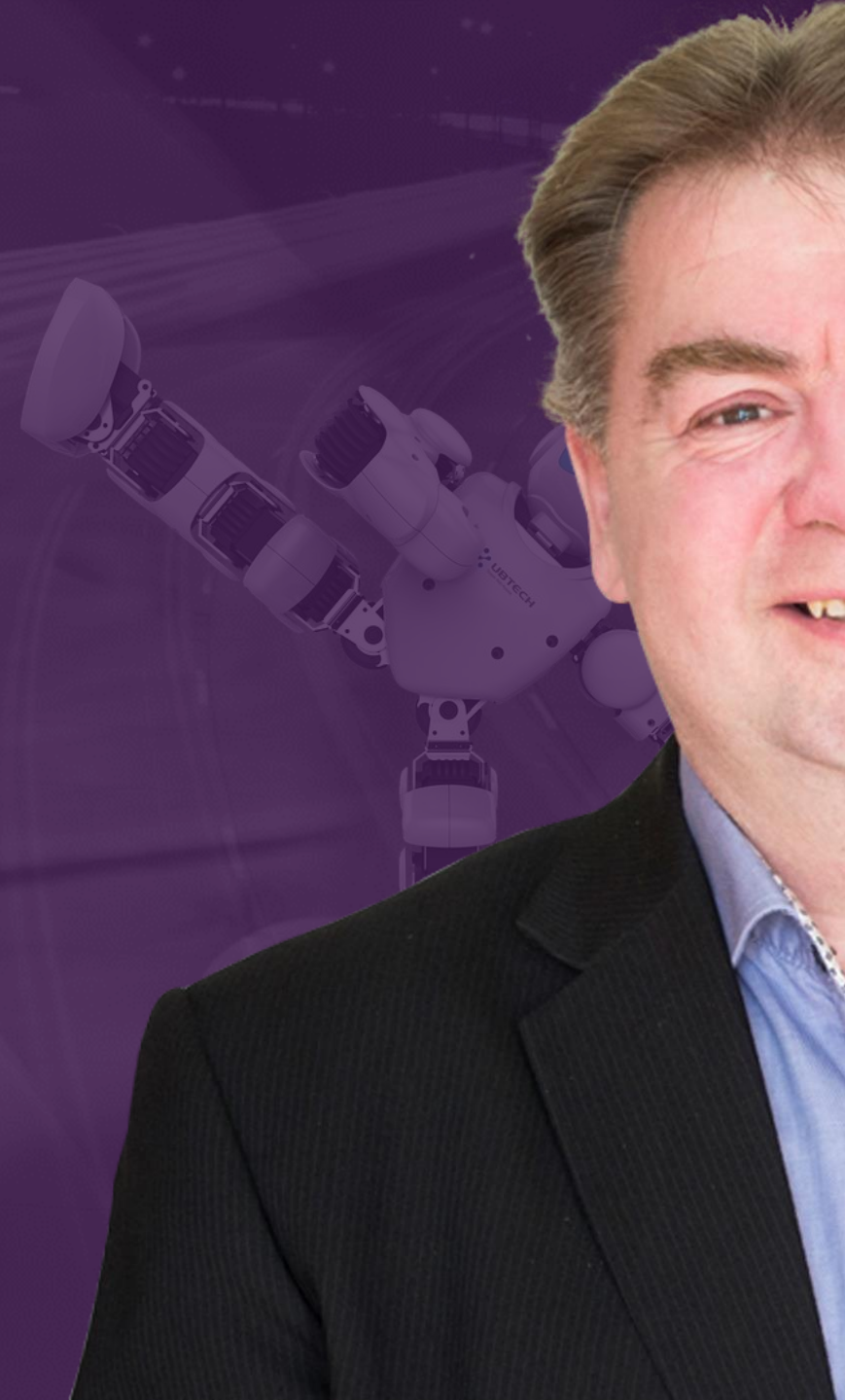


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**up**



**Fraser J Hay**  
**Motivational Keynote Speaker 2023**  
**[www.itstacksup.com](http://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](https://itstacksup.com)



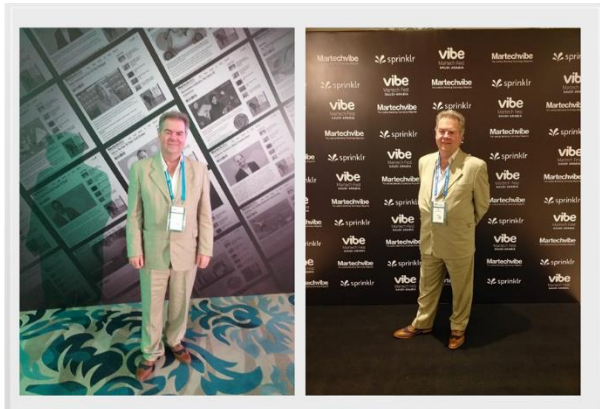
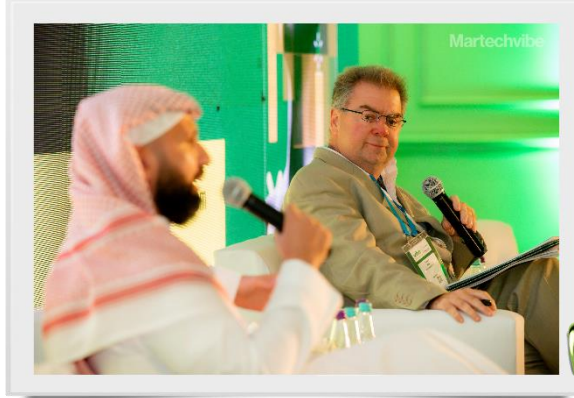
# International Keynote Speaker

Empower Your Audience to Create & Live Their Vision



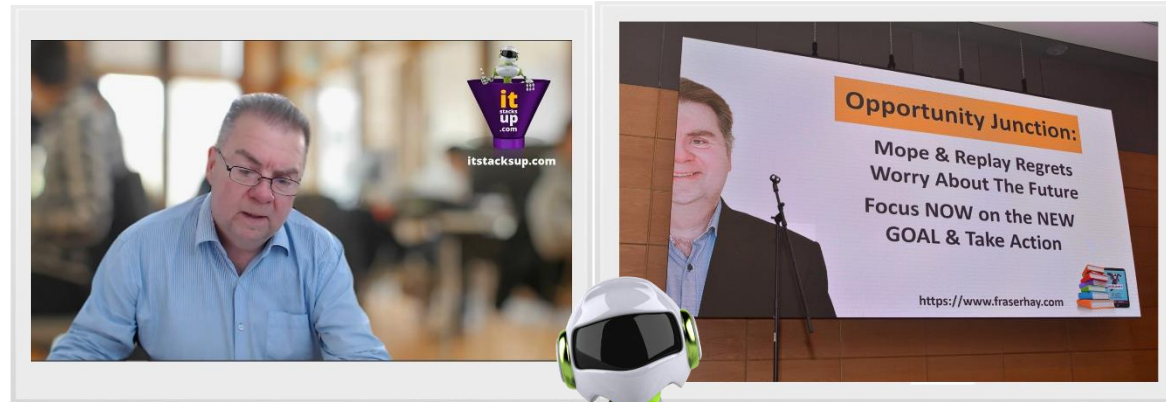
# International Keynote Speaker

Fraser has delivered Keynotes on 4 continents



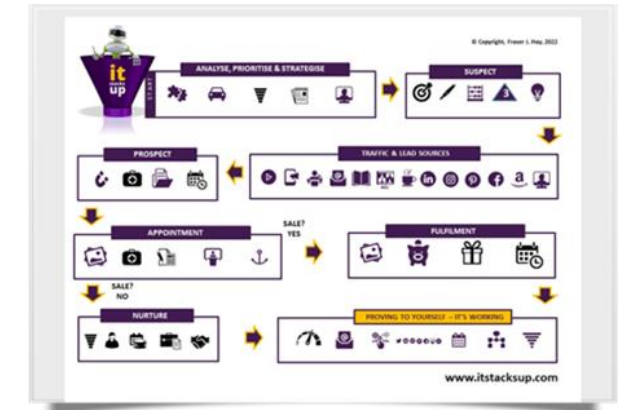
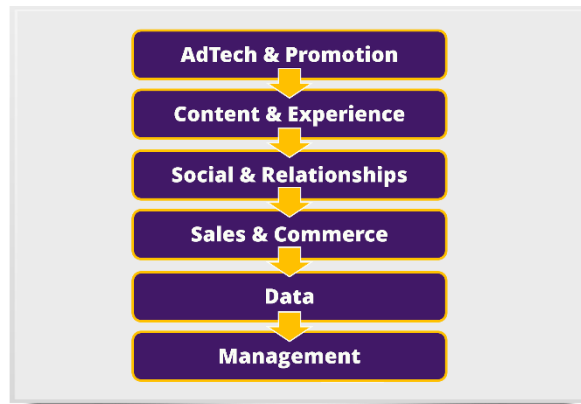
# 30 Years Marketing & Entrepreneurial Experience

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



# Help Your Audience Achieve Their Goals

...One Objective At a Time

## Meaningful Work

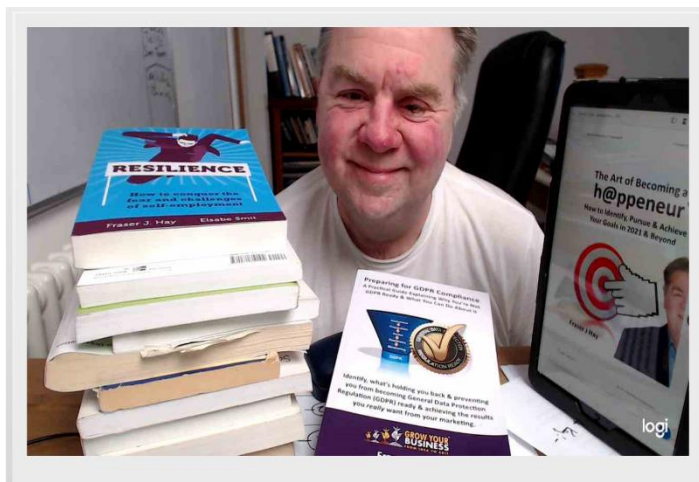
## Customer Journey

## Marketing Technology



# Author of 22+ Books on Amazon

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



[www.fraserhay.com](http://www.fraserhay.com)

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# Launched a NEW Book for 2023 about Ai

A Book designed to help the reader on each stage of their entrepreneurial journey



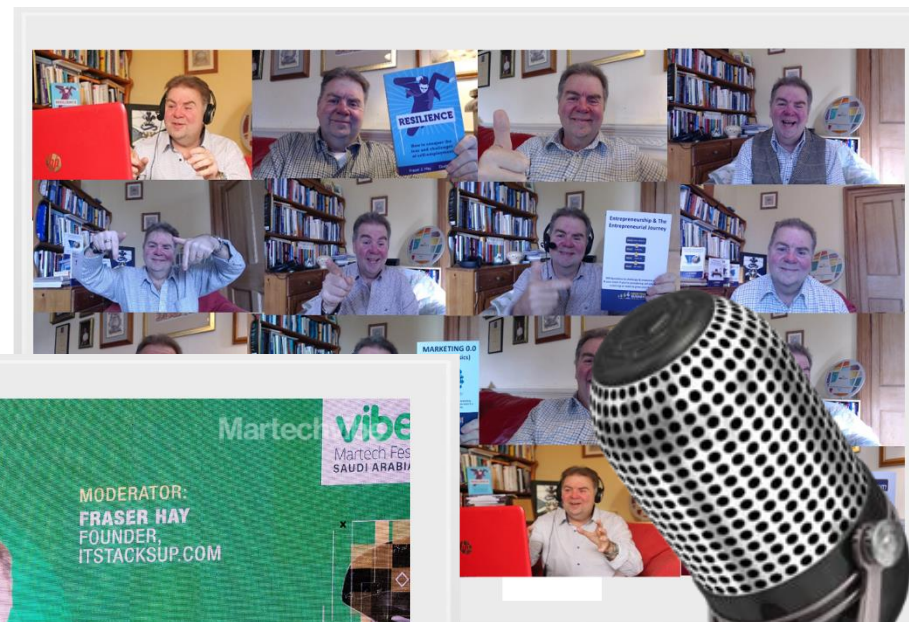
# Featured on Multiple Media Outlets

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

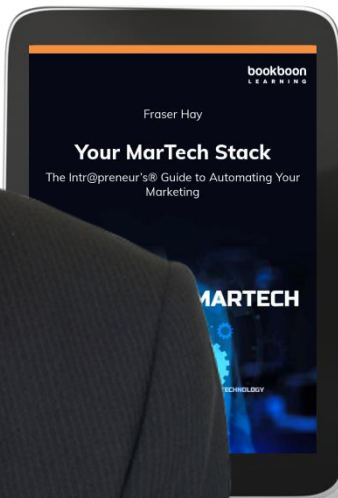
## A Little More About Fraser

- 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 very difficult & life changing decisions that help define the word “**resilience**” for him.



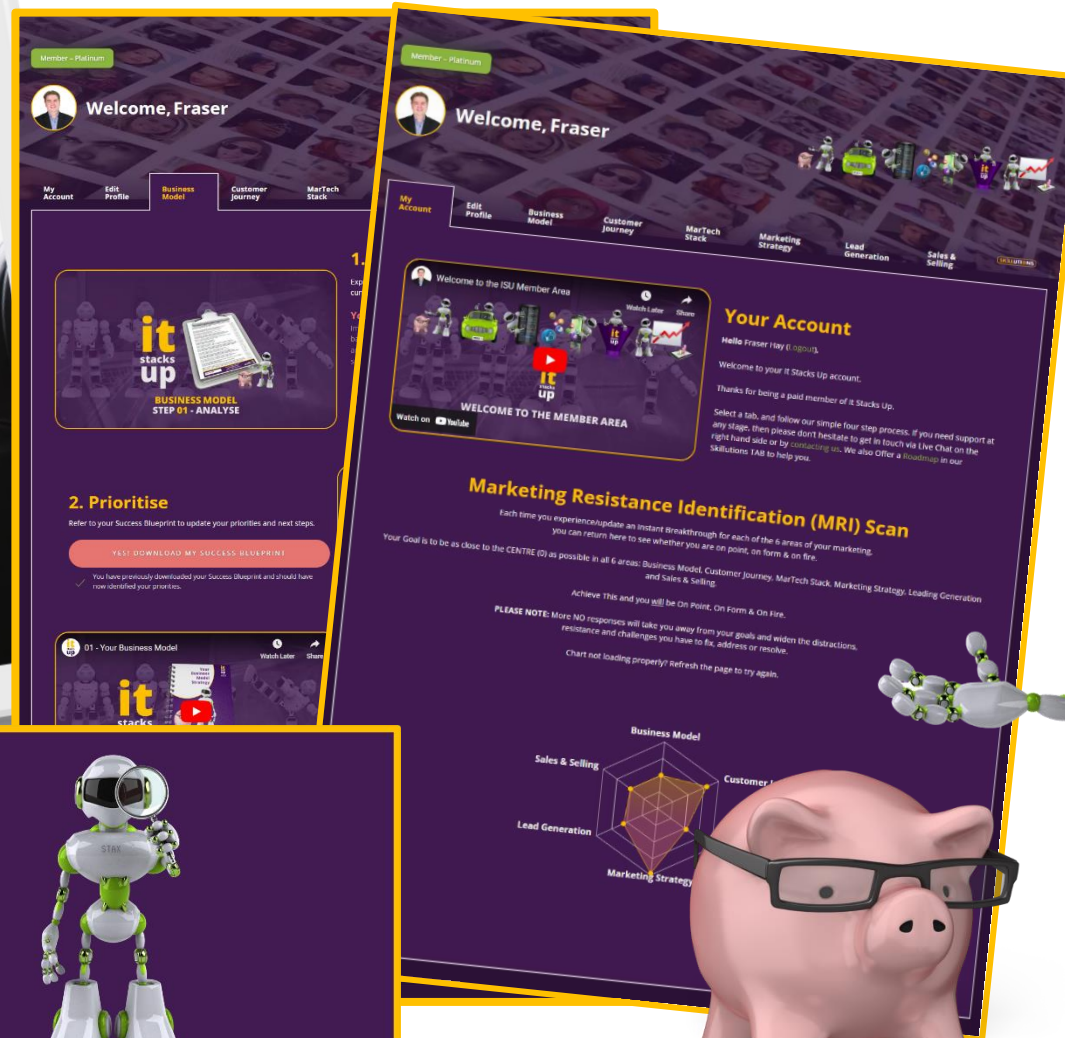
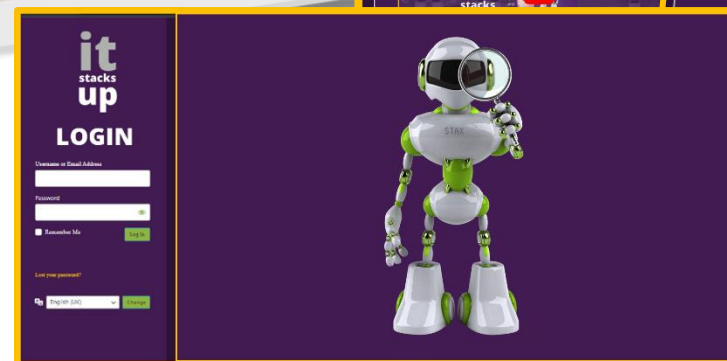
# Published The Intr@preneur® Book Series in 2022

Created to help staff & managers in large organisations



# Launched an AI-Powered Marketing Platform in 2023

Delegate & automate the tasks you don't want to do.



# Plan, Document, Execute & Automate Your Game Plan

Help your audience to save time, money & stress with AI.

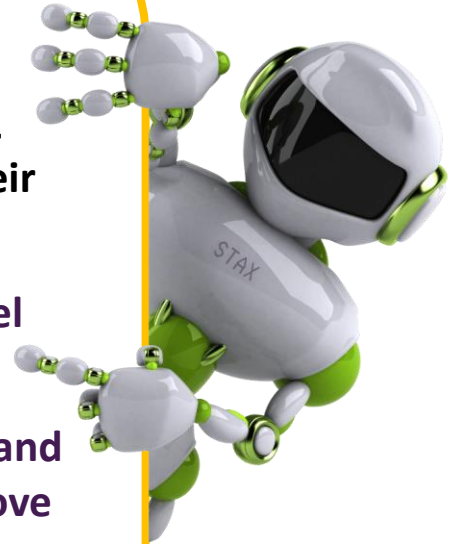
## GET HELP TO JOIN THE AI REVOLUTION

In February of 2023, Fraser created an ai-powered VA for owners, managers & entrepreneurs to automate researching, planning, documenting & executing their business model, customer journey, martech stack, sales & marketing strategy.

Invite Your audience to hear, meet & connect with Fraser via his keynotes, panel discussions & masterclasses to help them embrace, create & live their vision.

Fraser offers to entertrain your audience. He promises to thrill, excite, empower and delight them to action. More importantly, he'll help them to reduce costs, improve efficiency & ROI to achieve their goals & objectives.

It's your event & you're in control. You make the decisions. You decide the budget & what you want Fraser to deliver. What is the topic that you want Fraser to present?



# 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 Things Have Chai<sup>ng</sup>ed**  
How to leverage **AI** to do the jobs you hate, haven't got time for and simply don't want to do in order to save time, money & stress
- 4 12 Killer Marketing Tactics**  
12 practical, powerful and proven way to generate exposure, leads, prospects, sales and referrals with case study examples & results.
- 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 l



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# Topics & Audience Participation

Delegate & automate the tasks you don't want to do.

1

**Resilience**



HIGH



2

**How to become  
a h@ppeneur®**



HIGH



3

**Things Have  
Ch**a



VERY HIGH



4

**12 Killer  
Marketing Tactics**



HIGH



5

**MarTech  
Simplified**



VERY HIGH



6

**How to Enjoy  
Meaningful Work**



HIGH



# Case Studies, Anecdotes & Real World Examples

To enthuse & empower your audience to action.



# Life & Career Milestones

## A Few Important Events in Fraser's Life

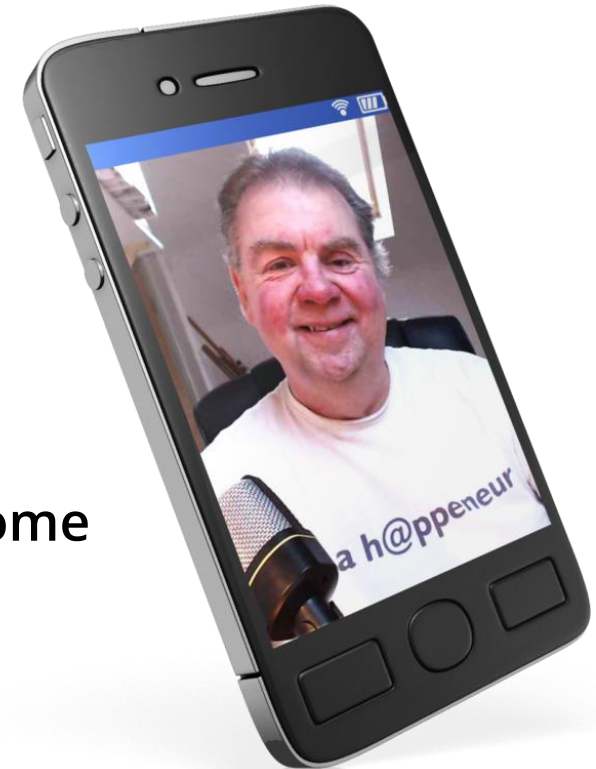


- 1983** - Lost Left Eye in Shooting Accident
- 1987** - Completed Education, Worked in USA
- 1995** - Launched Community Newsletter for Scottish College that became Institute of Direct Marketing featured case study
- 1998** - Scottish & UK Shell Livewire Winner, Royal Bank of Scotland Winner. Asked by UK Govt to be Keynote Speaker in Poland
- 2000** - Marketing Director of UK Subsidiary: USA Dot Com IPO
- 2003** - Created Online Marketing Resource Centre for clients
- 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
- 2020** - Wrote "art of becoming a h@preneur®" & registered the trademark
- 2021** - Wrote "MarTech Simplified"
- 2022** - Published the Intr@preneur® series of 10 books on Bookboon  
Launched [www.itstacksup.com](http://www.itstacksup.com)  
Vibe MarTech Fest Saudia Arabia Keynote Speaker  
TEDx Aberdeen 2022 Keynote Speaker
- 2023** - Launched AI Prompt Engineering Kit for the Entrepreneurial Journey  
Published a NEW book about Entrepreneurship & AI

# 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 2023
- 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 but ....You 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



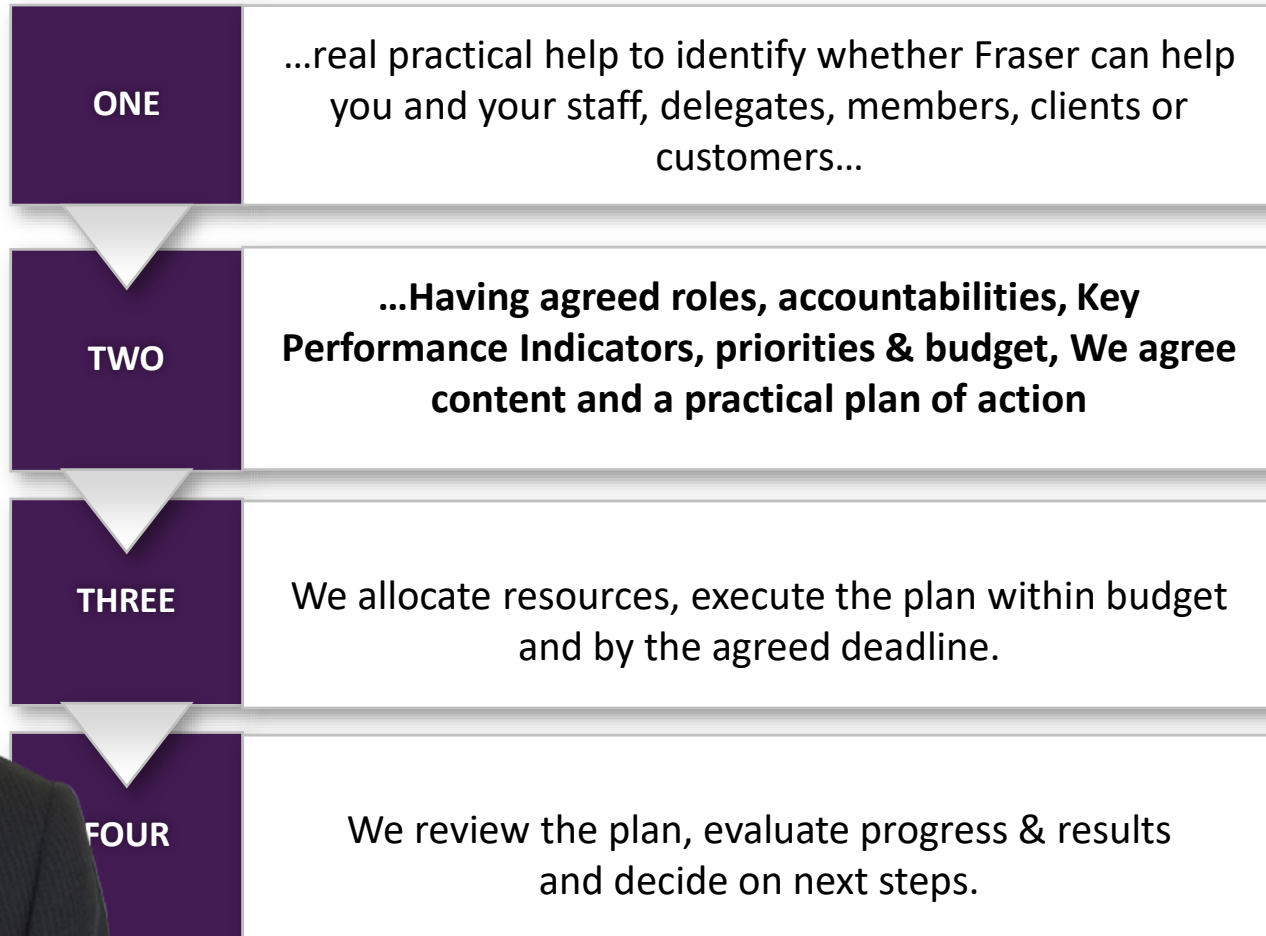
Click The Image



Click The Image

# 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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# Book Him For Your 2023/24 Event

Before His Diary Fills Up



**Get in Touch  
For a FREE  
Chat**