

# **Frank Felker**

**Founder & President at Digital Media Positioning**

Alexandria, VA, US

Highly-reviewed speaker with scores of presentations to business groups nationwide on entrepreneurship, digital marketing & direct sales.

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## **Biography**

Frank Felker is an author, educator and lifelong entrepreneur who has been helping business owners better understand and profit from their firms for nearly thirty years. He has presented before thousands of business owners and salespeople across the country, in South America and Europe at venues including the Kennedy Center and the headquarters of Texas Instruments and America Online. One reason Frank's messages are so well received by business owners is that he has stood in their shoes. Starting at age 14, he worked in his family's printing business part-time throughout high school and college. He returned to run the shop for fourteen years after receiving his Bachelor Science in Economics and earning honors in competitive public speaking (Fifth in Nation in Impromptu Speaking) and as a member of Omicron Delta Epsilon, the International Economics Honor Society. Over the course of 23 years, until the print shop was sold in 1995, Frank worked with hundreds of businesses of all sizes, helping them articulate their marketing messages, creating the graphics and copy of their marketing collateral and direct mail, and helping them strategize and maximize the effectiveness of their promotions. Since then he has presented before and worked with business owners of all stripes, from every conceivable industry. Here are some thoughts from producers and attendees of Frank's live seminars and workshops across the country: Frank, your presentation and meetings with us here last Thursday, 20 February were a huge success judging from all the enthusiastic feedback I've received. Besides the positive feedback on your presentation, it has been suggested that we employ you further in a consulting role, primarily to give feedback on our product direction. Again, thanks for the excellent work. And please feel free to use myself and Texas Instruments as a reference with prospective clients. Texas Instruments, Dallas Texas Jim Engles, Marketing Manager You are always one of our top speakers and I look forward to having you return again. MultiCom Conference, Washington, DC Geoff Lindsay, Show Manager I would have to say your speech made a big impact. You did a remarkable job. I feel that what you had to say was very timely, informative and was enjoyed by all. International Center for Entrepreneurial Development, Houston, Texas Hal B. Collins, Executive Vice President

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Direct Marketing, Printing, Advertising/Marketing, Restaurant/Food Service, Corporate Training, Business Services

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## **Areas of Expertise**

## **Affiliations**

International Economics Honor Society (Omicron Delta Epsilon)

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## **Sample Talks**

### **How To Build A Customer Factory For Your Business**

The single biggest difference between businesses that succeed and those that fail can be boiled down to a single word: Marketing. Firms that understand Marketing and implement it on a consistent basis succeed and those that do not struggle and fail. Unfortunately, for most business owners, Marketing is a mystery and Sales is a dirty word. I developed The Customer Factory Marketing Model in the 1990s to present successful marketing principles and practices in simple terms.

### **Never Kiss Your Customer On The First Date**

Just as in courting a member of the opposite sex, successful marketing is an evolving conversation between your firm and your target market. In this humorous presentation, filled with "ah ha! moments," Frank creates an exact analogy between courting and marketing and shows attendees how to generate the "know, like and trust" relationship over time, not overnight. From the initial ice-breaker to the final kiss, Frank shows you how to make it happen.

### **The World's Greatest Sales Team**

Imagine how much money could be made if we gave our sales teams every opportunity to succeed instead of never-ending friction and barriers to success. Either by design or default, the vast majority of corporate sales structures can't seem to get out of their own way. Team members are poorly recruited, trained, motivated and managed. They are saddled with counter-productive marketing functions. Frank gets down to the nitty gritty and explains how to create The World's Greatest Sales Team.

### **Touch Marketing For Real Estate**

Frank shows real estate agents how to build a relationship with their target audience over time with a series of soft marketing touches such as email, postcards, social media, door knocking, live events and, most importantly, one or more farm-focused blogs with powerful search engine optimization features. Using Frank's techniques, agents can "touch" their most valuable prospects as many as 50 times per year for less than \$20 each annually generating thousands in long-term revenue.

### **Double Your Company's Sales By Becoming Your Own Top Producing Salesman**

Every business owner believes that they could skyrocket their company's sales "If only I could find someone to sell!" Frank Felker believes that you have already found that person staring back at you in the mirror. Frank was a business owner for over 20 years before being forced to "learn to sell" for a home improvement company. In this presentation Frank talks business owners off the ledge regarding their fears and shows them how to kick butt and take names in the sales game.

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## **Event Appearances**

**Touch Marketing for Small and Mid-Size Businesses**  
Monthly Meeting

**Is Your Business Invisible Online?**  
Connect113 Membership Workshop

**Understanding Google Analytics**  
Membership Workshop

**The Foreseeable Future of the Printing Industry**  
PII Mid-Year Conference

**Surviving The Digital Revolution**  
Digital Graphics Resource Center Grand Opening

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## **Education**

**George Mason University**  
Bachelor of Science Economics

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## **Accomplishments**

### **First Director, 2900-member Digital Imaging Applications Network**

Personally chosen by the President of Print Image International to serve as the associations first Director of this high-profile special interest group. Organized, promoted and produced DIAN's first conference at IBM's Digital Printing R&D facility in Boulder, CO.

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## **Testimonials**

### **Hal B. Collins**

I would have to say your speech made a big impact. You did a remarkable job. I feel that what you had to say was very timely, informative and was enjoyed by all. We all hope you enjoyed your visit here with us at Northwest Forest and we look forward to continuing our relationship and the opportunity to work with you again in the future.

### **Jim Engiles**

Frank, your presentation and meetings with us here last Thursday, 20 February were a huge success judging from all the enthusiastic feedback I've received. Besides the positive feedback on your presentation, it has been suggested that we employ you further in a consulting role, primarily to give feedback on our product direction. Again, thanks for the excellent work. And please feel free to use myself and Texas Instruments as a reference with prospective clients.

**Shelley Goulding**

You did a fantastic job. Not only was the content on target and the handouts true visual aids, but you also brought it in on time! Very professional. I hope you enjoyed your first telephone seminar experience. From a listener's standpoint, you couldn't tell at all that you'd never presented in this format - you sounded enthusiastic and involved throughout.

**Laura Covey**

Many thanks for your presentation at our annual session in Las Vegas. It was a pleasure to work with you and I look forward to working with you again at a future program.

**Geoff Lindsay**

You are always one of our top speakers and I look forward to having you return again.

**Don Dunham**

I personally want to thank you for your presentation at our Owners Conference in New Orleans. Your participation helped make the Owners Conference one of the highest rated events ever in NAQP history.

**G.M. "Mike" Hostage**

We enjoyed having you at our meeting and appreciate that you were stubborn enough to overcome the weather hurdle. The feedback on your presentation was excellent and I hope to have you back soon. Really enjoyed getting to know you and hope our paths cross again soon.

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