



Jay Baer Program ***Youtility***

How to Grow Your Business by Helping, not Selling

Your customers' expectations are going up and up and up.

That's scary, yes. But it is also the single greatest business opportunity since electricity. Look past the "old ways" of marketing. Look past the old ways of customer service, and what you find is a once in a lifetime opportunity to massively propel your business forward in ways that were unthinkable just a few years ago.

The key to breaking through customer cynicism and competitor messaging clutter isn't shouting louder, it's becoming truly, massively relevant.

Is your marketing so useful that people would pay for it? That's what it takes to become a Youtility....and you can get there.

Relevancy is the coin of the realm, and you'll find out how to out-relevance your competition in dynamic, hilarious, thought-provoking presentation.