



## Speaking Information

### Rick L'Amie



Rick L'Amie is a high-energy and engaging speaker and facilitator on small business marketing strategies. He is the founder and president of Moxie Marketing in Austin, Texas. With an emphasis on strategy before tactics, Rick installs simple, effective and affordable marketing systems to help small business owners realize their business dreams. Rick holds a Master's in Mass Communications from Texas Tech and began his career as a broadcast journalist more than 25 years ago. He has provided award-winning marketing and public relations services to small businesses, as well as Fortune 500 companies and non-profits. He is a certified Duct Tape Marketing Consultant, one of the top performing consultants in the network of small business marketing experts around the world.

### Topics

#### Seven Steps to Marketing Success

Savvy small business owners know they need marketing, but many are frustrated with tactics that haven't worked or simply don't know where to start. Did you know that the SBA says poor and inconsistent marketing is one of the main reasons small businesses fail? Rick L'Amie will share with you the seven basic steps for marketing success. These proven techniques are tailored for the small business owner to build a simple, affordable and effective strategy to lead customers to your door.

#### How to Build a Referral Engine for Your Business without Spending a Dime

**FACT** – we hold more credibility when someone else recommends us. While many small business owners and entrepreneurs know the value of getting referrals from their customers, very few make it a way of doing business. Even fewer develop a system to obtain referrals from outside their client base. Rick L'Amie will show participants how to develop a systematic approach to help your business market itself.

#### How You Can Become a Social Media Pro

RSS, Trackbacks, Hashtags, Tweetdeck, Feedburner, del.icio.us, Digg. What does it all mean, and where do you even start with Social Media? Social media is here to stay and must play a key role in any small business online marketing strategy. Rick L'Amie will help unravel the mystery and show you how to get started using the Social Media Pyramid and the Five Pillars of Social Media. It all starts with a strategy.

Other Topics: How to Win Local Search, Facebook Strategies for Success

### What Others Have To Say about Rick

“Great Presenter”

“Relaxed”

“Excellent and Engaging”

“Enthusiastic”

*“So much value. So much experience. Great at engaging the audience.”*

*“Common sense marketing tools that you never thought of.”*

### Fees

The topics above can be presented to your group or organization for a speaking fee of \$350 for a 45-minute talk. Fees may be waived for non-profits, or on a case-by-case basis. Fees for facilitated, half-day workshops range from \$1,200 - \$1,800, depending on the topic.

Moxie Marketing  
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