

# Pitch Proposition for Kevin Daum

Regardless of industry, we're all looking for ways to communicate more effectively and to be more compelling. After all, everyone has something to sell. Kevin Daum is serial entrepreneur, marketer, bestselling author, and award-winning speaker, whose audiences have run the gamut of industry types and organizational structures. Kevin's works, including ROAR!, Roaring Video, The Awesome Experience, and his forthcoming book Video Marketing for Dummies (Wiley 2012), have resonated with executives, salespersons, entrepreneurs, and marketers seeking to meet a wide variety of communication objectives.

Industry Category	Pain	Solution	Experience
Advertising/Marketing/PR Agencies	The same old messages and techniques are no longer working in the economy.	Kevin teaches agencies how to craft messages that get to the core and empathy that target the emotion and bring humor for memorability.	Kevin has extensive experience as a marketer and as a consultant to large corporations for marketing.
Medical – Doctors, Nurses, Dentists	The market is much more competitive with increasingly lower margins.	Kevin teaches medical professionals how to attract customers predisposed to buy at a premium price.	Kevin has consulted and developed marketing programs for medical and dental organizations.
Technology	Customers today are not buying out of desire; they are buying out of necessity.	Kevin teaches technology companies how to make an empathetic emotional connection with customers and prospects.	Kevin has successfully built marketing programs and consulted for technology companies.
Manufacturing	Customers today are not buying out of desire; they are buying out of necessity.	Kevin teaches manufactures how to make an empathetic emotional connection with customers and prospects.	Kevin has extensive experience as a marketer and as a consultant to large corporations for marketing.
Traditional Media (TV, Radio, Prints, Magazine)	Most traditional media companies send out messages that miss the mark. Clever and cute just don't work anymore.	Kevin teaches traditional media agencies how to create an awesome experience for their customers.	Kevin owns a video production company, has extensive experience as a marketer and as a consultant to large corporations for marketing.

Industry Category (Page 2)	Pain (Page 2)	Solution (Page 2)	Experience (Page 2)
Consultants, Consulting Services	Most consultants hate sales and struggle with articulating their unique selling points.	Kevin teaches consultants how to clarify and promote their differentiations in a compelling way.	Kevin has extensive experience as a marketer and as a consultant. He consults with large corporations (\$10million plus).
Academia – College Students	Most college students are unprepared for the unfriendly employment environment they face after graduation.	Kevin teaches students how to be compelling to potential employers.	Kevin has consulted with collegiate and alumni groups. He was named 2006 Alum of the year for his Alma Mater.
Academia – Universities	Most universities struggle with finding new and meaningful ways to raise money from their alumni.	Kevin teaches colleges how to communicate to their alumni in a compelling and empathetic manner.	Kevin has consulted with collegiate and alumni groups. He was named 2006 Alum of the year for his Alma Mater.
Academia – Teachers and Professors	Teachers and professors struggle with coming up with fresh and interesting content, while keeping the students engaged.	Kevin teaches teachers and professors how to communicate to their students in an entertaining and memorable way.	Kevin has consulted with collegiate and alumni groups. He has spoken to a number of student groups and was named 2006 Alum of the year for his Alma Mater.
Arts Organizations	Art organizations struggle with fundraisings and audience development.	Kevin teaches art organizations how to develop a compelling message and effective marketing techniques.	Kevin consulted and built programs for several non-profit theatres and as well as Americans For The Arts.
International Business	International companies struggle with being compelling in locations where they are not familiar with the local language and culture.	Kevin teaches international companies to identify common empathy and emotions that crosses cultures.	Kevin has spoken and developed educational executive programs for organizations on 4 continents.
Financial Advisors, Financial Services, and Banking Institutions	Most financial advisors or bankers hate sales and struggle with articulating their unique selling points.	Kevin teaches financial advisors and bankers how to clarify and promote their differentiation in a compelling way.	Kevin has 25 years in the financial world and has consulted with venture and investment banking firms.

Industry Category (Page 3)	Pain (Page 3)	Solution (Page 3)	Experience (Page 3)
Entrepreneurs, Management, and Executives (Entrepreneurs Organization (EO), Young Presidents Organization/World President Organization (YPO/WPO))	Leaders struggle with getting their team to say the right thing to the right people in the right way.	Kevin teaches leaders how to communicate in a compelling and consistent manner to their team and customers.	Kevin is a 12-year veteran of Entrepreneurs Organization and has built award-winning programs for EO and YPO.
Sales Organizations and Retail	Most salespeople hate selling and struggle with lead generation.	Kevin teaches salespeople how to attract customers who are predisposed to buy at a premium price.	Kevin has extensive experience as a marketer and as a consultant to large corporations for marketing.
Hospitality and Event Planning	Most hospitality and event planning organization have to constantly find ways to attract, engage, and entertain their new customers.	Kevin teaches hospitality companies how to create the Awesome Experience that meet and deliver the needs, entertainments, and the unexpected to their customers.	Kevin has created and delivered award-winning events for executive organizations worldwide.
Nonprofit and Not-for-Profit Organizations	Most nonprofit and not-for-profits organizations struggle with finding new and meaningful ways to raise money from their network and constituency.	Kevin teaches nonprofit organizations how to communicate to their constituency in a compelling and empathetic manner.	Kevin has consulted for nonprofits in areas of marketing and fundraising.
Jewish and other religious Associations	Religious organizations look for ways to be relevant in everyday people's lives.	ROAR!'s principles are based on the Old Testament, emphasizing strong Jewish culture (and food), and the principles that apply to modern day business.	Kevin has been a dedicated Jew his whole life and had a Bar Mitzvah. He has consulted with religious organizations for membership development.
Real Estate and Lending	Most real estate agencies hate selling and struggle with lead generation.	Kevin teaches companies in the real estate and lending industry how to attract customers who are predisposed to buy at a premium price.	Kevin built an Inc. 500 company in real estate finance and has more than 25 years of experience in real estate and lending.