

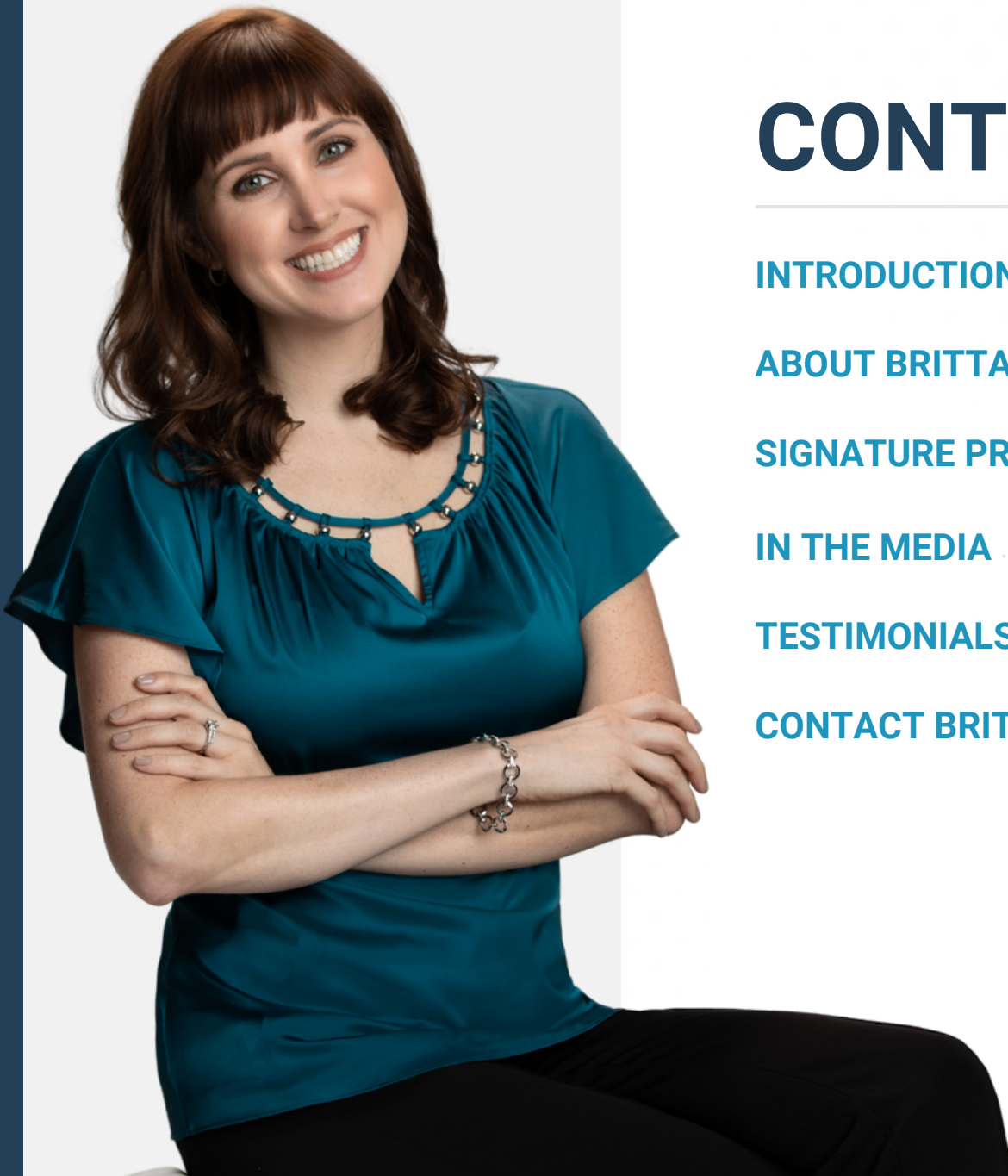


BRITTANY HODAK

SPEAKER KIT

"Brittany Hodak is an award-winning entrepreneur who's an expert at creating loyal fans for your brand. As a speaker, she's known for her enthusiasm, energy, and engaging personality [...and] sharing practical advice audience members can use immediately."

Entrepreneur



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IT'S NICE TO MEET YOU!

Hi, I'm Brittany.

I believe that to win in today's world, being great is no longer good enough. You've got to be SUPER.

Regardless of the industry you're in, one law is constant: If your customers aren't telling their friends about you, you're in trouble.

That's why my biggest passion is teaching salespeople and marketers how to create *superfans*, or customers who create more customers.

As a keynote speaker, I fuse sales, marketing, and CX into highly engaging, actionable presentations that empower your team to boost reputation, referrals and revenue.

CX is a superpower that can — and should — be understood and embraced by every member of an organization. That's why I make it fun, entertaining, and practical.

As you might expect from someone who's in the business of creating superfans, EVERY presentation I give is fully customized to meet the most important standards in the world: Yours.

In the following pages, you'll learn a bit more about me and a few of my signature programs, all of which are available virtually and in-person and include supplemental materials to ensure your team's success long after the event ends.

I'd love the opportunity to connect to learn more about your business or event, and how I might be able to serve you. Feel free to connect with me by phone or email, or [grab time in my calendar](#). I'm looking forward to it!

With gratitude,

Brittany

ABOUT BRITTANY

Brittany Hodak is an international keynote speaker and award-winning entrepreneur.

Entrepreneur calls Brittany an “expert at creating loyal fans for your brand,” and she is widely regarded as a “go-to source” on creating and retaining superfan customers.

She has been invited to speak to audiences and organizations across the world, including American Express, WeWork, Compassion International, Sony Music, *Inc. Magazine*, and the United Nations, just to name a few.

She has been named to *Advertising Age*’s 40 Under 40 list, *Inc.*’s 30 Under 30 list, and *Billboard*’s 30 Under 30 list. She was named Most Disruptive Marketing Entrepreneur at the Empact Awards at the United Nations and is a Guinness World Records record holder.

Brittany co-founded, scaled, and successfully exited The Superfan Company, a fan engagement agency whose roster included Walmart, Disney, Amazon, Luke Bryan, Katy Perry, and dozens more under her eight-year leadership. In 2015, she was offered deals from four of the five Sharks on ABC’s *Shark Tank* for her company at one of the then-highest valuations in the show’s history.

She has published more than 350 thought-leadership articles for a variety of national media, including regular columns for *Forbes*, *Adweek*, and *Success*. She has been a featured guest on CBS, FOX, NBC, CNBC, CBC, and many others.

Brittany has been studying, researching, and writing about the phenomenon of fandom for nearly two decades. Her obsession was sparked, in part, by her first job as a radio-station mascot. She is a summa cum laude graduate with an M.S. in Marketing and a B.A. in Communications.





SIGNATURE PROGRAM:

CREATING SUPERFANS

How would your business change if the number of qualified referrals you received doubled? Tripled?

What would it mean if — instead of just creating customers — you were creating engaged, loyal superfans?

In this program, Brittany shares her proven, actionable strategies for creating and automating experiences that convert customers into devoted superfans: Repeat clients who will advocate for your product or service without you even having to ask.

BY THE END OF THE PRESENTATION, AUDIENCE MEMBERS WILL:

- Internalize the meaning of "superfans" and the important role they play in building lasting brands
- Craft their own unique stories to help attract superfans
- Ask the questions necessary to better understand their customers' unique, often unspoken needs
- Understand why the best marketing doesn't cost money
- Exceed expectations at every step of the Customer Journey
- Implement Brittany's five-step SUPERFANS System to boost reputation, referrals, and revenue

THIS PROGRAM IS PERFECT FOR:

Salespeople | Marketers | Founders | C-level Executives

BEYOND-THE-STAGE BONUS:

To help ensure adoption of the techniques shared, Brittany works with every client to customize a content strategy for before and after the event. Added value at no extra cost!



SIGNATURE PROGRAM:

FANS, NOT FOLLOWERS

There's no shortage of advice about social media available online. The problem? Much of it is confusing, conflicting, or flat-out wrong. The result? Many busy executives either ignore their online presence or spend way too much time following arbitrary "rules" without seeing a positive ROI.

In this interactive session, Brittany breaks down what leaders need to know to confidently craft a winning social-media strategy for 2021 and beyond.

BY THE END OF THE PRESENTATION, AUDIENCE MEMBERS WILL:

- Understand which social metrics to track closely and which to ignore
- Be ready to immediately implement an on-brand social-media strategy
- Think more critically about how each social post ties back to the business's core story and purpose
- Make better decisions about both online and offline marketing content

THIS PROGRAM IS PERFECT FOR:

Small-Business Owners | Digital teams | Association Members

BEYOND-THE-STAGE BONUS:

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SIGNATURE PROGRAM:

STORYTELLING AS A SUPERPOWER

Study after study proves that narrative stories are overwhelmingly more effective — and more trusted — than nonnarrative statistics or facts. Storytelling isn't just an art: It's a superpower. When used correctly, your story sets you apart from every one of your competitors and positions you solidly in your potential customer's mind and memory.

In this program, Brittany shares her simple process for crafting effective, memorable stories that improve customer recall and understanding, including the all-important perfans: Repeat clients who will advocate for your product or service without you even having to ask.

BY THE END OF THE PRESENTATION, AUDIENCE MEMBERS WILL:

- Use story techniques to help improve customer interactions
- Craft their own powerful Origin Story
- Evaluate marketing and communication questions against the Origin Story
- Understand how to connect the key points of their stories with customers' stories
- Build a personal "Story Setlist" for sales and marketing use cases

THIS PROGRAM IS PERFECT FOR:

Salespeople | Marketers | Founders | C-level Executives | Association Members

BEYOND-THE-STAGE BONUS:

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A hand is holding a tablet that displays various business charts. The top chart is a pie chart with text that reads 'Pie charts compare values in a the number of products sold Pie charts show each category's ge of the whole.' Below it is a column chart with five bars of different colors (blue, green, orange, red, yellow) and values 11, 15, 9, 21, and 14. The text 'Column Chart' is visible. At the bottom, there is a pie chart with five segments and values 4.5, 7.25, 7.5, 8.0, and 8.5. The background of the slide is a solid blue color.

SIGNATURE PROGRAM:

SUPER STARTUPS AND SMALL-BUSINESSES

The majority of small-businesses will fail. That's because many never identify WHO they're serving and WHY.

In this presentation, Brittany draws on her 10 years of experience running the multi-million dollar entertainment company she started and shares the five-step process every founder should use to create superfan customers, employees, and partners.

BY THE END OF THE PRESENTATION, AUDIENCE MEMBERS WILL:

- Get clear on positioning and purpose as a startup founder
- Understand how to thrive as a small-business owner
- Know when, why, and how to pitch themselves for major press stories
- Evaluate potential employees and partners quickly and effectively
- Internalize the ONE rule every startup founder must follow

THIS PROGRAM IS PERFECT FOR:

Startup Founders | Small-Business Owners | Aspiring Entrepreneurs

BEYOND-THE-STAGE BONUS:

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SIGNATURE PROGRAM:

EMPLOYEES AS SUPERFAN ADVOCATES

Employee engagement isn't just an HR problem — it's a business problem. If your employees aren't engaged, your customers NEVER will be. In many cases, a few simple steps can make an enormous impact on employee satisfaction, retention, employee-customer relationships and ultimately, your bottom line.

In this program, Brittany covers common mistakes employers make with their team members and how to fix them, and offers actionable tips for creating happier, more engaged employees who become a company's most vocal advocates.

BY THE END OF THE PRESENTATION, AUDIENCE MEMBERS WILL UNDERSTAND:

- What the most effective employee engagement strategies have in common
- The different stages of the employee journey
- Action items for each stage, from day one onboarding to their last day
- The impact of employee engagement on recruiting and retention
- How best to measure and track engagement
- The external benefits of internal engagement programs

THIS PROGRAM IS PERFECT FOR:

Human Resources Professionals | Managers

BEYOND-THE-STAGE BONUS:

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CUSTOM PROGRAMMING

CAN'T DECIDE?

Great news: You don't have to!

Whether you're looking for a mix of multiple program elements in one presentation or hoping to book a combination of keynotes, workshops, and/or breakout sessions at the same event, Brittany is skilled at customizing content for every audience.

In fact, it's one of her trademarks!

Give her a call today and she'll listen to your objectives and make suggestions for a custom program that aligns with your goals, ensuring success during and after your event.

BRITTANY IN THE NEWS

Brittany has been featured by
hundreds of media outlets, including:

Entrepreneur AdAge

Inc. Forbes TIME

SUCCESS SHARK TANK

billboard WSJ

Bloomberg FOX BUSINESS

COSMOPOLITAN FORTUNE

USA TODAY ADWEEK

The Washington Post

CBCnews NETWORK CBS NEWS

TODAY International Business Times



CLIENT TESTIMONIALS



“On-stage, Brittany is just as likeable, relatable, helpful, and insightful as she is in person – which just adds to her charm and her ability to connect with an audience. Our attendees loved her and we would work with her again in a heartbeat.”

LEN HERSTEIN
BRAND MANAGECAMP



"[Brittany] has been instrumental in giving our organization a huge lift in both CX execution *and* morale. We have utilized her for both virtual and in-person keynotes and will keep bringing her back!"

ERIC SKATES
EQUITY PRIME MORTGAGE



“Brittany Hodak was amazing! Her down-to-earth style, engaging personality, and spot-on content were perfect for our event. We will absolutely use her for future events.”

JUSTIN STUTZ
WEST, A WFG COMPANY



“Book Brittany if you want a dynamic, funny, make-people-pay-attention speaker! She was a big hit at the Million Dollar Women Summit. Attendees took away actionable tips they could use right away.”

JULIA PIMSLEUR
MILLION DOLLAR WOMEN

CLIENT TESTIMONIALS

(CONTINUED)



"Brittany is one of the most impactful speakers we've put in front of our employees!...Brittany gave our staff the proper mindset and tangible takeaways to create our own raving Superfans."

JUSTIN TUCKER

WILLISTON FINANCIAL GROUP



"Brittany Hodak brought incredible value to our engage.marketing event as the keynote speaker. Her content and delivery won her fans for life — we are still hearing about the impact she made months after the summit!"

SARAH WHEELER

HOUSINGWIRE



"Please know we cannot thank [Brittany] enough! [Her] insight and skill for keeping crafty women at attention was solid! THANK YOU! We are still speaking of what [she] trained us on and I cannot express how grateful I am for [her]."

BUFFY DUMONT

CHALKY & CO.



"Brittany Hodak's positivity and enthusiasm simply radiate from the stage. She delivers presentations that are not only fun and energetic, but also deeply informative, with real "how-to" takeaways. Brittany is the total package!"

JULIE SHAFFER

ASSOCIATION FOR PRINT TECHNOLOGIES

AUDIENCE TESTIMONIALS



"[Brittany's] message was insightful, illuminating and infused with lightheartedness. She has an energy that permeates the room and I would happily listen to her present over and over again."

DEBORAH SPEED

PRIMARY RESIDENTIAL MORTGAGE



"She shared so many insightful points and lessons through her personal and professional journey and there were so many takeaways to share with our team. She was a huge hit and can't wait to hear from her again!"

LAILA KAHN

GUIDANCE RESIDENTIAL



"Her personal story resonated with me and I'm sure the rest of the crowd, regardless of the various disciplines we work in. Brittany shared actionable insight we can implement with our team right away. I'd love to hear her again!"

RIFFAT LAKHANI

GUIDANCE RESIDENTIAL



"Everyone was buzzing afterward about how great her message was. I'll definitely share and use what I learned. Consider me a superfan!"

DANIEL CROSS

VERSE.IO

CLIENTS AT A GLANCE

CORPORATIONS & ASSOCIATIONS



CONFERENCES & EVENTS



CONSULTING CLIENTS



ACCOLADES



5 REASONS YOU'LL BE A SUPERFAN OF

WORKING WITH BRITTANY

1 SHE'S GOT THE RESULTS TO BACK UP HER RHETORIC.

Brittany doesn't just talk the talk... she walks the walk. She'll share real-life examples of superfan strategies working for some of the world's biggest entertainers and brands, and countless small- and medium-sized businesses.

2 SHE'S FOCUSED ON CREATING SUCCESS BEYOND THE STAGE.

Brittany knows her value comes not only from the time she's on stage, but also from the results audience members achieve by implementing the tools she teaches. That's one of the reasons she works with execs ahead of time to identify specific organizational or conference goals to help audiences achieve.

3 SHE'S NOT GOING TO BE A STRANGER.

Brittany will be accessible before the event for videos, podcasts, interviews, etc.; at the event, interacting with audience members after her program; and after the event, keeping the transformative conversations going via email and social media.

4 SHE MAKES SURE NO ONE WALKS AWAY EMPTY HANDED.

Every one of Brittany's keynotes has a companion workbook — 25-to-30 pages of content your audience can use to immediately implement what she teaches onstage. Brittany offers these to every keynote attendee at no additional cost to set everyone up for success.

5 SHE'S ALSO BIG ON FUN. SERIOUSLY!

Brittany aims to make working with her a blast — that's why the vast majority of her gigs are repeats and referrals! Give her a call today to get a glimpse of her personality.

INVITE BRITTANY TO SPEAK

hello@brittanyhodak.com
(646) 812 - 5801



Connect on social media
@BrittanyHodak!