



## Why Stress? Hire the Best!

### Jeff Slutsky's Profile

Travels from Kansas City, KS, USA



#### Jeff Slutsky Keynote Speaker, Author

With a background in both advertising and public relations, Jeff Slutsky had an opportunity to practice what he preached when he became part owner of a night club and later a health club. With the marketing dollars now coming out of his own pocket, he soon began to discover and develop result-oriented, low-cost tactics to build sales.

His grassroots marketing program has received a great deal of national media attention including The Wall Street Journal, USA Today, Inc Magazine, and CNN. Jeff has presented and consulted with many organizations including AT&T, American Express, Chevron, Walt Disney, Pizza Hut, Honda, Sony, Goodyear, The US Army, Marvel Entertainment and McDonald's.

He's the founder of Street Fighter Marketing which specializes in teaching businesses how to market, promote and increase sales on a shoe-string budget. He has authored and published 10 books including *Street Fighter Marketing Solutions*. Plus he's produced three audio albums and six video training programs. But his most successful production to date . . . is the birth of his triplets.

**Specialties:** Marketing, Advertising, Public Relations, Sales, Leadership, Communication, Humor

**Target Audiences:** Independent multiple unit businesses like franchises, chains, dealerships and agencies. Trade associations. Sales groups. Service providers.

For Further Information or to Book CONTACT:

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#### Topics Include:

##### Marketing Without Money

Getting more customers is the key to your success in business, but the cost of marketing has skyrocketed in the face of increased competition and decreased effectiveness. To compete against the "big guys" you have to think like a "Street Fighter," with clever and shrewd, low cost marketing tactics that get proven results on the local level. (1 -3 hrs.)

- No-cost Neighborhood Networking For Customer Referrals
- Employing Employers And Other Local Opportunities
- Profiting From Non-Profits at No Risk To You
- Insider Marketing: Using the Street Fighter Within
- Making More Money with Street Smart Mail
- Digital, Web and Social Media Basics and Bugga-boos

##### Influence Booster (Effective Communication)

*Street Fighter Influence Booster* is a special approach for increasing the results from all forms of your every day communications. Distilled from the proven principles and approaches behind the most effective and persuasive advertising, sales and public relations strategies, *Street Fighter Influence Booster* allows you to get your points, positions, proposals and ideas heard, understood and implemented. Whether Volunteer or Vendor; Supervisor, Subordinate or Supplier; Consultant, Co-worker, Colleague or Committee, you dramatically increase the value of your own personal "brand" when things get done by incorporating a few simple, yet effective *Street Fighter* persuasive communication tactics.

- Street Fighters think differently than "normal" people.
- Street Fighters break through the message clutter.
- Street Fighters use our "street smarts" to create success.
- Street Fighters understand why people act or respond.
- Street Fighters cherish and learn from our failures.
- Street Fighters think and perfect before acting.
- Decision making is emotional.
- People don't like to make decisions.
- Asking questions gives you valuable information and insight.

(*Influence Booster* appeals to a wider audience than just businesses including non profits, schools, parent/teacher groups, etc.)

#### Please call for fees

##### Testimonial:

"Jeff was an absolute pleasure to work with and was eager to do his research by talking to some attendees weeks in advance in order to delve deeper into the groups specific marketing needs and goals. That approach is very rare and refreshing. It can be quite challenging and scary to be asked to think outside the box, but Jeff does a nice job of guiding the attendees into uncharted territory and left them with a tangible take away 90-Day plan to approach the new concepts they learned"

Jody Brooks, Director of Education  
Louisiana Credit Union League

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