

Rapid Growth, the Lazy Way

Make your competition irrelevant



OPTION A : 20-60 minute keynote

OPTION B : 30-120 minute workshop with interactive exercises, additional case studies, and targeted recommendations

SUMMARY

Do your members or channel partners feel they are on an endless hamster wheel, just trying to keep their business going? They provide an amazing product or service, but despite all their efforts and good intentions, their day-to-day is a constant struggle to find interested people, set themselves apart, and make the sale – all while competing against established industry players and dealing with customers who seem to care about only one thing... PRICE. In this game-changing keynote, participants will walk away with a complete understanding of where they have been going wrong, and they'll know the three instantly-implementable strategies to turn it all around.



STRUCTURE

Drawing from over a decade of experience growing his own businesses to multiple millions – as well as his transformative work with thousands of clients – Matthew reveals his tried and tested Rapid Growth® blueprint. This is his signature A-Z system, proven to propel even the most unprofitable business into unstoppable momentum and growth. Attendees will leave this session feeling a renewed excitement for their business – but most important, with a reliable plan for success based on three simple steps:

1. **Differentiation and Message Unification.** Participants will discover exactly how to set themselves apart from their competition, put an end to competing on price, and learn the secret to exciting prospects to want to know more.
2. **Niche Marketing.** Participants' experiences, education, upbringing, and talents perfectly qualify them to serve one specific niche of customers. In this session, they'll learn exactly how to identify who those customers are, how to be seen as the only logical choice, and how to get paid what they're worth.
3. **Sales Systemization.** Sales is seen by most as a skillset you either have or you don't. But in truth, it's a system like any other, one that can be learned and mastered. Participants will walk out of this session knowing that they can create an individualized sales process that brings repeatable, reliable results.

TARGET AUDIENCE

The session is perfect for user conferences, small business groups and associations, entrepreneurship summits, or channel partner events, and is always customized to your needs. Matthew has shared this presentation with freelancers, startup entrepreneurs, and small-to-medium business owners across wide a range of industries

KEY TAKEAWAYS ★

- Finally differentiate yourself and put an end to competing on price
- Understand why you can't (and shouldn't be) everything to everyone
- Discover your niche market of motivated, excited-to-buy customers
- Achieve a new outlook on sales

TOPIC AUTHORITY

- Overcame paralyzing introversion to become the number one sales performer in the largest sales and marketing company in the southern hemisphere
- Responsible for five multi-million-dollar business success stories before the age of 30
- Successfully transformed over 3500 client businesses across a diverse range of industries
- Internationally award-winning sales and marketing blogger
- Founder and Executive Director of Small Business Festival, listed by Inc. as one of the top five business conferences in the nation

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The builder crowd is very hard to impress, but every word out of Matthew's mouth was very valuable, applicable, and actionable. I've never seen a speaker have every single attendee gathered around them at the end of the session, trying to get more information. Quite impressive.



BETHANY JENKINS
VICE PRESIDENT, JENKINS CUSTOM HOMES

ABOUT MATTHEW

Young, energetic, contemporary, relatable, a powerhouse of differentiation, an expert in niche marketing, and a master sales systemization coach, Matthew is passionate about helping organizations thrive and succeed. With five multimillion-dollar business success stories to his name, all before the age of thirty, his achievements are reflected in the value and credibility he brings to every presentation.

Matthew is not a theorist; his methods come from hands on, real-world experience. With over 3500 business transformations and counting, Matthew provides instantly-actionable strategies that make a real and lasting difference to audiences. Whether you're a multinational conglomerate providing complex solutions to Fortune 500 companies, or a small business association working to give your members an edge over the competition, Matthew provides an uncomplicated blueprint for growth and success.

Matthew's meteoric rise against all odds – and his honesty in sharing his personal challenges – creates an inspirational atmosphere of possibility and belief. Participants walk out of his presentations thinking, "If he can do it, so can I"... and with a complete understanding of the exact steps to follow to skyrocket their success.

And when it comes to understanding what makes a speaker truly stand out, Matthew gets it. As Founder and Executive Director of Small Business Festival, ranked as INC's #3 conference in America for small business, he is annually responsible for organizing hundreds of speakers for thousands of attendees. He knows what it takes to motivate and inspire an audience, provide an amazing experience, and deliver long-lasting ROI.

Matthew is an internationally award-winning blogger and contributor to CEO, Entrepreneur, and Top Sales World Magazine. He is a recurring guest on FOX and NBC, and has appeared on top-rated podcasts including Entrepreneur on Fire and Eventual Millionaire. He's the author of the bestseller *The Introvert's Edge: How the Quiet and Shy Can Outsell Anyone*, endorsed by Neil Patel, Brian Tracy, Mark Roberge of Harvard, Derek Lidow of Princeton, and dozens more.

If you're looking for a keynote speaker with an edge, who provides absolute return on investment, who will assist your organization in achieving unprecedented results, Matthew Pollard is your Rapid Growth® Guy!



I'D LOVE TO HEAR FROM YOU!



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www.MatthewPollardSpeaker.com

Thanks for your interest and for taking the time to see what I have to offer. I'd love to hear more about your event and how I can help make it a success!

Matthew Pollard