

**IF BUSINESS ISN'T FUN,
You May be Doing It Wrong!**

Chuck McKay

*International Speaker
Marketing Consultant*

For three decades, Chuck McKay has helped owner operated businesses and professional practices attract and *keep* new customers.

He thinks business should be fun and makes that fun contagious. Using his "Fishing for Customers" theme, Chuck sometimes uses fishing gear as props to make his point. He's only hooked himself twice.

Always candid, Chuck makes his points with insight, subtle humor, and a tiny amount of humility.

"In less than 20 seconds, Chuck had the attention of everyone in the room."

MOST REQUESTED TOPICS

Taming the A.P.E.

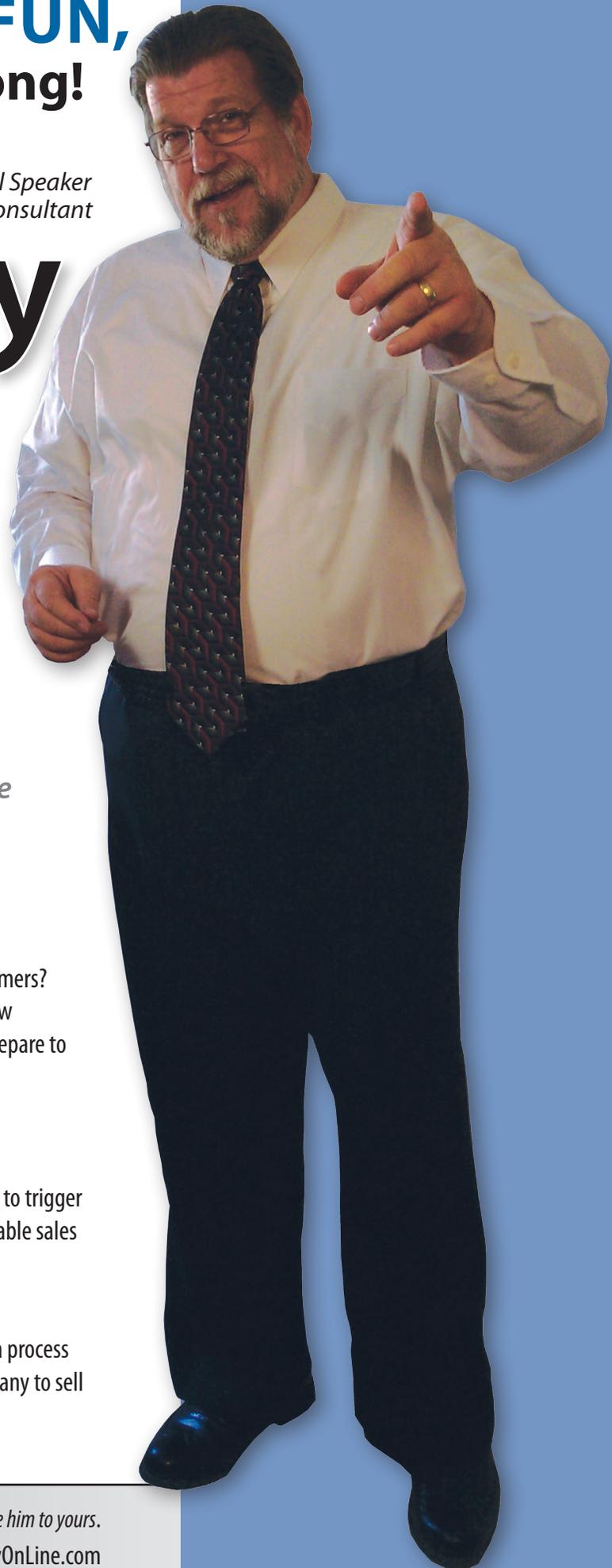
If you double your advertising, will you get twice as many customers? Using the Advertising Performance Equation, Chuck explains how changes in advertising budgets directly impact sales volume. Prepare to be surprised about what you thought you knew.

Six Ways to Snag Your Competitors Customers Without Spending Another Dime in Advertising

Why do business people cut price when there are six other ways to trigger sales without slashing profits? Chuck shows how to make profitable sales every time.

Selling the Golden Goose

Selling your company and retiring isn't an event, it's the end of a process which starts years before. Chuck shows how to ready your company to sell for enough cash to last the rest of your life.



Chuck speaks to conventions, Chambers of Commerce, and civic organizations. Invite him to yours.

Call 760-803-5474, or email ChuckMcKay@ChuckMcKayOnLine.com

"Advertising is a science. Really, it is.

Those people who claim it's an art are those who flunked science."

- Chuck McKay



Radio personality, newspaper owner, marketing consultant - Chuck has made a career of studying why people do the things they do.

As the Managing Partner of Wizard of Ads, Chuck McKay, Ltd, he makes marketing issues elegantly simple for his clients, who range from South Carolina to California, and from Canada to the Cayman Islands, New Zealand, and England.

Chuck has spent the last two decades attempting to develop the world's perfect barbecue sauce. He claims to be getting close.

To book Chuck for your event:

Call 760-813-5474

Email ChuckMcKay@ChuckMcKayOnline.com

Chuck's books include *Fishing for Customers and Reeling Them In*, *The Net Effect – How to Pull In Netloads of New Customers for FREE Through Local Search Marketing*, and Chapter 23 of the *Mastering the World of Marketing* compilation.

His new book, *"Just-in-Time Storytelling – A System to Arm Shoppers for Interaction and Spontaneous Endorsement"* will be available in 2014

WHAT PEOPLE ARE SAYING:

"In less than 20 seconds Chuck had the attention of everyone in the room. For the next 20 minutes people leaned forward in their seats so as not to miss a single point."

Michael Keese, Director

Waco Advertising Federation

"We've invited Chuck to speak half a dozen times, and get something fresh and valuable every time. He has members lining up afterward to ask more questions."

Mary Teran, Secretary

Victor Valley Marketing Group

"McKay was one of nine speakers at our annual awards. He is the one I overheard students talking about afterward."

Bradley Bear, Director of Special Projects

Ohio University, Southern Campus

"Chuck is charismatic and provides relevant and useful information. His great examples and real life experiences keep the audience engaged. We will definitely book Chuck for future workshops!"

Kristen Ghirke, Administrative Assistant

Inland Empire Small Business Development Center

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