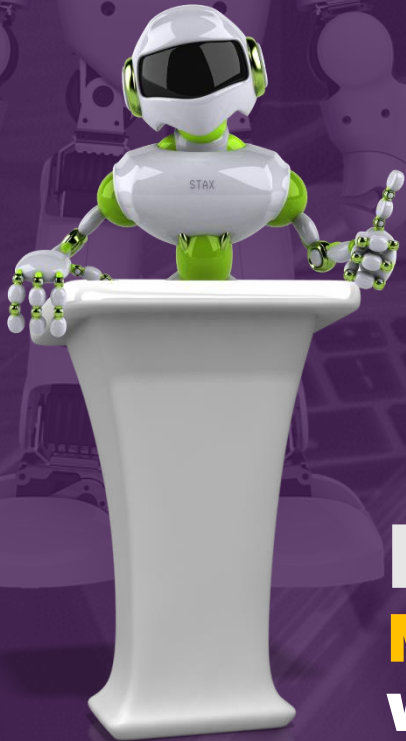
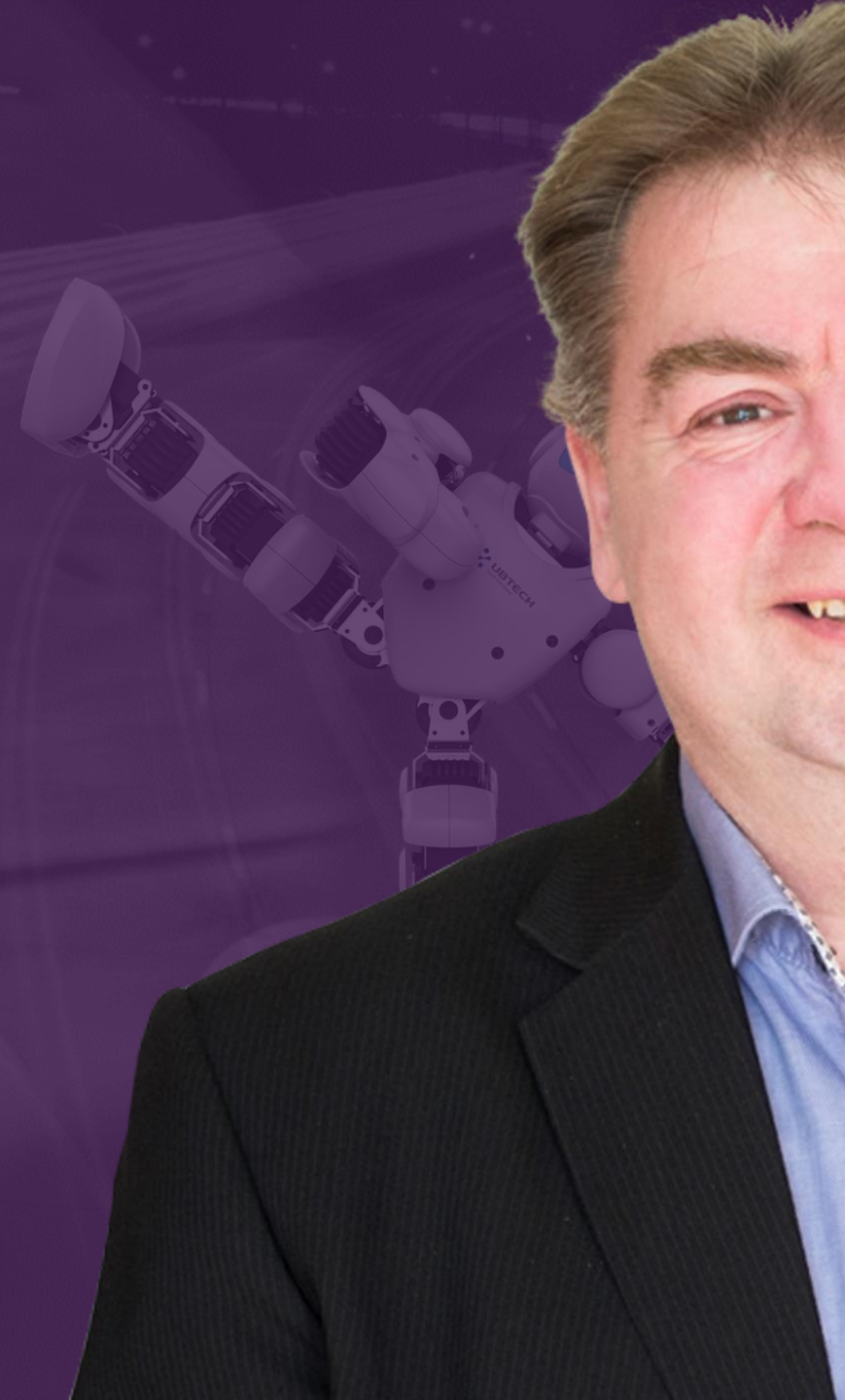


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stacks  
**up**



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



## Introduction to Fraser Hay & His Keynote Speaker Kit

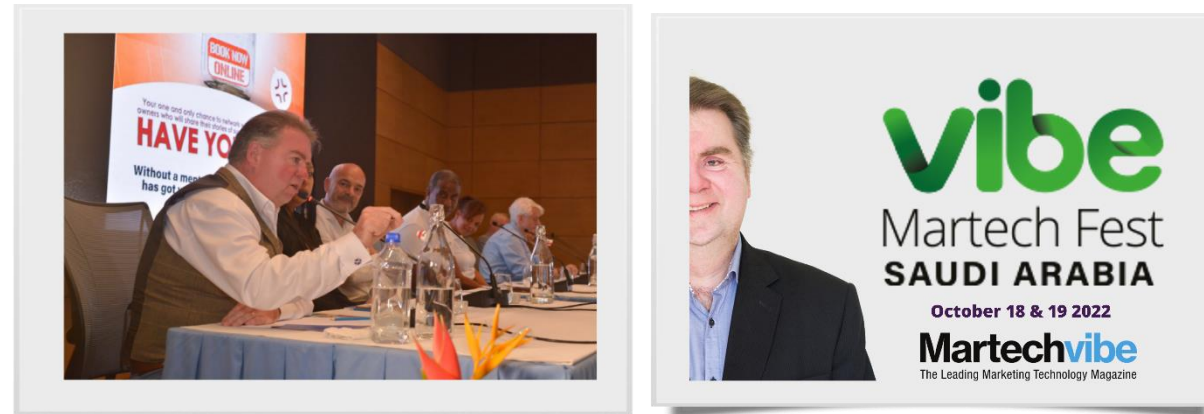
Fraser J. Hay

CEO | [itstacksup.com](https://itstacksup.com)



# Fraser J. Hay

## Motivational Keynote Speaker





# 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
	<b>CUSTOMER AVATAR</b> You need to know your audience and who it is you want to reach. You need to know about demographics, behaviours & interests.	↓
	<b>MARKETING MESSAGE</b> You need to know what message you need to deliver, the challenges you face, the challenges you offer your target audience.	↓
	<b>REVENUE STREAM</b> You need to know your revenue streams, and up-sell income streams you have.	↓
	<b>LEAD MAGNET</b> You need to know what magnet, digital asset or page signups & registrations.	↓
	<b>AUTHORITY</b> You need to know your authority in your industry, sector experience and social proof.	↓
	<b>SALES PROCESS</b> You need to know your process and customer journey, workflows, data objective to be achieved.	↓
	<b>ROUTES TO MARKET</b> You need to know your market and the sales channels your intended audience, partners you will need.	↓
	<b>RESOURCES REQUIRED</b> You need to know your human, technical and financial resources for your NEW business.	↓
	<b>ROI</b> You need to know your investment (ROI) that you want to achieve, making 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.

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## CUSTOMER JOURNEY

2

		PRIORITY
	<b>ATTRACT</b> You need to know how to attract random browsers, what messages, what offers. You need to know what to offer.	↓
	<b>ENGAGE</b> You need to know how to engage your target audience, what to offer, what to post.	↓
	<b>CONVERT</b> You need to know how to convert visitors on your website, what to offer, what to post.	↓
	<b>TRANSACTION</b> You need to know how to transact, what to offer, what to post.	↓
	<b>SCALE</b> You need to know how to scale, what to offer, what to post.	↓

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.

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## MARTECH STACK

3

		PRIORITY
	<b>ADTECH &amp; PROMOTION</b> You need to know how to select an advertising agency, what to offer, what to post.	↓
	<b>CONTENT &amp; EXPERIENCE</b> You need to know how to create content, what to offer, what to post.	↓
	<b>SOCIAL &amp; EXPERIENCE</b> You need to know how to use social media, what to offer, what to post.	↓
	<b>SALES &amp; COMMERCE</b> You need to know how to use sales & commerce, what to offer, what to post.	↓
	<b>DATA &amp; ANALYTICS</b> You need to know how to use data & analytics, what to offer, what to post.	↓
	<b>MARKETING AUTOMATION</b> You need to know how to use marketing automation, what to offer, what to post.	↓

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.

© Fraser J. Hay, 2021

## MARKETING STRATEGY

4

		PRIORITY
	<b>SITUATION ANALYSIS</b> You need to document what's holding you back and preventing the success of your marketing. Stop dealing with the status quo. Identify the root cause.	↓
	<b>POSITIONING</b> You need to know your positioning, what to offer, what to post.	↓
	<b>PACKAGING</b> You need to know how to package your offer, what to offer, what to post.	↓
	<b>PROMOTION</b> You need to know how to promote your offer, what to offer, what to post.	↓
	<b>PERSUASION</b> You need to know how to persuade your audience, what to offer, what to post.	↓
	<b>MARKETING TECHNOLOGY</b> You need to know how to use marketing technology, what to offer, what to post.	↓
	<b>PERFORMANCE</b> You need to know how to measure performance, what to offer, what to post.	↓
	<b>IMPLEMENTATION</b> You need to know how to implement your strategy, what to offer, what to post.	↓

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.

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For Help with your **BUSINESS MODEL**, Visit [www.itstacksup.com](http://www.itstacksup.com)

For Help with your **CUSTOMER JOURNEY**, Visit [www.itstacksup.com](http://www.itstacksup.com)

For Help with your **MARTECH STACK**, Visit [www.itstacksup.com](http://www.itstacksup.com)

For Help with your **MARKETING STRATEGY**, Visit [www.itstacksup.com](http://www.itstacksup.com)

# Help Your Audience Achieve Their Goals

...One Objective At a Time

## Meaningful Work

## Customer Journey

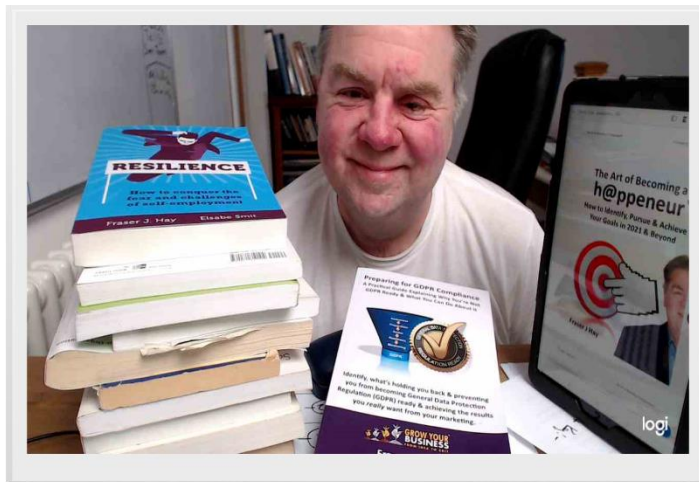
## Marketing Technology





# Author of 22+ Books on Amazon

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



amazon.com

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www.fraserhay.com



# Featured on Multiple Media Outlets

Published a book with Bookboon about PR Strategy





# Webcaster, Host & 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 later, he has 5 Kids, 3 cats & a dog called “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 2 brilliant 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** - 7 Books Published with Bookboon.com  
Launched [www.itstacksup.com](http://www.itstacksup.com)  
TEDx Aberdeen Keynote Speaker  
Vibe MarTech Fest Saudia Arabia Keynote Speaker



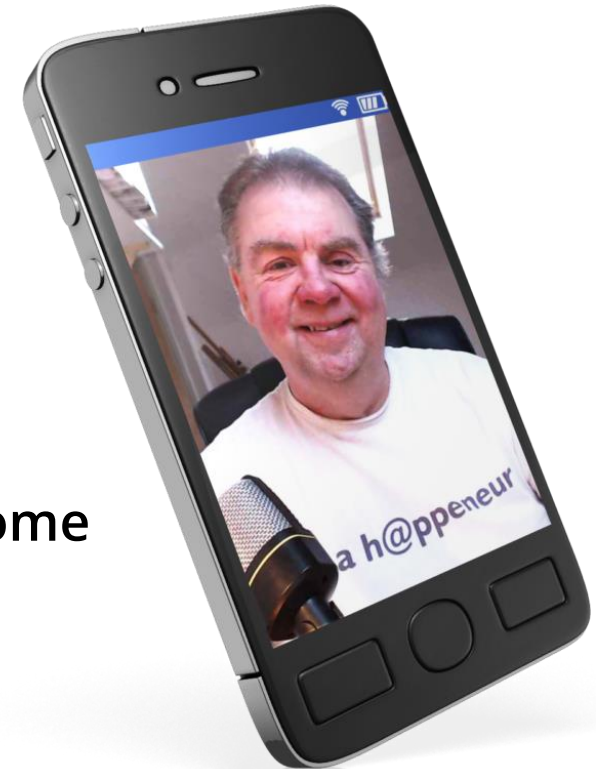




# Why Book Fraser?

## 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 3 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



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# 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?







**Fraser J. Hay**

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**T: +44(0)1542 663491**

**M: +44(0)7714 704446**

# Book Him For Your Event

Before His Diary Fills Up.

