

Kevin Daum: **The Awesome Experience**

Business is shrinking, competition is growing, and great is no longer good enough. Given a choice, most consumers would prefer an **Awesome Experience** to a good one. **Wouldn't it be great if there were a methodology to help you design and deliver the awesome experience to your customers?**

Leveraging 25 years of entrepreneurial success, Kevin Daum shares how and why companies must pursue **The Awesome Experience** to attract, retain, and grow their customer base. Kevin teaches executives how using the essential elements – **compelling messaging, intentional marketing, and memorable delivery** – will help them **satisfy need, entertain, and deliver the unexpected** to their customers.

“Kevin Daum is one of the most exciting speakers I have heard in over a decade. His energy and enthusiasm matches up perfectly with his ability to deliver a timely and relevant message for anyone who wants to refine and grow their business. He has the right message – right now.”

*Matthew Toledo, Publisher and CEO
Los Angeles Business Journal*



Kevin Daum is a speaker, marketer, columnist (*Inc.com* and *Smart Business Magazine*), and an award-winning, bestselling author of 5 books, including *ROAR! Get Heard in the Sales and Marketing Jungle* (Wiley) and his latest, *Video Marketing for Dummies* (Wiley). Kevin is also an Inc. 500 entrepreneur whose sales and marketing techniques delivered more than \$1 billion in sales and with over 95% efficacy. Drawing upon his background in theatre and business, Kevin is a compelling speaker who has engaged and inspired audiences around the globe.