

"BOB SMITH IS A BRILLIANT MARKETING INNOVATOR"

MARKETING IN THE NEW ECONOMY

Discover The
POWER OF "WOW"

Why Audiences
Are Cheering For
BOB SMITH

How To Out-Market
Your Competition
IN JUST 27 DAYS

A man with grey hair, smiling, wearing a dark pinstripe suit, white shirt, and a colorful patterned tie. He has his arms crossed and is standing in front of a brick wall.

ROBERT C. SMITH

**FOUNDER AND PRESIDENT OF THE GENIMATION GROUP, INC.
NATIONAL PUBLIC SPEAKER AND TRAINER
ENTREPRENEUR**

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BOB SMITH FEATURE INTERVIEW

Bob Smith is the founder and President of The Genimation Group, a successful entrepreneur and an extraordinary public speaker and trainer.



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BIOGRAPHY AND AWARDS

Take a closer look at Bob Smith's resume including his marketing accomplishments, awards and associations.



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SPEAKING EXPERIENCE

Bob Smith has 3,500 hours of speaking experience and has presented at over 400 sold-out marketing conferences and seminars around the world.



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THREE CHEERS FOR BOB

Industry professionals and CEO's show praise for Bob Smith's masterful marketing skills and unparalleled speaking presentations.



Bob Smith is the founder and President of The Genimation Group, a successful entrepreneur and an extraordinary national public speaker and trainer.

BOB SMITH: THE WIZARD OF WOW

Bob has achieved what he calls "WOW" success for businesses in more than 200 major industries. He shows businesses how to develop international, national and regional marketing campaigns using highly unique and out of the box marketing strategies, concepts and ideas. His Genimation™ based marketing programs have added more than \$1.5 billion dollars in new revenue along with higher profit margins for companies across the country. In addition, Bob has 3,500 hours of speaking experience and more than 400 sold-out marketing conferences and seminars to his credit.

Tell me about your new speech, "Marketing In The New Economy." Marketing in this new economy is a daunting task! We've seen the loss of millions of jobs and businesses are going under for economic reasons. However, the business clients we're working with are developing new marketing ideas and concepts to be successful in this economy. *(Continued on Page 5)*



Businesses are facing challenges that they've never faced before. First of all, there's little or no money. If you're going to market in this new economy, you better find some niches to be effective in. You can't be all things to all people. You need to ask yourself "what's going to WOW the marketplace?" What is it about your message — whether it's on the internet, mobile, offline or collateral — what's going to get your customers to pay attention to you over everybody else?

There is no new business — everybody is vying for the same pot. In **"Marketing In The New Economy,"** I show how to maximize your share of the business that's out there. Most importantly are you developing that compelling "WOW" message to get your customers attention and cause them to take action? You have to create a true distinction over everyone else in your industry to be successful.

And how do you market in this over-communicated society of ours? It's information overload 24 hours a day! How do you get a message across that your customers will pay attention to? How do you cut through all that noise? That's the real challenge.

How can businesses successfully market in light of these challenges?

There are only two areas of a business that generate revenue. One is innovation of new products and services and the other is marketing. All the rest are cost. That's the bottom line.

One way for businesses to market is to leverage hidden assets they already have. For example, take the list of 1,000 different businesses that they work with on a regular basis and start re-marketing using social networks, mobile marketing, email and referrals. Leverage your existing client base time and time again either for upsells or cross-selling to gain new business. With B2B, there's about seven different ways to grow and leverage your business that I address in my talk. And for the businesses that want to soar, I discuss how to get the highest return from your investment. If you are really interested in expanding and growing your business, now is the time to do it!

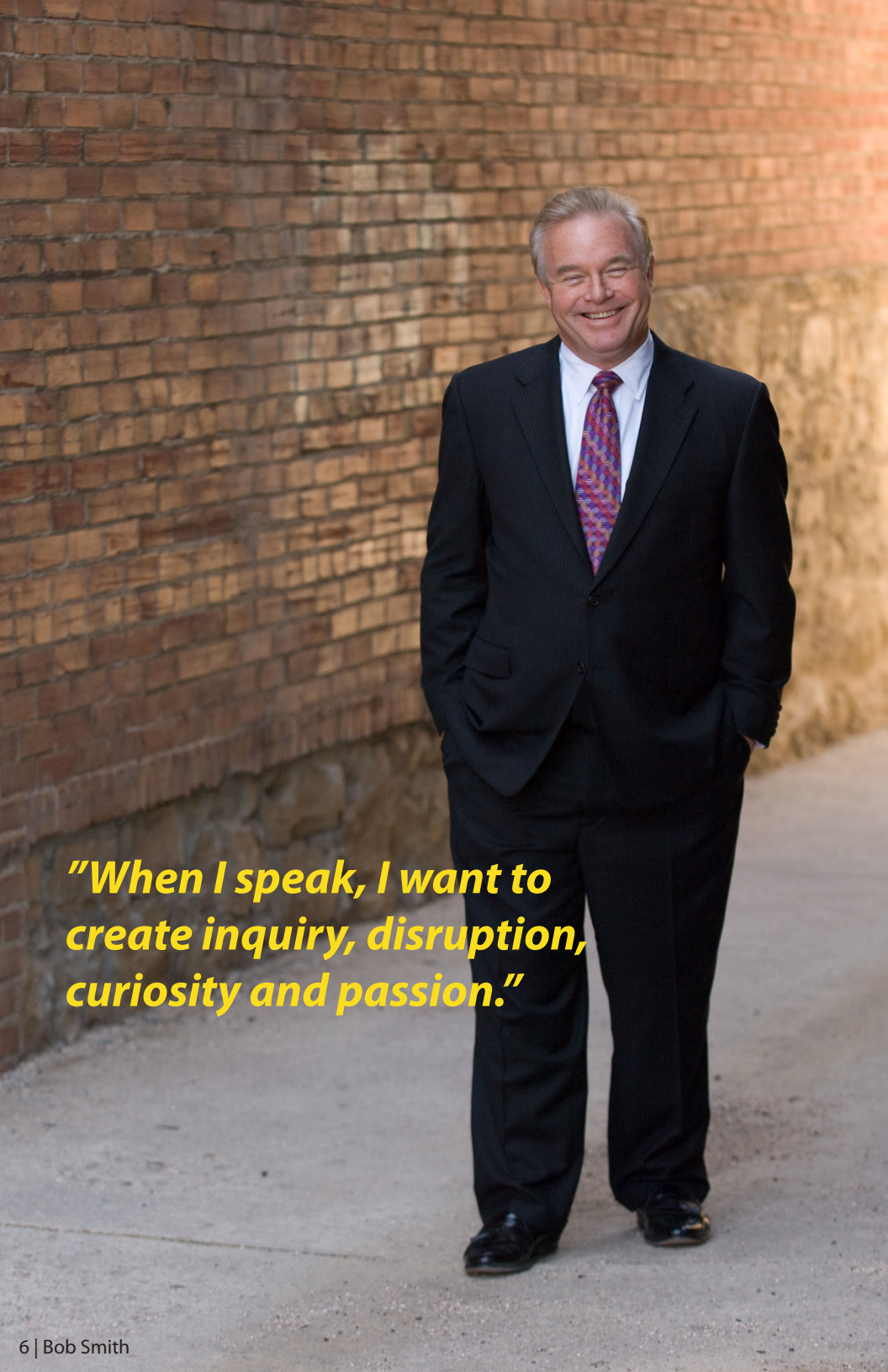
What is the biggest mistake businesses make with their marketing?

Great question! All I have to do is open up a website, magazine or newspaper and I can see 20 mistakes right away! The biggest mistake businesses make is not integrating their marketing across all channels. Internet, offline, mobile marketing, branding — the message has to be consistent.

"The biggest mistake businesses make is not integrating their marketing across all channels."

How would you characterize your speaking style?

My speaking style is very interactive, because I have a commitment to my audiences. My job as I see it is to make



***"When I speak, I want to
create inquiry, disruption,
curiosity and passion."***

a huge difference in their lives and to motivate them into knowing they can accomplish anything in marketing. When I speak, I want to create inquiry, disruption, curiosity and passion! Sometimes you'll find me out in the middle of the audience. Sometimes I start in the back of the room. I've been told my presentations are absolutely unforgettable and I'm very proud of that.

What is Genimation and what kind of results have you produced?

Genimation™ stands for "The Genesis of Imagination" — or the birthing of new ideas. I've found that my clients are their own marketing geniuses. They don't realize how extraordinary and creative they are. But if you don't take action, nothing is going to happen. With Genimation™, I show them how to look at what their businesses provide from their customer's point of view in an authentic way.

We've generated \$1.5 billion dollars in new revenue at higher profit margins for our clients in the last seven years alone. How did we do that? We used the power of "WOW" to develop new concepts in how to market that blows people away. There's nothing else like Genimation™ on the planet. And when you drive a powerful message through all the marketing channels, you gain a huge advantage! Direct marketing should really be called direct response. You want to elicit a response from someone, regardless of the medium.

Your speech consists of many real business success stories. Does that resonate with your audience?

Yes. Everything I share in my talks are all real life examples from my archives and from my existing clients. I have hundreds of stories and case studies from over 200 different industries. People really relate to stories.

In addition to being a speaker, you are also a coach and a trainer.

I think you have to live and breathe marketing in order to be effective at it. I've been in human development training for 20 years. I made it a point to study the human condition and also how human beings interact with each other. If you truly understand the emotional nature of people, you can understand why marketing must be emotional to be effective. This is the fundamental secret to marketing.

Why should someone hire you to speak at their marketing summit or entrepreneurs conference?

I am bodacious, outrageous and fun as I entertain and teach my audience. I promise they will be moved after they've heard my talk. I'm going to make them a hero to their organization for bringing me in.

When the audience walks out of the room after my program, they'll be saying that this was more than just marketing. Maybe it was about some of the choices and decisions that you make in life. Maybe it was about life itself. •

Bob Smith is the founder and President of The Genimation Group, Inc., a successful entrepreneur and an extraordinary national public speaker and trainer. For more than 20 years, he has specialized in helping businesses realize dramatic increases in sales and profits through the development, design and implementation of his Business Accelerated marketing programs.

Bob started his first business at 16, a pool cleaning and snow removal business. When he sold it two years later for \$19,000, he said, "It felt like I was a millionaire!"

ACCOMPLISHMENTS:

Bob has achieved what he calls "WOW" success for businesses in more than 200 major industries. He shows businesses how to develop international, national and regional marketing campaigns using highly unique and out of the box marketing strategies, concepts and ideas. His Genimation™ based marketing programs have added more than \$1.5 billion dollars in new revenue along with higher profit margins for his small and a mid-tier client companies across the country.

As a joint venture partner and President of The Aurium Group, Inc., a financial and insurance planning business, Bob generated more than \$189 million dollars in new sales revenue in just two and a half years.

SPEAKING AND SEMINARS:

Bob has presented more than 400 sold-out national marketing seminars. He teaches attendees the importance of developing highly unique and extremely powerful marketing programs that create a value distinction for their customers. Most importantly, Bob trains companies how to integrate their "WOW Factor" into their Mobile, Internet, Social Media, Advertising, Public Relations and Direct Marketing. With more than 3,500 hours of speaking experience, Bob brings "The Laws of WOW" to all his presentations!





CONTACT BOB SMITH
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AWARDS:

Bob is a recipient of countless prestigious national marketing awards. He is registered in Who's Who as a marketing leader in the industry. Most recently, he was American Business Awards 1st runner-up as Best Marketing Executive in the country from a pool of more than 2,200 nominees. He was also featured on the William Shatner's ABC News affiliate program, *"Heartbeat of America."*

ASSOCIATIONS:

Bob is a member of Strategic Coach, The Direct Marketing Association, Society for Marketing Professionals, American Marketing Association, Venture Capital Club of the Rockies, Peak Venture Club, board member of The Boy Scouts of America, Gardner Family Foundation and Past President of the CEO Connection.

PERSONAL:

Bob lives in the foothills of the beautiful Rocky Mountains in Colorado Springs, CO and enjoys meditation, mountain biking, hiking, camping, skiing, snowmobiling and traveling with his wife of 24 years, Nicole and his two children, Michaela and Morgan.



Bob Smith has presented at more than 400 sold-out national marketing conferences and seminars around the world.

With more than 3,500 hours of speaking experience, Bob brings "The Power of WOW" to all his presentations.

PARTIAL CLIENT LIST

International Women's Entrepreneur Conference
National Speakers Association
American Advertising Federation
Small Business Administration National Conference
International Fly Fishing Association
Pennsylvania Small Business Conference
International Conference on Innovation
Colorado State Small Business Conference
The Leading Edge National Conference
The Yellow Pages Association Conference
Tri-State National Business Conference
The Capital Factor 2007 & 2008
Colorado Small Business Person of the Year
National Society of Accountants
National Society of Professional Engineers
National Association of Financial Planners
Christian Booksellers Association
Midwest Small Business Conference
Key Bank Regional Conference
New York Small Business Conference
Tennessee Small Business State Conference
Florida Small Business State Conference
DE Frey International Convention
National Petroleum Council Convention
The Construction Specifications Institute









THREE CHEERS FOR BOB

"Bob Smith is one of a kind. His program was over the top and it was an epic presentation. The multimedia, the music and the marketing information is world class.

He is one of the brightest minds in marketing today and truly the master of great marketing ideas."

Mike Basch, Co-Founder of Federal Express

"Bob delivered the best marketing training program in the history of the NSA Winter Workshop. No one left his session —and I mean no one!

Bob had an amazing way of capturing our audience and he kept their attention for eight hours."

Larry Larose, President of National Speakers Association

*"When it comes to making decisions regarding the people you partner with, employ, or just simply hang out with, there are a few questions I always recommend asking yourself prior to making the decision, beginning with integrity. Then knowledge (including skills and talent), and finally whether or not that person truly **CARES** about you, your team and your mission.*

*I feel honored to know and to have worked with Bob Smith – as a valued business advisor and ultimately, as a friend. And while I rarely provide "testimonials," I can't say enough fantastic things about Bob. He is one in ten million and a man who I deeply respect. **If Bob is on your team, you have a MASSIVE advantage!"***

Will Ezell, President of Biz Visioneers



BOB SMITH

IS NOW AVAILABLE FOR
SPEAKING PRESENTATIONS

"If you want to make an impression, hire Bob Smith. He's the best kept secret in America. His presentation was amazing and his delivery to our conference was impeccable." — Rick Radidz, CEO of Xiosoft

MARKETING IN THE NEW ECONOMY

In his hard-hitting, interactive talk, ***"Marketing In The New Economy,"*** Bob Smith discusses the myriad marketing issues facing businesses today. The rules of the new economy are ruthless and there is no room for error. In this program, Smith will use personal case studies from his work in more than 200 different industries. Smith will communicate the importance of companies having a powerful and unique marketing message and why it must be consistently integrated across their brand to gain increased revenues and profits. Smith will also articulate how businesses can successfully capture the imagination of their market base — how to **Wow** them, **Woo** them and **Win** them as customers for life.

Mobile, Internet, Offline, Website, E-commerce, Direct Marketing, Direct Mail, Advertising and Public Relations are all required in today's market to be successful, yet how many businesses actually integrate their brand and strategies to work in concert to increase their profits? Without proper integration, marketing is like trying to shuffle a deck of cards without thumbs! Bob Smith will demonstrate how businesses can communicate their brand with power and identify exactly what they represent to their customers that their competition does not.

THIS POWERFUL PRESENTATION IS IDEAL FOR:

- Marketing Conferences
- Conventions and Expos
- Trade Shows
- Corporate Events
- Sales Meetings
- Association Meetings

Bob Smith will make your next event a success!
Call (719) 633-2913 for fees and availability.



Robert C. Smith

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