

# DANNY DECKER

AUTHOR, SPEAKER, MARKETER, SERIAL ENTREPRENEUR

## MARKETING STRATEGY FOR BUSINESS OWNERS

Danny Decker is a speaker, author, podcaster, marketer, and serial entrepreneur. In 2018, he successfully sold his business, Spotlight Branding, which he built from zero to \$1.3 million in just five years, despite operating in a highly-competitive industry.

Danny is the host of several popular podcasts, including the Marketing Simplified Podcast and the Lake Norman Business Podcast. In addition, he is the author of Marketing Simplified, in which he shares the exact process he used to build and sell his own seven-figure business, available on Amazon in late 2018.

Currently, Danny is focused on writing, speaking, and teaching business owners how to build effective, scalable marketing and grow their businesses faster.



## SAMPLE PRESENTATION TOPICS:

### How to Sharpen Your Message and Stand Out in a Cluttered World

Learn how to cut through the noise and create a message that resonates with your target clients and customers. We're operating in an increasingly-cluttered environment and if you don't have the right message, you're not getting through.

### Make Them Come to You

Learn how to "flip the script" and attract your ideal customers and clients, rather than spending your time and resources chasing them fruitlessly. You'll learn how to create "celebrity status" within your niche and create a brand that's irresistible to your target market.

### How to Maximize Referrals and Grow Your Business

Referrals are the best source of new customers and clients for most businesses. In this presentation, you'll learn how to get more of them and grow your business even faster.

### The Science of Lead Generation: Five Ways to Generate More Leads

Every business needs to generate leads in order to grow. Learn how to generate more leads, better quality leads, and how to have fun in the process. From cutting-edge digital strategies to "old-school," real-world tactics, this presentation has something for everyone.

## FEATURED BY:

Forbes

Agency Council

EO

Entrepreneurs' Organization

The Charlotte Observer

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For more information or to book Danny at your event, please contact:

704.389.0722

Team@MarketingSimplifiedPodcast.com

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