

Closing Keynote Youtility



Jay Baer, President of Convince & Convert

Saturday, April 16 – 3:00-4:15 p.m.

Being great at
marketing is
harder than ever

Customer
attention is
fragmented



Internet

105

-8

TV

-15

Radio

-23

Magazines

-31

Newspapers

**CHANGE
IN DAILY
TIME SPENT
2010-2015**

Online you have
massive competition
for attention

The second screen
has become the
first screen



David B Thomas with Jean Ferguson

Conrad made a battery-powered windmill at Lego camp.





Upland Brewing Company

Upland Sky Divers!



Like · Comment · Share · 14 4 · 13 minutes ago ·



Alyson Murphy Baer



If there was ever a bad Monday, yeah this would be it.



Linked University

Sponsored · 🌐

👍 Like Page

Are you finally ready to start landing clients and customers on LinkedIn?

Start off right with a strategy that is guaranteed to add more prospects to your funnel and generate more leads for your business.

Join me for a free, one-time, LIVE training event on how to grow your business using LinkedIn. Reserve your spot here: <http://bit.ly/1Aw9V4k>



[Free Training] The LinkedIn System for Landing 1,548 Qualified Prospect Leads in Just 18 Minutes a Day

Free System for Generating Leads on LinkedIn

Learn a step-by-step, easy to use system for driving lots of traffic, generating qualified leads, and landing new clients.

CLICK FOR MORE INFO

Learn More

You are competing
for attention
against people
your customers know
and love

STOP trying to
be amazing, and
start being useful

Smart marketing is
about **help not hype**



Tom Hart @tom_hart ·

Anyone have an excellent breakfast spot in Nashville to recommend?



1





Tom Hart @tom_hart ·

Anyone have an excellent breakfast spot in Nashville to recommend?



1



Hilton Suggests @HiltonSuggests

@tom_hart we love weekday breakfast @marche_eastnash in #**Nashville**. Expect long lines on weekends, must try the croissant french toast! ^CM

YoUtility

YOUtility

marketing so useful,
people would pay for it

www.TaxiMike.com



Lounge

CHEAP DRINKS

BEST... LIVE ENTERTAINMENT

Rose & Crown (403) 762-2121 • 202 Banff Ave.
Live 7 nights a week. Blues, Reggae, Funk, Pop. Dancing encouraged!

Bruno's ♿ 762-8115 • 304 Caribou St.
Wed Open Mic, Thurs Local Night. Random weekend bands!

St. James's Gate ♿ 762-9355 • 207 Wolf St.
Friday & Saturday Live Bands featuring Celtic Rock and more.

The Beaver 762-4499 • 433 Banff Ave.
Thursday open mic plus spontaneous live bands at the Samesun!

Wild Bills 762-0333 • 201 Banff Ave.
Occasional popular live bands. Karaoke on Tuesdays!

SPORTS BAR

Melissa's - upstairs (403) 762-5511 • 218 Lynx St.
10 Big TVs for all the action! Hockey, NCAA, UFC, soccer, rugby, and more...

Pump & Tap 760-6610 • 215 Banff Ave.
The best place to watch world-wide sports! Rugby, soccer...

Elk & Oarsman 762-4616 • 119 Banff Ave.
Big TVs on every wall. Not a bad seat in the house!

Saltlik Lounge 762-2467 • 221 Bear St.
This comfy lounge sports 6 big TVs for all the action!

Boston Pizza 762-2192 • 2nd fl. 225 Banff Ave.
Nice lounge, great food and lots of TVs for all the games!

BEFORE THE NIGHTCLUB

Tommy's (403) 762-8888 • 120 Banff Ave.
Putting the "T" in T&A (Tommy's & Aurora's)

Magpie & Stump 762-4067 • 203 Caribou St.
Very popular from early afternoon to late night.

Melissa's - upstairs 762-5511 • 218 Lynx St.
Great local spot for a drink and "a shake"! Free popcorn!

HOTTEST NIGHTCLUB

The Aurora Club (403) 760-5300 • 110 Banff Ave.
Banff's Ultimate Night Club! Where the Action is!

Hoodoo Lounge 760-8636 • 137 Banff Ave.
Funky lounge with a hoppin' dance floor!

4 Dimensions of Youtility

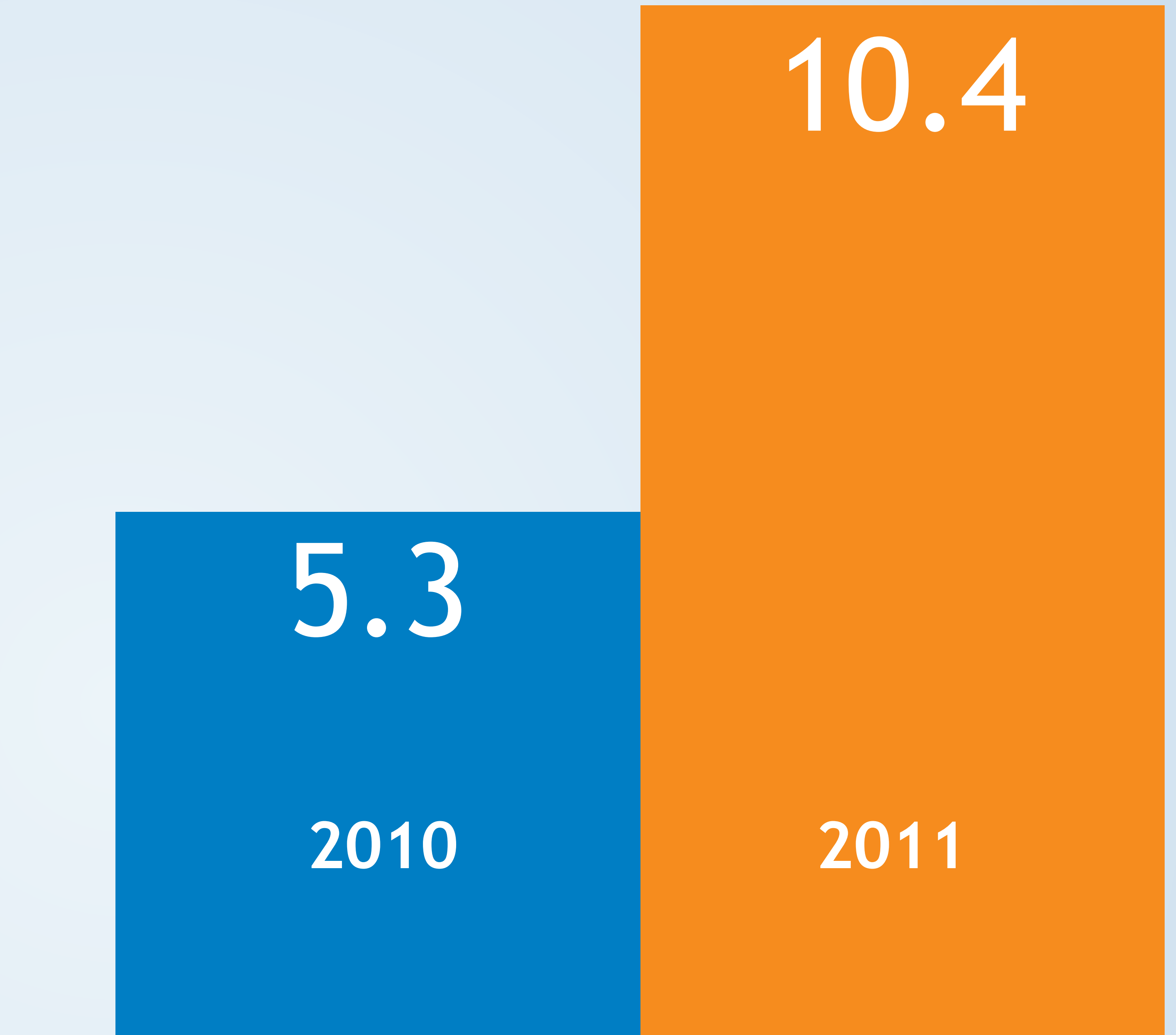


YOUTILITY TYPE #1

Self-serve information



Sources of information needed, pre-purchase



*Google

Customers are
hyper-researching
everything, across
all channels

Average new
customer reads

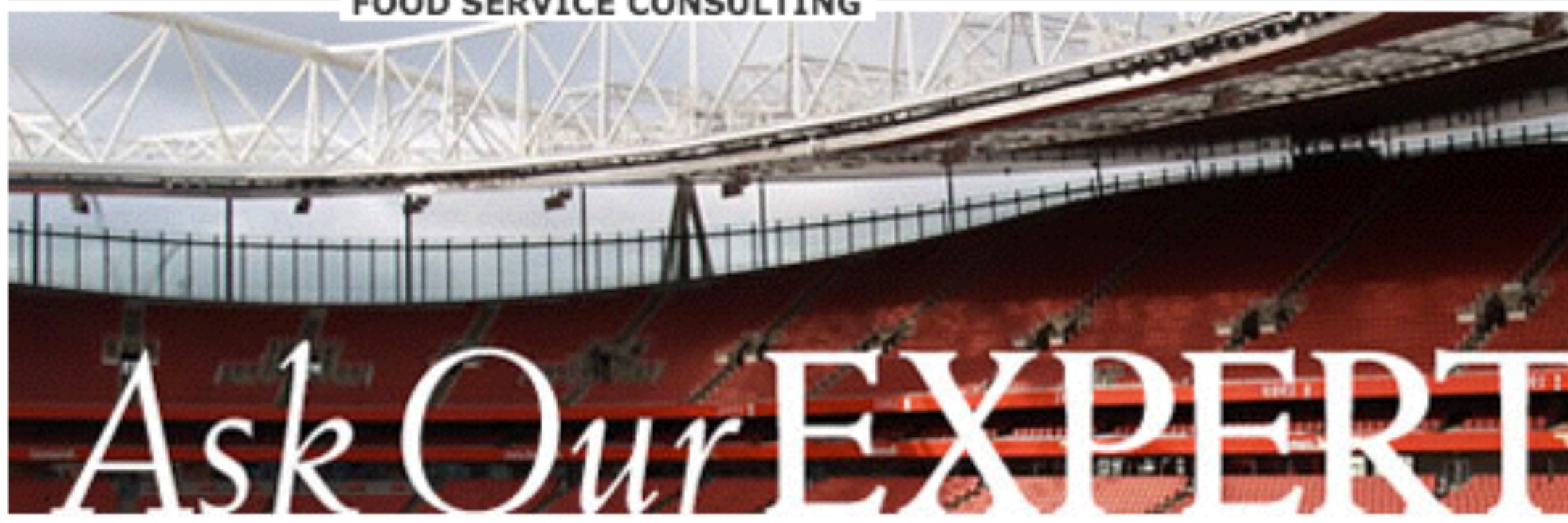
105
PAGES



Answer every
customer question
with content

THE **BIGGELOW** COMPANIES

FOOD SERVICE CONSULTING



Chris Bigelow

Bravo!

ASK OUR EXPERT

Chris Bigelow

Chris Bigelow has served the foodservice industry for over 35 years. He has [authored](#) numerous industry articles and has [lectured](#) on the subject of Sports, Recreation and Convention Foodservice throughout North America, Australia and Europe. His significant industry expertise and personal on-the-job experience have given him an unprecedented knowledge of the foodservice industry. Whether your question regards a general industry question or a specific project-related one, Ask Our EXPERT and you'll get a relevant answer from Mr. Bigelow.

Contact Name:

Company Name:

Address City, ST ZIP

Email:

Contact Phone Number:

Ask Your Detailed Question Here:

Clear Form

Send Information

A list of ingredients
doesn't make you
a chef

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@JayBaer

SO YOU WANT TO OPEN A RESTAURANT: PART ONE



It was one week until my client's restaurant was set to open, and as I walked in I found myself stepping over a man installing the marble floor entry, dodging the delivery people bringing supplies to the bar and watching the painter touch up a wall while someone else reached around him to hang up the artwork.

[MORE](#)

SO YOU WANT TO OPEN A RESTAURANT: PART TWO



Selecting the right location for your restaurant is as important as developing the menu or designing the restaurant. In fact, location is the most permanent thing about a restaurant because location is the most permanent thing about a restaurant.

[MORE](#)

Chris Tripoli

Bravo!



Relationships are
created with
information first
and people second

YOUTILITY TYPE #2

Transparency and Humanity



Trust is the
foundation upon
which all business
success is built



Food Quality/ Our food. Your questions.

Restaurant Locator

Français

Search

#mforum16

@JayBaer

OUR FOOD. YOUR QUESTIONS.™

Canada asked. We've answered - thousands of questions about our food. Search them all. And if you don't find what you're looking for, ask yours.

SEARCH

ASK



Search questions...

140



FAQ



☐ Beef

☐ Chicken

☐ Eggs & Dairy

☐ Potato

☐ Ingredients

☐ Nutrition

☐ Produce

☐ Sourcing

☐ Values

☐ Other

View as



"Is it true you guys put antibiotics in your chicken or cow for your meat"



16% increase in trust in skeptical consumer cohort

“Maybe you could post a picture of these happy “Family farms” in which you say your animals are raised with the best care?”



GEE L.

from Kingston, ON





HOW TO SELL A HOME

On Your Own!

The 'Must Have' Book for "For Sale By Owners"



Joe Manausa, MBA
info@manausa.com

The better you teach
the more you'll sell

Humanity is the
ultimate trust-builder

91% of
Americans trust
recommendations
from friends
and family

47% of
Americans trust
advertising from
companies and
organizations



AUTODOME

An automotive dealership that follows the **Golden Rule**

autodome.ca

39%

of customers have seen
this content

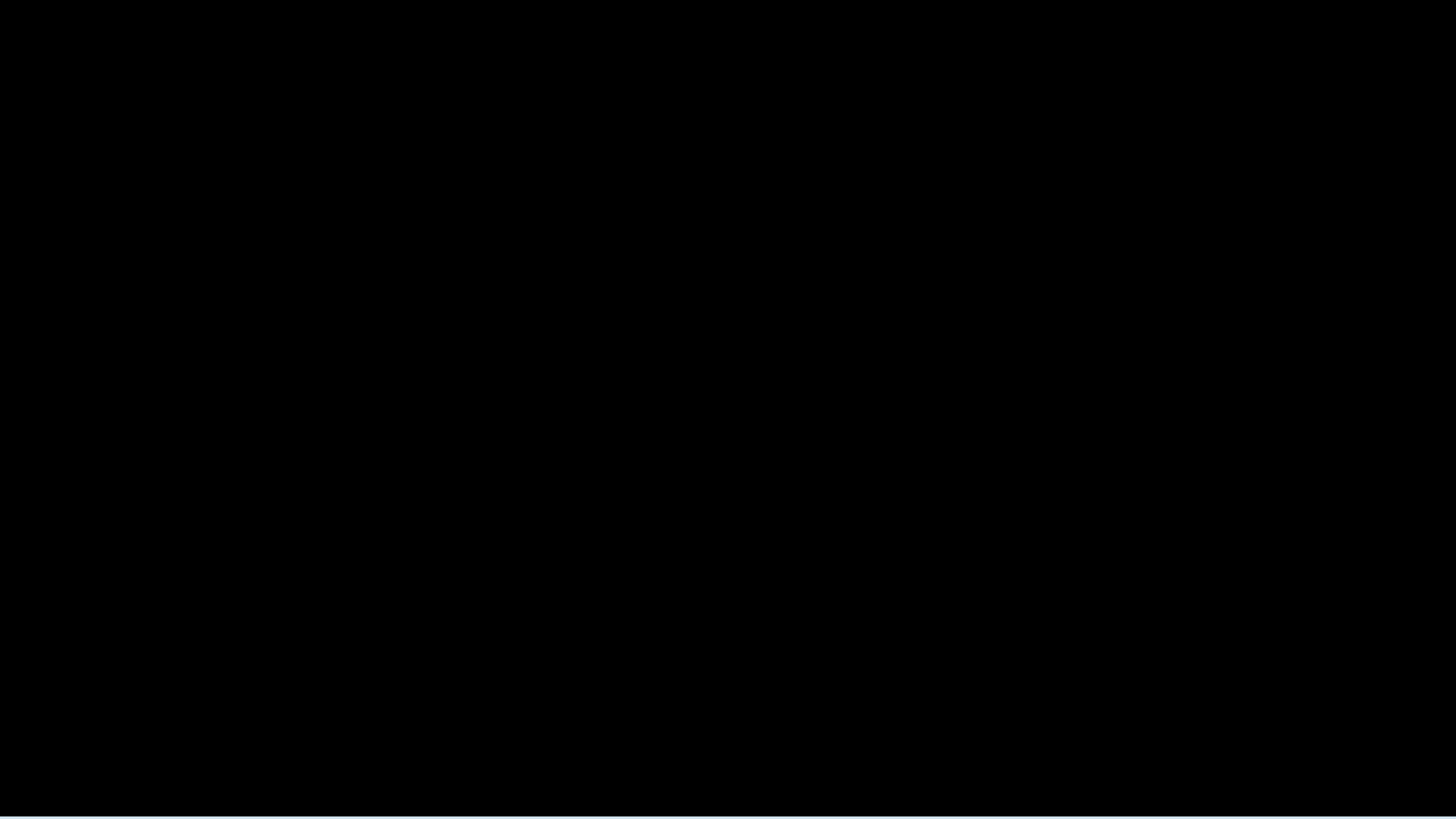


Autodome Ltd

February 7

You control your attitude. Dial in to happiness! :)
If you don't like something, change it. If you can't change
it, change your attitude. – Maya Angelou #Quote
#Inspiration #GoldenRule #LoveAll #ServeAll — at
Autodome Ltd.





Don't just change
the message **change**
the messenger



FARMER DIRECT

MEET THE FARMERS

SPECIALTY GRADE

OUR COFFEE

#COFFEEWITHASTORY



MEET THE FARMERS

Gustavo Adolfo Gonzalez Vargas

I am a 2nd-generation farmer – I have known coffee my whole life.

GUSTAVO'S BIO ▾



75% of executives
watch online video for
work, at least weekly

YOUTILITY TYPE #3

Talk Triggers



Great customer
experience is when
you're so useful
it exceeds
customer expectations

Great customer
experiences compel
word-of-mouth




Holiday
World



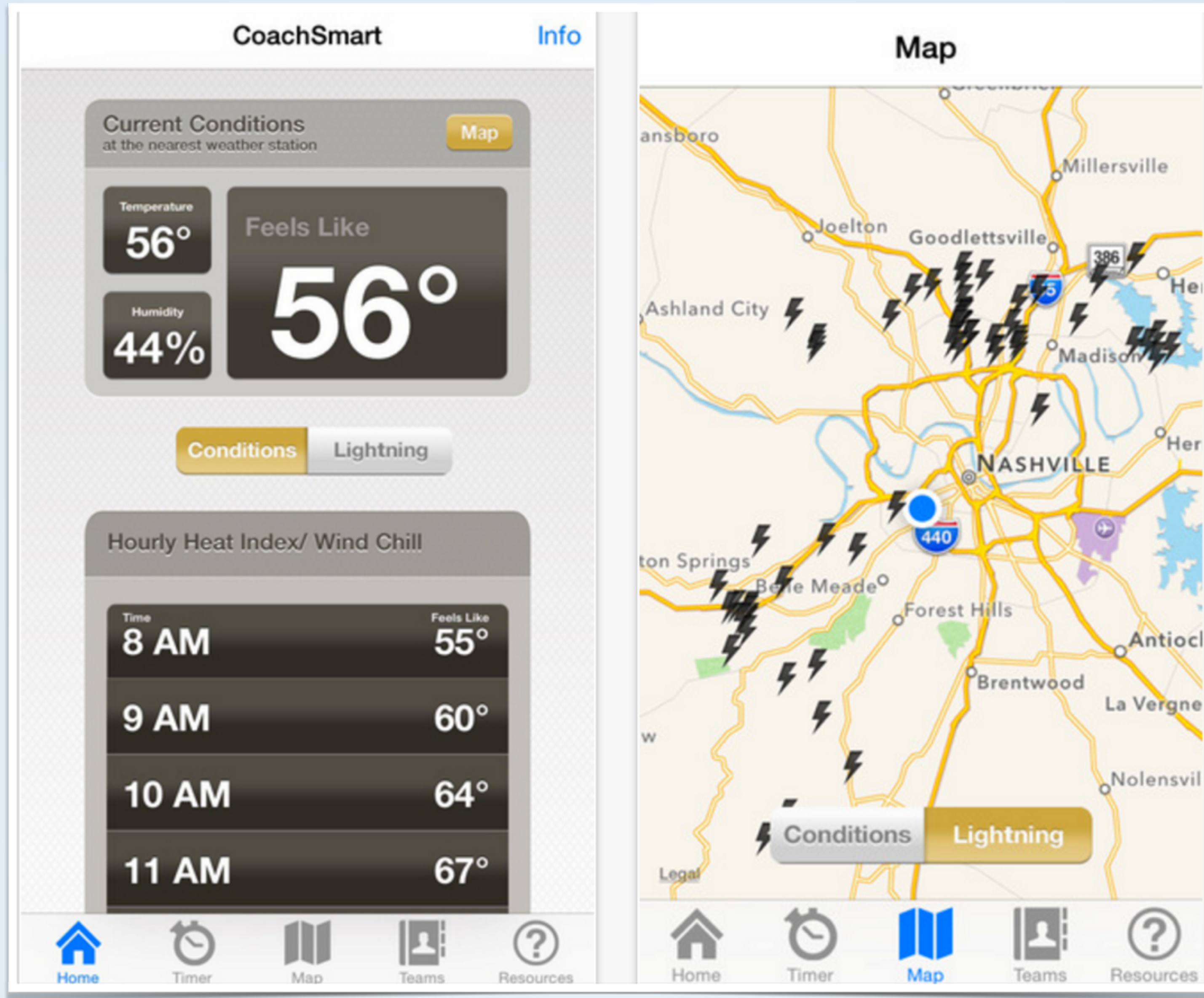
What one thing can
you do that will
blow customers'
minds and win
their hearts?

YOUTILITY TYPE #4

Make the Story Bigger



The best Youtilities
transcend the
transaction



Increase in sales:

25%



Take a box. Have a great move.





Changing The Way You Cook **since 1990**

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Consultant Events and Classes

Classes for Consultants

Wood Stone is a consultant-supported organization. We deeply appreciate our relationship with the foodservice consultant community and believe the best way to deepen our relationship is to share the knowledge and experience we have gained since our start in 1990 to support your business and the businesses of your clients.

Following the standards of the Foodservice Consultants Society International (FCSI) Continuing Professional Growth (CPG) Program, Wood Stone has created 4 courses to support the FCSI goal of lifelong development. Members of FCSI can earn Continuing Educational Units (CEUs) by attending these courses. But whether you're a member of FCSI or not, these classes are valuable to any foodservice consultant.

You will not see any of our classes scheduled on the FCSI website: we give these classes on demand! Please call the factory or your local Wood Stone representative to arrange a mutually agreeable date.

Youtility question:

How does this work in social media?



YOUtility

marketing so useful,
people would pay for it

You can be
a Youtility

Ask yourself
every morning....

How can I help?



JayBaer