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MOVEMENT

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stacks  
up®

**Keynote Speaker Kit 2024 / 25**  
**Fraser J Hay**

# Introduction

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)



“

A dream written down with a date becomes a goal. A goal broken into steps becomes a plan and a plan that is actioned becomes a reality.





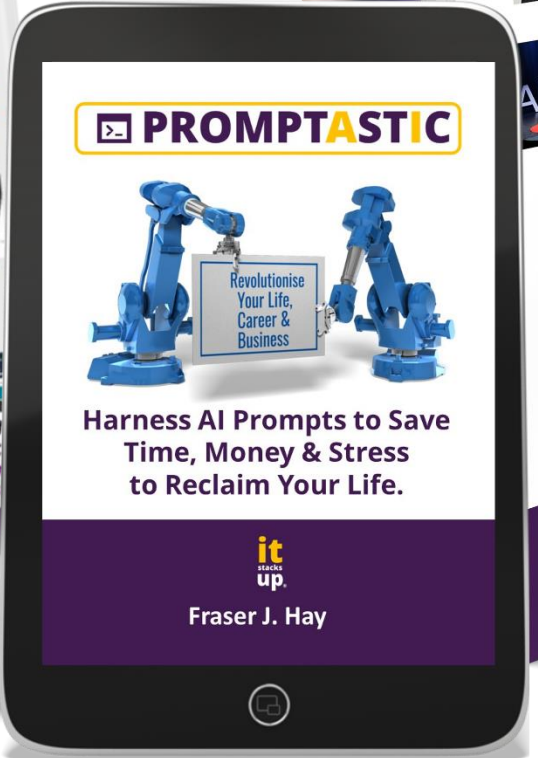
# Multi Award Winning Entrepreneur

Fraser, a TEDx keynote speaker has presented on 4 continents to help address personal, professional and commercial challenges in their life, career or business.



# Author of over 20+ Books on amazon.com®

Fraser has written and published over 20 books on amazon covering many topics for each stage of one's career, the entrepreneurial journey & AI.





# Host, Moderator & Panel Guest

Lively, Educational & Entertaining Debates





## ...online, offline, TV, Radio & The Press.





Keynotes can be delivered online,  
on-site or on the stage for audiences  
of 1 – 1000+ worldwide.







# Create a Fun, Unforgettable Fact-Filled Experience

online, offline or on the stage.



# Fraserisms

Invite Fraser to inspire your audience with mental espressos in the form of a self-reflective anecdote, quote, meme, or question.



They serve as a spark igniting the fires of personal revolution within, Inviting your audience to apply its wisdom in their life, career or business.





# Life

Fraser believes life has a canny knack of getting your attention, when you're not paying attention.

Let Fraser remind your audience that they're not just a human being, but a human becoming whatever they choose to be, do or have.





# Career

Let Fraser introduce your audience to the 7 Barriers preventing success in your career (the 7 causes of highly Ineffective people) & the Skillutions® you need to get the job that you need or the career that you want.





# Business

Over the last 40 years, Fraser has identified, documented and addressed over 2000+ different challenges and solutions for each stage of the entrepreneurial journey.

Let Fraser save your audience time, money & stress to generate confidence, progress & results for them, their stakeholders, shareholders & investors.





# Artificial Intelligence (AI)

*Save time, money & stress by automating  
the jobs you hate, don't have time for  
And Simply don't want to do.*

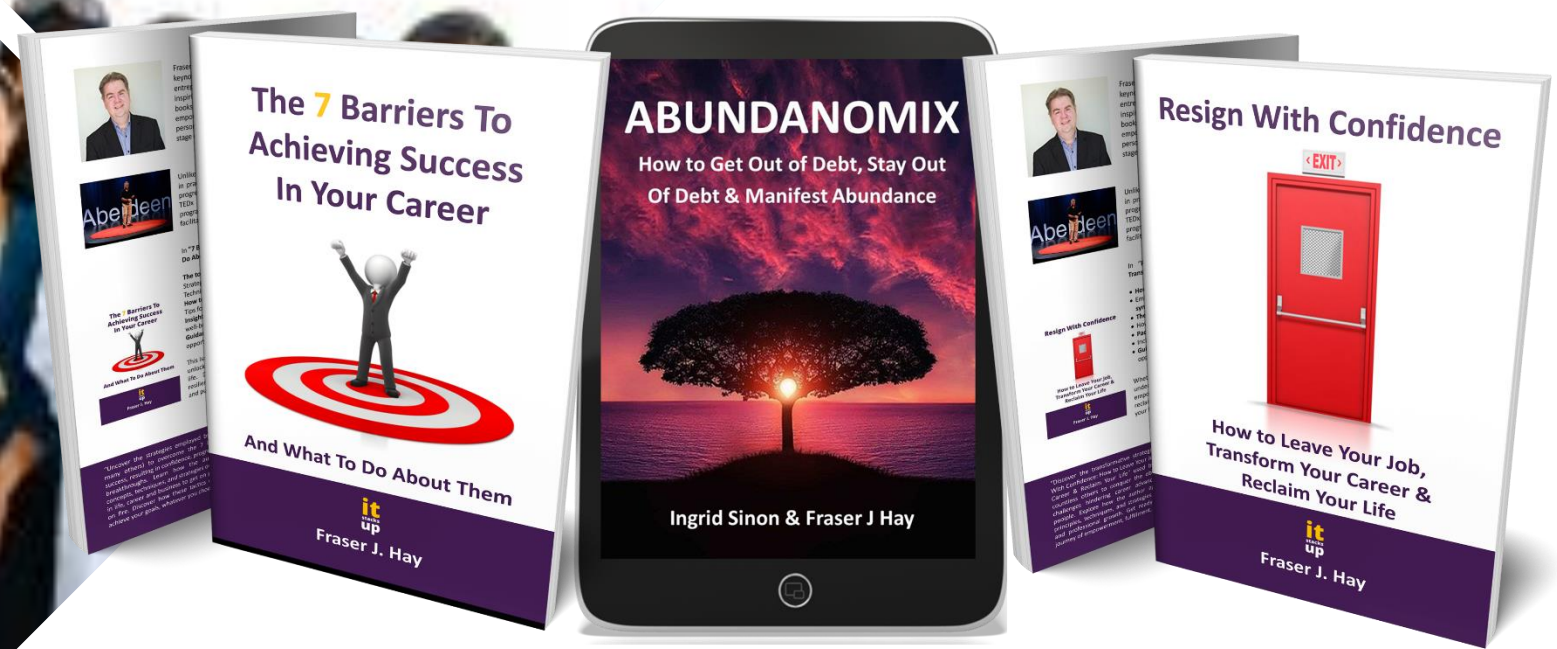
As the visionary behind [itstacksup.com](https://itstacksup.com) and the **ASK STAX**® Prompt Engineering Framework, Fraser has crafted an unparalleled methodology that turbocharges efficiency, productivity & effectiveness.

This innovative approach transforms individuals, teams, and organizations at every stage of their entrepreneurial journey, empowering them to boldly embrace, create, and live their ultimate vision.



**ASK STAX**®





# PRESTART

Let Fraser help your audience to gain, clarity vision & purpose to find, create or enjoy meaningful work working for themselves

He'll help your audience to identify what's holding them back and preventing them from living the life & lifestyle they want.





# START-UP

Let Fraser help your audience to plan, document, and launch their business idea & turn it into cash.

He'll help your audience to identify what's holding them back and preventing them from launching their business idea.



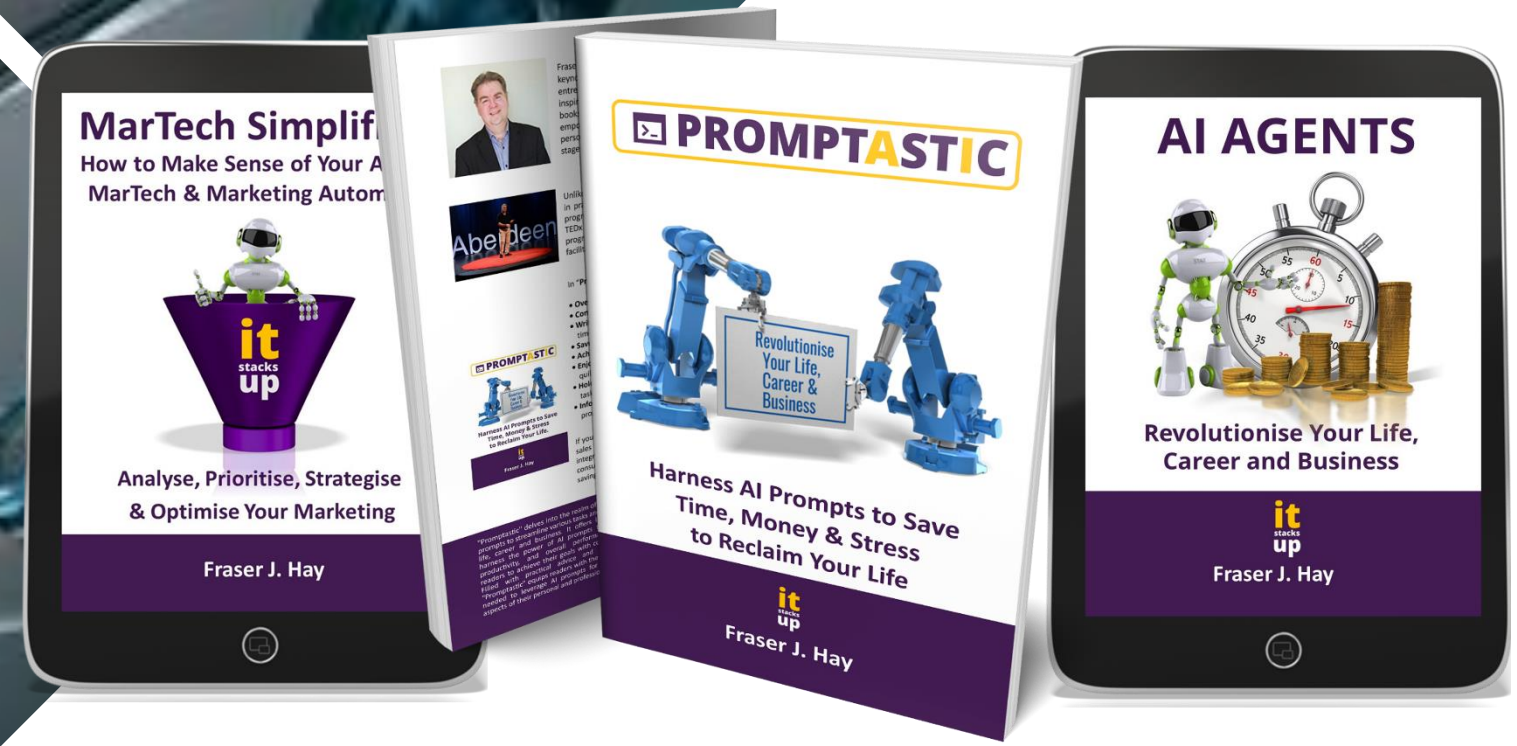


# SURVIVAL

Let Fraser help your audience to generate backlinks, traffic, signups, registrations and downloads.

He'll help your audience to identify what's holding them back and preventing them from generating the exposure they want.





# HIGH GROWTH

Let Fraser help your audience to plan, document, execute and automate their business model and customer journey.

He'll help your audience to identify what's holding them back and preventing them from saving time, money & stress with AI.



# Ideal Audience

From 8 – 80+

- ✓ Pupils & Students
- ✓ Pre-Start & Start-Up Entrepreneurs
- ✓ Business owners
- ✓ Management Teams & Board Members
- ✓ Investors & Stakeholders
- ✓ Staff, Clients, Teams & Channel Partners





# Topics & Audience Participation

(Alternate Keynotes Can Be Created, Personalised & Bespoke to Order)

1

**Resilience**



HIGH



2

**How to become  
a h@ppeneur®**



HIGH



3

**Things Have  
Chai<sup>ng</sup>ed**



VERY HIGH



4

**12 Killer  
Marketing Tactics**



HIGH



5

**MarTech  
Simplified**



VERY HIGH



6

**How to Enjoy  
Meaningful Work**



HIGH





# Specific Keynotes

Get Your Audience On Point, On Form & On Fire

- |   |  |  |
|---|--|--|
| 1 | <b>Resilience</b>                      | Personal stories, challenges, the actions taken and the results achieved against incredible odds at various stages of my entrepreneurial journey |
| 2 | <b>How to become a h@ppeneur®</b>      | Document your model, vision and strategy in 90 minutes or less   |
| 3 | <b>Things Have Chai<sup>ng</sup>ed</b> | 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 | <b>12 Killer Marketing Tactics</b>     | 12 practical, powerful and proven way to generate exposure, leads, prospects, sales and referrals with case study examples & results.            |
| 5 | <b>MarTech Simplified</b>              | The 4 essential ingredients to stop feeling confused, perplexed & overwhelmed to start feeling on point, on form & on fire.                      |
| 6 | <b>How to Enjoy Meaningful Work</b>    | How to get on point, on form & on fire doing what you l  |





# 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.





# 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."*





# 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, AI & Marketing
- Multi Award Winning Entrepreneur
- TEDx Aberdeen Speaker 2023
- Father of 5 Kids
- Put 4 Daughters Through University Whilst Working From Home
- Lots of “Fraserisms”, Anecdotes, Stories & Examples
- Practical, Powerful Exercises, Activities & Ai Prompts
- 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 )



# 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 Vibe MarTech Fest Saudia Arabia Keynote Speaker  
TEDx Aberdeen 2022 Keynote Speaker

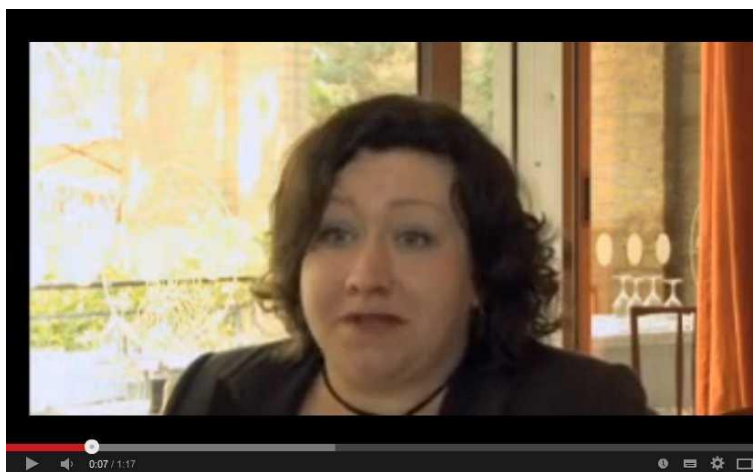
**2023** - Launched AI Prompt Engineering Kit for the Entrepreneurial Journey  
Wrote 2 NEW books about AI in Business & Business Networking

**2024-** Wrote "The 7 Barriers to achieving success in your career"  
Created The ASK STAX® AI Prompt Engineering Framework



# Video Showreels

View Examples of Keynotes, Workshops & Feedback



Click The  
Image

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



# Manage Your Expectation

What You Can Expect From Fraser

A quick reminder

- It's your event.
- You make the decisions.
- You decide what you want to engage Fraser to share on the day.

ONE

...real practical help to identify whether Fraser can help you and your staff, delegates, members, clients or customers...

TWO

...Having agreed roles, accountabilities, Key Performance Indicators, priorities & budget, We agree content and a practical plan of action

THREE

We allocate resources, execute the plan within budget and by the agreed deadline.

FOUR

We review the plan, evaluate progress & results and decide on next steps.





# Questions to Ask Yourself

Before Getting in Touch

- What type of engagement is required?
- 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?
- 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 handouts?







# Book Him For Your 2024/25 Event

Before His Diary Fills Up



**Fraser J. Hay**

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

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

**E: [fraser@itstacksup.com](mailto:fraser@itstacksup.com)**

**Get in Touch  
For a FREE  
Chat**