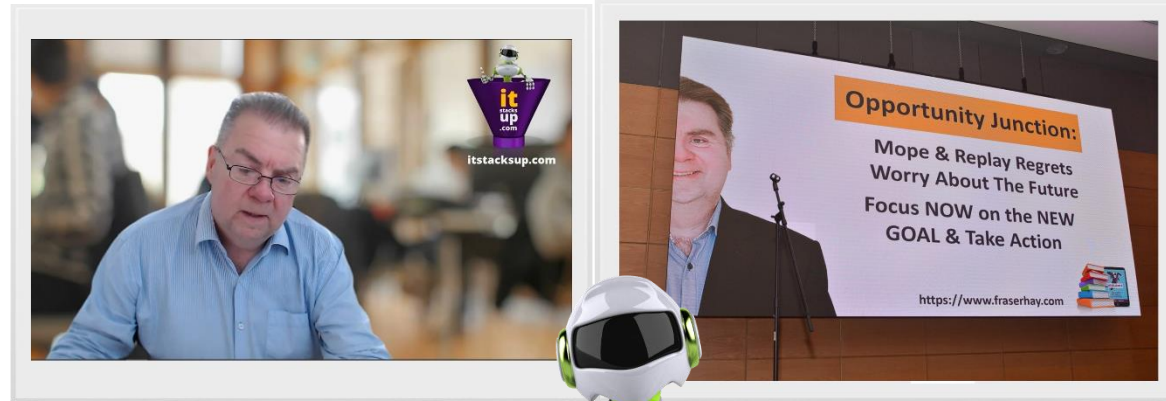
International Keynote Speaker

Fraser has delivered Keynotes on 4 continents



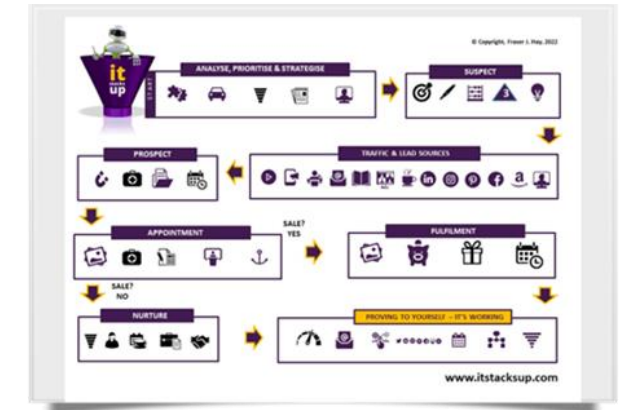
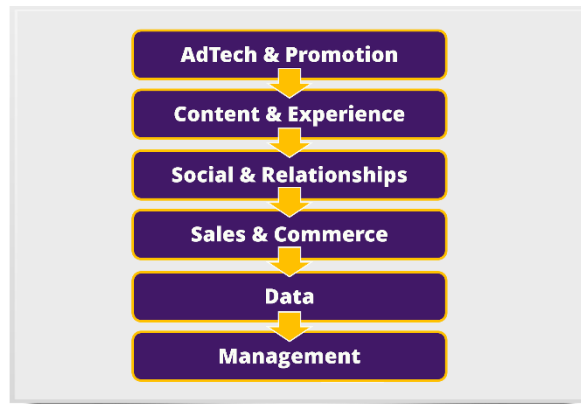
30 Years Marketing & Entrepreneurial Experience

Invite Fraser to share his wealth of knowledge, wisdom & experience



Powerful, Practical & Proven Methodologies

to help your audience identify, pursue & achieve their goals



Entertrain Your Audience Online, On-Site or On The Stage

Empower your audience to action with powerful stories, anecdotes & case studies



Invite Fraser to Simplify MarTech in 4 Practical Steps

In fact, it's 4 Powerful, Practical & Proven Steps to Marketing Automation

BUSINESS MODEL

1

		PRIORITY
	CUSTOMER AVATAR You need to know your audience and who it is you want to reach. You need to know their demographics, behaviours & interests.	↓
	MARKETING MESSAGE You need to know what message you need to deliver, the challenges you face, the challenges you offer your target audience.	↓
	REVENUE STREAM You need to know your revenue streams, and up-sell income streams you have.	↓
	LEAD MAGNET You need to know what magnet, digital asset or offer signs up or registrations.	↓
	AUTHORITY You need to know your authority in your industry, sector or experience and social proof.	↓
	SALES PROCESS You need to know your sales process and customer journey, workflows, data and objectives to be achieved.	↓
	ROUTES TO MARKET You need to know your routes to market and the sales channels your intended audience, partners you will need.	↓
	RESOURCES REQUIRED You need to know the human, technical and financial resources your NEW business needs.	↓
	ROI You need to know your return (ROI) that you want, and how you will track your progress.	↓

OUTCOME

By the end of this stage, you will have documented your existing business model, what it is you offer your target audience, your preferred routes to market. Confirm your top 3 priority areas to be actioned.

For Help with your BUSINESS MODEL, Visit www.itstacksup.com

CUSTOMER JOURNEY

2

		PRIORITY
	ATTRACT You need to know how to attract random browsers to your website. You need to know what messages, offers, campaigns you need to create.	↓
	ENGAGE You need to know how to engage your target audience. You need to know what content, offers, posts you need to create.	↓
	CONVERT You need to know how to convert visitors on your website into leads. You need to know what offers, incentives you need to create.	↓
	TRANSACTION You need to know how to process simple as possible signups & registrations.	↓
	SCALE You need to know how to scale your marketing process as possible. You need to know what marketing processes in place you need to have.	↓

OUTCOME

By the end of this stage, you will have identified exactly what you need to do in order to acquire, convert & retain Customers, then repeat the process.

For Help with your CUSTOMER JOURNEY, Visit www.itstacksup.com

MARTech STACK

3

		PRIORITY
	ADTECH & PROMOTION You need to know how to select an advertising agency, create an audience, and create campaign accounts.	↓
	CONTENT & EXPERIENCE You need to know how to create a message, website, content, offers, incentives that encourages visitors to return.	↓
	SOCIAL & EXPERIENCE You need to know how to use social media to your advantage. You need to know what you offering, incentives, offers.	↓
	SALES & COMMERCE You need to know how to process each stage of your sales process and how to convert visitors.	↓
	DATA You need to know how to store, protect and interrogate data. You need to know what data you need to collect.	↓
	MANAGEMENT You need to know how to report progress to your stakeholders. You need to know what reporting systems you need to have.	↓

OUTCOME

By the end of this stage, you will have a defined cloud based technical solution for managing & automating every aspect of your marketing online.

For Help with your MARTech STACK, Visit www.itstacksup.com

MARKETING STRATEGY

4

		PRIORITY
	SITUATION ANALYSIS You need to know what's holding you back and preventing the success of your marketing. Stop dealing with the status quo. Identify the root cause.	↓
	POSITIONING You need to know your positioning. You need to know your understanding of your market as customers & how you want to compete in your marketplace.	↓
	PACKAGING You need to know how to package your offer. You need to know how to package your offer, how to make it easy to consume, how to make it easy to value you offer.	↓
	PROMOTION You need to know how to select the correct channels to market to help you reach them to your website.	↓
	PERSUASION You need to know how to select the correct offers to market to help you reach them to your website.	↓
	MARTech You need to know how to select the correct marketing technology to help you reach them to your website.	↓
	PERFORMANCE You need to know how to select the correct reporting systems to help you reach them to your website.	↓
	IMPLEMENTATION You need to know how to select the correct technical and financial resources to help you reach them to your NEW business.	↓

OUTCOME

By the end of this stage, you will have a written framework & marketing plan containing the key areas you need to manage. Confirm your top 3 priority areas to be actioned.

For Help with your MARKETING STRATEGY, Visit www.itstacksup.com

Help Your Audience Achieve Their Goals

...One Objective At a Time

Meaningful Work

Customer Journey

Marketing Technology



Author of 22+ Books on Amazon

10 Books in 10 Months, All 10 to #1 For Their Category



amazon.com

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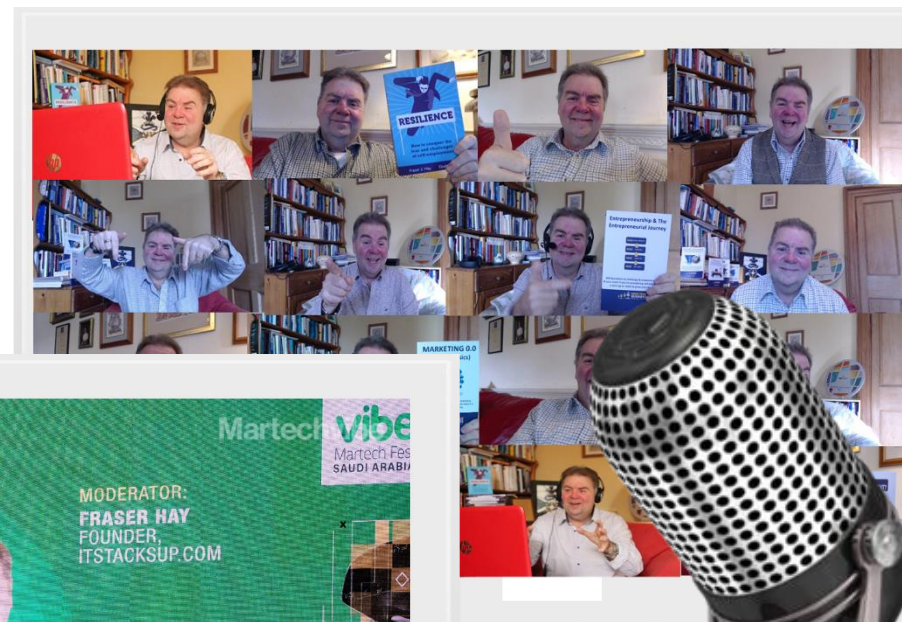
Featured on Multiple Media Outlets

Published a book with Bookboon about PR Strategy



Host, Moderator & Panel Guest

Planning a Webinar or Online Summit? Invite Fraser as a Guest



A few of Fraser's Results Online

Get Help to Generate Exposure, Backlinks, Traffic, Engagement & Signups



Ideal Audience

Who Do You Need to Educate, Empower or Motivate?



Pupils & Students



Pre-Start & Start-Up Entrepreneurs



Business owners



Management Teams & Board Members



Investors & Stakeholders



Staff, Clients, Teams & Channel Partners

Some Fun Facts

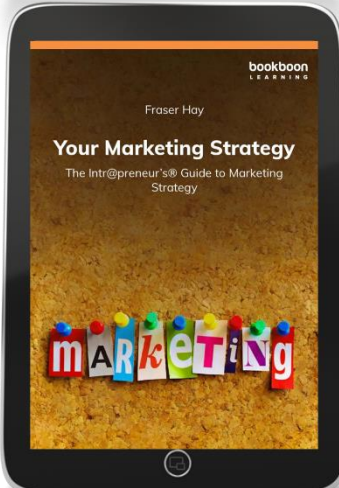
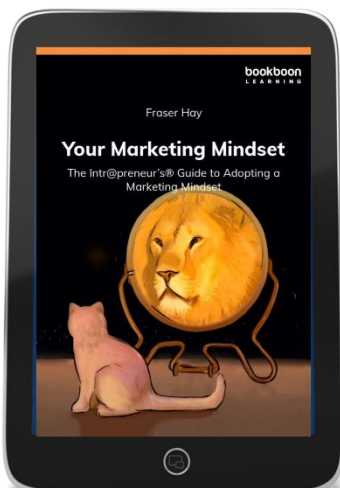
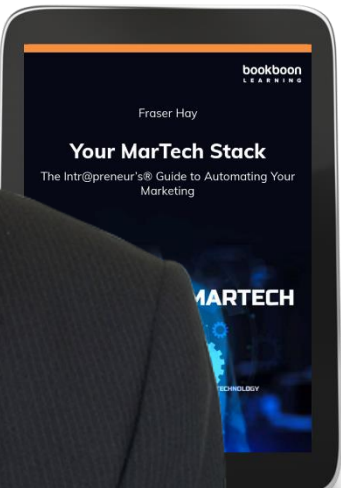
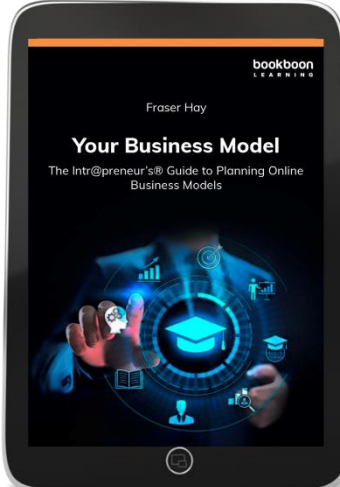
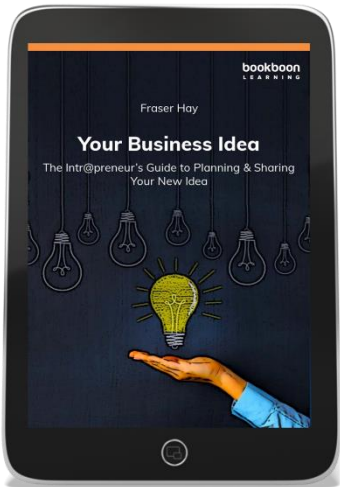
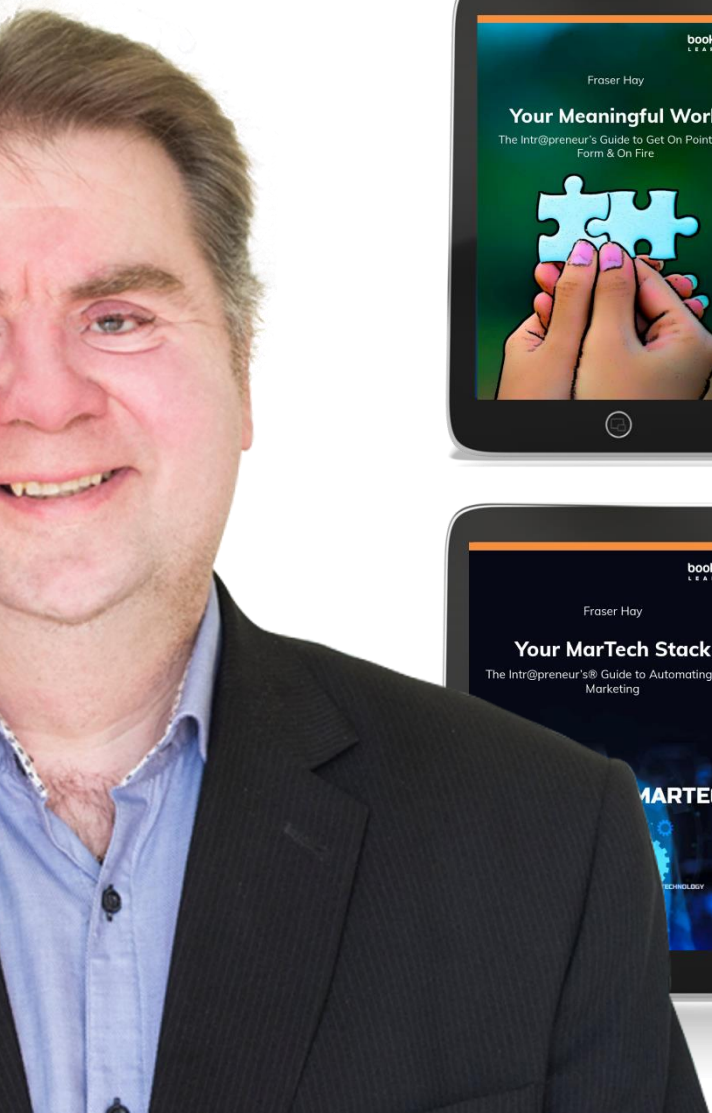
A Little More About Fraser

- Fraser stays 60 miles north of Aberdeen (and *14 miles past the back of beyond*” in the highlands of Scotland)
- Fraser fell in love and married his childhood sweetheart. 34 years together, they have 5 Kids, 3 cats & a dog -“Molly”.
- Over the last 20+ years, Fraser has helped business owners to identify, and address over 100,000 issues, challenges and obstacles that were holding them back and preventing them from achieving their personal, professional and commercial goals and objectives.
- Fraser reckons that over the last 20 years, he’s made at least 192,000 bad decisions, 48,000 good decisions (that could have been better) and 3 difficult & life changing decisions.



NEW Titles for 2022

What Is The Next Goal or Objective That You Want to Achieve?



Life & Career Milestones

A Few Important Events in Fraser's Life



- 1983** - Lost Left Eye in Shooting Accident
- 1987** - Completed Education, Worked in USA
- 1995** - Launched Community Newsletter for Scottish College that became Institute of Direct Marketing featured case study
- 1998** - Scottish & UK Shell Livewire Winner, Royal Bank of Scotland Winner. Asked by DTI to be Keynote Speaker in Poland
- 2000** - Marketing Director of UK Subsidiary: USA Dot Com IPO
- 2003** - Created Online Marketing Resource Centres (OMRCs) for Tiscali, EasySpace & Btopenworld
- 2008** - Wrote first book on Social Networking having created 6000 strong network & gotten 400 testimonials
- 2009 - 2017** Wrote 14 Books, Published on Amazon
- 2018** - Wrote "Preparing for GDPR Compliance"
- 2019** - Keynote Speaker in Seychelles
- 2021** - Wrote "MarTech Simplified"
- 2022** - 10 Books Published with Bookboon.com
Launched www.itstacksup.com
Vibe MarTech Fest Saudia Arabia Keynote Speaker
TEDx Aberdeen 2022 Keynote Speaker

Why Book Fraser?

What Qualifies Fraser to Speak on His Topics?

- Overcame personal adversity & many life challenges
- Passionate & Pragmatic
- Started, Grown & Exited Businesses
- 30+ Years Business Experience
- Humorous, Educational & Entertraining
- Written Over 20+ Books on Entrepreneurship & Marketing
- Multi Award Winning Entrepreneur
- TEDx Aberdeen Speaker 2022
- Father of 5 Kids
- Put 4 Daughters Through University Whilst Working From Home
- Lots of Anecdotes, Stories & Examples
- Practical, Powerful Exercises & Activities
- An inimitable style having presented on 4 continents
- Will thrill, excite, empower & delight your audience
- He's a h@ppeneur ® (and the T shirt to prove it)



Forms & Types of Engagement

Presentations, Notes & Handouts Can Be Provided For All

Keynotes
Q & As

Break Out Sessions
& Master Classes

Half Day & Whole Day
Workshops

Immersion & Residential
Experiences



“He is superbly direct, totally uncompromising in his approach and has a great sense of humour. Be prepared to face your demons and deal with your stuff when it comes up.”



“Fraser is very down to earth and doesn't try to overwhelm you with theories. Day to day marketing issues are tackled and solutions are provided butYou have to take action yourself ...”



“The content is sound, professional and the evidence speaks for itself, it just leaves you wanting more.”

Video Showreels

View Examples of Keynotes, Workshops & Feedback



Click The Image



[Click The Image](#)



Click The Image



Click The Image



Click The Image

Specific Keynotes

Get Your Audience On Point, On Form & On Fire

- 1 Resilience** Personal stories, challenges, the actions taken and the results achieved against incredible odds at various stages of my entrepreneurial journey
- 2 How to become a h@ppeneur®** Document your model, vision and strategy in 90 minutes or less
- 3 90 Minute Marketing Plan** Create a marketing plan for your business in 90 minutes or less
- 4 12 Killer Marketing Tactics** A practical, powerful and proven way to generate exposure, leads, prospects, sales and referrals
- 5 MarTech Simplified** The 4 essential ingredients to stop feeling confused, perplexed & overwhelmed to start feeling on point, on form & on fire.
- 6 How to Enjoy Meaningful Work** How to get on point, on form & on fire doing what you love



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Topics & Audience Participation

In Workshops, Keynotes, Masterclasses & Webinars

1

Resilience



HIGH



2

**How to become
a h@ppeneur®**



HIGH



3

**90 Minute
Marketing Plan**



VERY HIGH



4

**12 Killer
Marketing Tactics**



HIGH



5

**MarTech
Simplified**



VERY HIGH



6

**How to Enjoy
Meaningful Work**



HIGH



Manage Your Expectation

What You Can Expect From Fraser



A quick reminder

- It's your business.
- You make the decisions.
- You decide what you want to engage Fraser to share at your next event



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Questions to Ask Yourself

Before Getting in Touch

- What type of speaking engagement is required (& how long)?
- What type of Content is required?
- What is the theme & title of the event?
- When is the event and where will it be?
- What is the audience size & demographics
- What would you like Fraser to achieve with the audience?
- Will the event be filmed/recorded?
- Do you want to deliver the content online?
- Do you have a list of other speakers & topics
- Do delegates/participants require hand outs or workbooks?



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Fraser J. Hay

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Book Him For Your 2023 Event

Before His Diary Fills Up



**Get in Touch
For a FREE
Chat**