

# 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

## CLIENTS INCLUDE

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Electrolux



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ACHIEVE WORLD-CLASS SALES SUCCESS! November 16, 2017

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INTERNATIONAL



*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

# Build Your Story Playbook

*The catalyst to explosive sales growth*



- OPTION A :** 30-60-minute keynote or interactive workshop with core story creation based on participants' past customer success
- OPTION B :** Half, full, or multi-day training

## SUMMARY

What if your sales team could have an instant advantage over all your competition? What if you could quadruple appointments, shorten sales cycles, and skyrocket profits, all through the application of one powerful technique? If your sales team needs this kind of edge, "Build Your Story Playbook" provides the breakthrough you've been looking for. Shift your sales team away from the uncomfortable bulldog tactics of the past, to a new, relaxed, and scientifically proven methodology that consistently multiplies results, guaranteed.



## STRUCTURE

Matthew presents the science of storytelling as documented by Harvard and Stanford researchers, and explains why story is fundamental to a winning sales process. Attendees will hear about Matthew's real-life clients – some painfully introverted, some needing to get hyped up on coffee to make the day bearable, some with sales in their DNA and thinking they were already doing everything right. All of them not only lowered their stress around selling and learned to love the process, but also increased closure rates as much as 400 – 1000%. All it takes is a simple, proven process that Matthew has perfected over the last decade.

1. Learn the exceptional power of story, its use in gaining trust and credibility, and its effectiveness at sidestepping objections.
2. Uncover the secret to crafting laser-sharp true stories that make prospects say, "I want that!"
3. Discover the secret to creating your sales department's story playbook, rapidly reducing sales cycles, increasing closure rates, creating a sales culture of teamwork and excitement, and instantly making both your new and seasoned salespeople more effective.

## TARGET AUDIENCE

This session has been designed in two formats: One to be presented to your entire sales team looking for the edge over their competition, and the other for sales VPs, directors, and managers looking for a proven way to transform their teams from stressed and high-pressure to relaxed and authentic – while massively boosting profits, of course. It’s also the perfect choice for sales kickoff events and sales team retreats and workshops, providing your team with the tools and motivation to dramatically improve their existing process. Matthew has delivered this presentation to a range of audiences from multinational conglomerates such as Oracle to commercial real estate sales firms such as Colliers International. It has also been presented to rave reviews at many small businesses and sales conferences.

## KEY TAKEAWAYS ★

- Discover a step-by-step process for creating true client stories that will 4-10X your sales team’s results
- Learn how to implement your new strategy with new-hire induction to drastically reduce the cost of training and onboarding, getting your team more productive, faster
- Develop a culture that attracts and retains the best and brightest
- Say goodbye to the high-pressure, high-stress environment, and hello to easier closes and a lot more money

## TOPIC AUTHORITY

- Responsible for five multi-million-dollar business success stories before the age of 30
- Author of *The Introvert’s Edge: How the Quiet and Shy Can Outsell Anyone* – a proven sales system that works for introverts and extroverts alike – published by AMACOM New York and endorsed by Harvard, Princeton, Neil Patel, Marshall Goldsmith, Brian Tracy, Jeffrey Gitomer, and 50+ more
- Created and perfected a sales process that led him to become the number one sales performer in the largest sales and marketing company in the Southern Hemisphere within six weeks, and promoted to youngest state manager in the company history, overseeing thousands of salespeople at age 19
- Successfully transformed over 3500 client businesses across a diverse range of industries
- Internationally award-winning sales and marketing blogger

## CLIENTS INCLUDE



*During each of his ten presentations, Matthew delivered an original, customized story about one of our customers, as if he’d worked for our company for years. If you’re looking for an edge in sales, especially in highly technical sales, Matthew is the obvious choice.*



CHRIS GANDOLFO,  
SENIOR VICE PRESIDENT, ORACLE DIGITAL

# The Introvert's Edge

*Your difference, your power*



**OPTION A :** 30-90-minute keynote or interactive workshop

**OPTION B :** Half, full, or multi-day training

## SUMMARY

For too long, introverts have fallen victim to the myth that because of their quiet personalities, they can't be as successful in business as their extroverted counterparts. In this groundbreaking keynote, Matthew shares personal stories, client transformations, and insights gained through a series of interviews with millionaire introverts, to confront this stigma head-on. By the end of this enlightening presentation, introverts will feel empowered, and know exactly how to embrace and harness their natural abilities for amazing success.



## STRUCTURE

As a lifelong introvert himself, Matthew understands the challenges involved in surviving and thriving in an extroverted business world. And with at least half the population self-identifying as introverts, he's not alone! This insightful and entertaining keynote shows participants that success comes not from hiding their introversion or pretending to be someone they're not, but from identifying and leveraging the many introverted gifts that actually give them an edge. True stories, extensive research, and practical how-to's combine to provide revelations about what it takes for an introvert to succeed on their own terms, and exactly how to go about it.

1. Secrets from extraordinary introverts: What do Brian Smith, founder of billion-dollar brand UGG Boots; Ryan Deiss, founder of Digital Marketer; Ivan Misner, founder of BNI; and many more have to say about how their introversion contributed to their amazing success? Matthew shares their personal challenges with introversion and the "aha" moment that changed everything.
2. Matthew's personal story: From painfully shy and terrified to sell, to the #1 salesperson at the largest sales and marketing firm in the Southern Hemisphere – within six weeks.
3. Take-action strategies: From sales to networking to presenting to rooms of hundreds or thousands, Matthew will share the specific strategies that he and other extraordinary introverts employ every day to achieve amazing success – strategies to leverage introverted qualities, not disguise them.

## TARGET AUDIENCE

Individuals, organizations, and conferences looking to support the often-forgotten majority of quiet attendees. This session is an ideal fit for corporate retreats and events, fundraisers, and association conferences. A welcome addition to any event focused on catering to diverse interests and needs.

## KEY TAKEAWAYS ★

- A step-by-step strategy to becoming a power networker
- A new outlook on the sales process and an understanding that, no matter what an employee's role in an organization may be, every team member is ultimately in sales
- A simple way to dominate any presentation
- The secret to embracing the strengths of your introverted workforce

## TOPIC AUTHORITY

- Responsible for five multi-million-dollar business success stories before the age of 30
- Author of *The Introvert's Edge: How the Quiet and Shy Can Outsell Anyone* – a proven sales system that works for introverts and extroverts alike – published by AMACOM New York and endorsed by Harvard, Princeton, Neil Patel, Marshall Goldsmith, Brian Tracy, Jeffrey Gitomer, and 50+ more
- Overcame paralyzing introversion to become the #1 sales performer in the largest sales and marketing company in the Southern Hemisphere
- Awarded the National Speakers Association's highest designation for professional speakers
- Moved to Austin, Texas from Australia in 2014, not knowing a soul, and became one of the most networked people in the city within a year, including receiving four government proclamations for his work helping small business
- Praised as "the real deal" by Forbes

## CLIENTS INCLUDE

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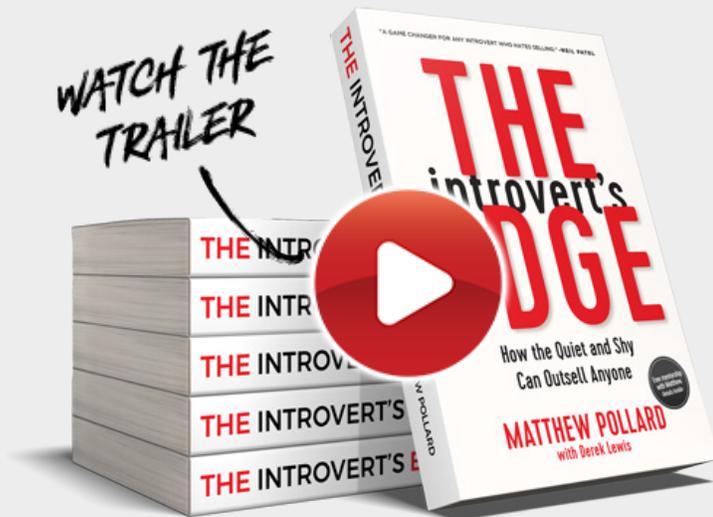
Colliers  
INTERNATIONAL



*I'm an introvert myself, so I know the importance of reliable, adaptable systems that draw on our greatest strengths. Matthew has nailed a process that harnesses our creativity, empathy, and analytical thinking to cultivate relationships that create the solutions your customers need.*



DR. IVAN MISNER  
FOUNDER OF BNI, NYT BESTSELLING AUTHOR

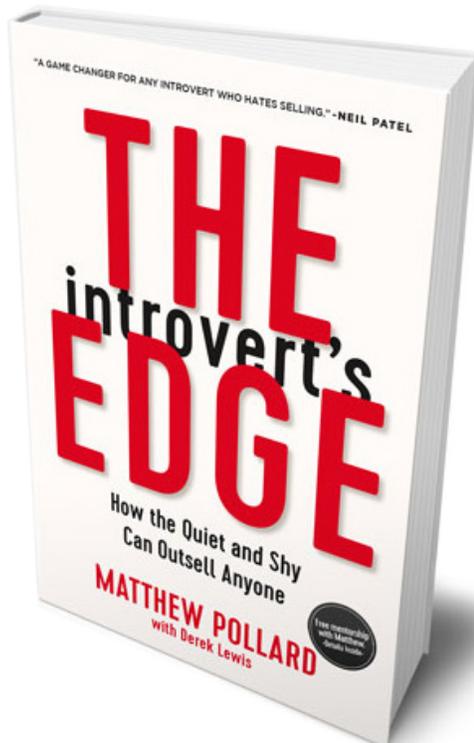


## GET THE FIRST CHAPTER. FREE

No more struggling with uncomfortable bulldog sales tactics. The Introvert's Edge equips you with a comprehensive system focused on transparent, authentic and low-pressure selling.

To get the first chapter free, enter your email at <https://matthewpollard.com/theintrovertsedge/book>

## ORDER YOUR COPY NOW



Matthew Pollard, an awarded sales authority and fellow introvert, has created and perfected a system for selling in a transparent, authentic and low-pressure way – with no hard closing or bulldog sales techniques. His method has allowed him to sell millions of dollars' worth of products and services, and has helped thousands of other introverts to do the same. In his bestseller *The Introvert's Edge*, Matthew shares his decade of sales knowledge, debunks the myth that sales requires the “gift of the gab,” and demonstrates exactly how, as an introvert, you can create a relaxed sales system that works for you.

Matthew's 7-step strategy outlines what you need for reliable and repeatable results, from implementing well-prepared questions to embracing the power of story. The book's system-not-the-sale methodology, combined with valuable lessons from Matthew's firsthand experience and client transformations, will show you that sales is a skill that ANYONE can learn.

Whether you're pursuing sales as a career or you're a small business owner who doesn't want to sell but needs to, *The Introvert's Edge* is your guide to sales success.

## ABOUT THE AUTHOR



As a highly introverted teenager, Matthew fell into sales when the company he worked for went bankrupt, and commission-only sales was the only job he could find. His first day, he received 92 rejections in a row, and knew something had to change. Matthew created, practiced, and perfected his system, and fast became the #1 salesperson at the largest sales and marketing firm in the southern hemisphere – and in charge of training all the sales teams. By age 30, he was responsible for five multi-million dollar business success stories across a diverse range of industries, earning him the nickname “The Rapid Growth Guy.” Once scared to sell, today he teaches thousands how to do it, and has so far transformed over 3500 struggling businesses. Called “the real deal” by Forbes, Matthew is an internationally-award-winning sales blogger and the Founder and Executive Director of Small Business Festival, ranked among the top 5 business conferences in the nation by Inc.

*Matthew Pollard*

## PRAISE FOR THE BOOK INTROVERTS LOVE IT!

“ A game-changer ”

*Neil Patel*

“ Brilliant, Intuitive  
and refreshing ”

*Matthew Dixon*

“ A compelling  
read ”

*Jennifer  
Kahnweiler PH.D.,  
CSP*

“ A powerful  
roadmap ”

*Mike Weinberg*

“

*“Introverts can set the world on FIRE, and Matthew will show you how in The Introvert's Edge. Introverts, it's time to IGNITE!”*

”

JOHN LEE DUMAS,  
FOUNDER AND HOST OF ENTREPRENEURS ON FIRE – AN ENTREPRENEUR  
TOP-FIVE PODCASTS

# Rapid Growth in the Face of Uncertainty

*Driving prosperity in changing economic times*



**DELIVERY :**

30-60 minute keynote

## SUMMARY

Today's executives are confronted with new challenges that threaten their continued growth and survival. With increased competition, disruptive technologies, and tough economic climates, market share is dwindling and discounted acquisition is steadily on the rise. This insightful keynote provides participants with a full understanding of how to stay competitive in a constantly changing landscape. They'll discover how to achieve sustained success in the face of smaller, more agile competition, and they'll learn the three instantly-actionable strategies to immediately drive any corporation back to momentum and growth.



## STRUCTURE

With real-world examples from his own past clients and case studies from a diverse range of industries, Matthew explains why changing economic times, new technologies, and ever-growing competition are nothing to fear. For sustained momentum and growth in the face of external factors, businesses need only turn to Matthew's three proven, time-tested principles:

- 1.** Differentiation and Message Unification. It doesn't matter how many new competitors are out there or how flashy their marketing is. The real secret lies in knowing how to truly set yourself apart – at a brand and product/service level – in a way that excites and inspires new consumers to engage with your offerings.
- 2.** Niche Marketing. Speaking to everyone is speaking to no one. (Plus, it's ridiculously expensive.) Participants will discover the bottom-line implications of embracing a niche approach within corporate strategy, leading to a strong culture of intrapreneurship across all departments.
- 3.** Sales Systemization. The game of sales has changed, and corporations that don't change with it will be left in the dust. Today, the key to customer acquisition, growth, and brand loyalty is not bulldog sales tactics and mass media campaigns. Instead, participants will discover marketing strategies that harness technology, psychology, and strategy to engage with their ideal clients and motivate them to buy.

## TARGET AUDIENCE

This session is ideal for executives, leadership teams, and senior managers looking for a sales and marketing edge – not a gimmick. Matthew has shared this presentation from Las Vegas to Bangkok, earning rave reviews across industries, including multinational corporations such as Electrolux, and award-winning Oracle partner, Centroid.

## KEY TAKEAWAYS ★

- Truly set your brand and product/service apart from the competition
- Put an end to dwindling market share and discounted acquisition
- Discover how to cost-effectively engage new and excited-to-buy prospects
- Introduce a strong culture of intrapreneurship and creativity across your organization
- Uncover the secret to leveraging technology, psychology and strategy to skyrocket customer acquisition, profits, and brand loyalty, while drastically reducing sales cycles and marketing spend

## TOPIC AUTHORITY

- Praised as “the real deal” by Forbes
- Responsible for four multi-million-dollar direct sales 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
- Author of The Introvert’s Edge: How the Quiet and Shy Can Outsell Anyone – a proven sales system that works for introverts and extroverts alike – published by AMACOM New York and endorsed by Harvard, Princeton, Neil Patel, Marshall Goldsmith, Brian Tracy, Jeffrey Gitomer, and 50+ more
- Founder of Small Business Festival, listed by INC as a top-three conference for small business

## CLIENTS INCLUDE

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Colliers INTERNATIONAL



*Matthew’s keynote was relevant, gripping, and paradigm shifting. I have not seen another sales presentation hold the audience’s attention like this one, and I am applying the lessons I took away from it already.*



**SCOTT HEALY**  
PARTNER SALES MANAGER, ORACLE

# Channeling Your Superpower

*The life-defining power of thought*



**DELIVERY :** 30-60 minute keynote

## SUMMARY

Some people come from nothing and overcome tremendous adversity to achieve success. Others come from backgrounds of education and privilege, yet achieve nothing. What is it that differentiates people who succeed from those who do not? Is it nature, is it nurture, or is it something that can be mastered and controlled? In this inspirational tell-all presentation, Matthew uncovers the secrets behind his tremendous achievement and that of his clients, showing how participants, with a few changes in behavior and mindset, can create an unstoppable force of focus, motivation, and no-limit thinking.



## STRUCTURE

Matthew will share the practical strategies he and thousands of his clients use every day to obtain skyrocketing productivity, innovation, and focus in their careers, businesses, and lives. Participants will walk out with a genuine, lasting belief that they too can achieve what others consider “impossible” – and they’ll know the exact steps to follow to go out and make it happen.

- 1. We are what we believe.** Henry Ford said, “If you think you can or think you can’t...you’re right.” Too often we assume something can’t be done – or at least, not by us. Participants will discover the power of “what if” thinking, and how this simple change can lead to positive ripple effects across their entire lives.
- 2. Controlling the critic within.** Thousands of years ago, the inner critic was useful in warning us of potential dangers. Today, it simply traps us in lives of mediocrity. Science suggests that we have between 12,000-60,000 thoughts a day; participants will discover how to control this barrage of thoughts and channel them towards accomplishment, not paralysis.
- 3. Harness your superpower.** Discover the key to unleashing an avalanche of energy and focus, and learn precisely how to channel it to drive achievement, momentum, and growth.

## TARGET AUDIENCE

This session is ideal for corporate retreats and conferences where the goal is to increase productivity and innovation through fostering a more purposeful, congruent, and excited team. Small business owner associations and entrepreneurship summit participants also benefit tremendously from this presentation, walking out with a new sense of possibility and a tool kit for success. Ultimately, this session is for anyone looking for the key strategies and mindset shifts to create a personal and professional life of fulfillment and success.

## KEY TAKEAWAYS ★

- Learn how to foster a mindset of “what if” thinking
- Discover the take-action tactics that control your inner critic once and for all
- Finally discover what you want and, more importantly, why you want it
- Muster the fire in your belly to go out and take the world head-on
- Discover your niche market of motivated, excited-to-buy customers
- Achieve a new outlook on sales

## TOPIC AUTHORITY

- Responsible for five multi-million-dollar business success stories before the age of 30
- Created a life of purpose for himself and for thousands of clients
- Overcame paralyzing introversion to become the #1 sales performer in the largest sales and marketing company in the Southern Hemisphere
- Bestselling author of *The Introvert's Edge: How the Quiet and Shy Can Outsell Anyone* –
- Awarded the National Speakers Association's highest designation for professional speakers
- Published or featured in *INC*, *Fortune*, *Entrepreneur* and *CEO*
- Recurring guest on NBC, Fox, and multiple radio networks
- Praised as “the real deal” by *Forbes*

## CLIENTS INCLUDE



*Matthew shares a lot about himself that most people would hide. His personable, down-to-earth style really resonated with the crowd, who formed a long line to talk to him afterwards. If you're looking for a speaker, Matthew is your guy!*



**JEFF KIKEL**  
PRESIDENT/CEO, T-WERX COWORKING

# Competitive Collaboration

*Shift your thinking, drive your profits*



**DELIVERY:** 30-60 minute keynote

## SUMMARY

The business landscape has changed, and organizations and their employees must learn to adapt in order to survive and thrive. The secret to dramatically increased productivity, profitability, and sales acquisition requires leaving behind your outdated ideas of dog-eat-dog competition and turning instead to the high-yield powers of collaboration. Drawing from a decade of experience forging unusual but highly profitable partnerships, Matthew leads participants to break free of stagnating group think and embrace a mindset of cooperation. Audiences will transform their traditional silo focus, and be emboldened to seize creative and lucrative business opportunities through interdepartmental and external collaboration.



## STRUCTURE

Using real-world examples of unexpected but lucrative partnerships among rival corporations, associations, government organizations, agencies, and more, Matthew turns the traditional view of competition on its head, demonstrating why, in the 21st century, collaboration is the new black. Participants will learn exactly why there are enough customers and opportunities to go around, no matter your industry, and how to create profitable and inventive partnerships:

- 1. A story of unexpected collaboration:** Learn how Matthew united seemingly competitive groups to create Small Business Festival, now in its third year, listed by Inc. as the #3 business conference in the nation for small business
- 2. The mindset of abundance and sharing:** When you give big, you get big rewards. Shift your thinking from “What’s in it for us?” to “How do we all win?” and watch the magic happen
- 3. The tools of the collaborator:** From choosing partners to determining goals, learn how to get started, and exactly what to do to drive even the most uncommon partnerships to success

## TARGET AUDIENCE

The session is for leadership teams, senior managers, non-profits, associations, and government organizations looking for a profitable new take on stale notions of competition. Ideal for multinational conglomerates interested in “un-silo-ing,” government agencies seeking greater impact at drastically reduced costs, non-profits wanting to further their cause and obtain more funding in the process, and small business associations looking to help their members scale through partnerships.

## KEY TAKEAWAYS ★

- Put an end to costly and unproductive interdepartmental opposition
- Discover a unique way of looking at the internal and external competitive landscap
- Develop an understanding of exactly how to bring up and broker unusual partnerships that drive bottom line growth
- Achieve a new outlook on sales
- Learn the secret to maintaining win-win collaboration with skeptical competitors

## TOPIC AUTHORITY

- Engineered partnerships among highly competitive corporations, government agencies, small business owners, educational facilities, coworking spaces, community lenders, Chambers, and individual speakers to create and direct the annual Small Business Festival, listed by Inc. as the #3 business conference in the nation for small business.
- Recipient of four government proclamations for his work in creating partnerships among diverse stakeholders
- Praised as “the real deal” by Forbes

## CLIENTS INCLUDE

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Colliers INTERNATIONAL



*At the Sales 2.0 conference in Philly I heard Matthew Pollard for the first time. No wonder he’s been so successful! His talk was filled with valuable, useful ideas and his delivery was highly motivating. Bravo!*



**JIM CATHCART**

SPEAKER AND AUTHOR, GOLDEN GAVEL AWARD 2001 - THE CAVETT AWARD 1993 - SPEAKER HALL OF FAME 1985 - LEGENDS OF SPEAKING 2008 - PRESIDENT OF THE NATIONAL SPEAKERS ASSOCIATION 1988-89

## 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!



[bookmatthew@matthewpollard.com](mailto:bookmatthew@matthewpollard.com)



1-833-BOOK-MATT  
1-833-266-5628



[www.MatthewPollardSpeaker.com](http://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*