



Hunter Leonard

The Marketing Chef®

Speaker's Kit



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1.

About Hunter



Get to know
who's Hunter
Leonard.

From a young age, Hunter has had a passionate interest in understanding the world and helping people.

His collections of insects, spiders and animals drove his mum slightly crazy which is probably why he ended up studying science at University.

His father ran his own floorcovering business which Hunter helped in from the age of 12, which is probably why he was destined to start his own business.

His mum taught him to cook so he'd be self sufficient at age 12, which is possibly why he enjoys his alter ego as The Marketing Chef so much – explaining marketing strategy using cooking as inspiration.

His love of helping people solve problems and challenges and a desire to understand things fits beautifully with his love of strategic marketing and consulting to business owners.

Hunter is variously a business owner, author, marketer, chef, photographer, musician and philanthropist.



2.

Past Clients



People and
Businesses who
Trusted Hunter
and his
Company

Past Clients

Hunter has consulted to over **50** companies in **20** different industries in the past 16 years since founding Blue Frog Marketing.

These include Bluescope, NAB, Altus, IAA, ANZ, Bendigo Bank, and many more from start ups to public organisations with over **\$2b** in turnover.



3.

Point of Difference



Let me tell you
why Hunter
Leonard differs
from others

Points of Difference

Hunter knows both big business and small business and has acted as a translator between the two for many large organisations seeking to understand the needs and wants of small business.

He is a professional practitioner and has delivered over \$2b in growth for his clients.

He speaks in plain English and bases his work on facts gleaned from presentations to over 10,000 business owners and developing Australia's largest ever marketing benchmark of SME business owners.

He has been described as refreshingly real, free of bullshit and a real professional – not another of those fly by night marketing gurus. Hunter speaks from experience, from practical application in real world businesses, and from the heart on his passion to help change the lives of business owners through marketing.

His Get your Marketing Cooking presentation is a unique way to deliver marketing advice using cooking for inspiration.

Hunter is not 'overexposed' as he is not a full time speaker – rather his primary role is as consultant and business owner – he is selective on where he chooses to speak. In addition 100% of his speaker fees are donated to charitable programs.



4.

Audience Profile



Hunter is comfortable his topics are well suited to the following

Audience Profile

Hunter is comfortable his topics are well suited to:

Business Owners who desire a better outcome from their marketing.

National organisations who use intermediary small businesses to take their products to market - like franchises, license groups, AR models, financial services

Any team who needs to understand marketing strategy, business models and routes to market.

Any business who would like to understand SME business owners better.

Boards who want their marketing to perform better.



5.

Speaking Experience



Here are the
events that
proves his
competencies
when it comes
to speaking

Speaking Engagements

1. NAB Business National Roadshow – audiences 50 to 500
2. Insurance Advisernet PD Days – 2010-2015 – audiences of 30-100
3. Chambers of Commerce – audiences 30-100 – 2009-2017
4. Resilium Suncorp – National Conference and PD Days – audiences up to 250 – 2015-2017
5. Bendigo Bank Community Bank Boards – audiences 10-50
6. Merck Sharp & Dohme National Conference MC and Organiser – audience up to 500
7. AMI National Conferences – audiences up to 250

Total presentations to over 10000 business owners



6.

Presentation Topics



Topics that he
loves to talk to
his audience

Presentation Topics

1. Get your marketing cooking - 30mins to 2 hours - incorporates cooking demonstrations
2. What keeps business owners awake at night
3. The Mature Age Australian - how to change their lives economically, socially and emotionally and why we must make this happen
4. Ethics in Business
5. The #1 marketing challenge for business and how to solve it - 5 tips for new business success
6. Why 90% of marketing advice is just plain WRONG
7. Why are 41% of business owners confused about their marketing - tactics and strategy
8. Why intermediary marketing isn't about you - the plain facts about big brand ego
9. Wasteful marketing - why today's marketers are failing business owners





Testimonials

I publicised Hunter and his Rapid Marketing book to Australian media in 2010. What impresses me most is his ability to talk about marketing in a language everyone understands – he’s jargon free. He makes marketing mainstream and media responded very well to him.

One leading business journalist was so impressed after interviewing him, she attended his event – and ended up writing two articles. Hunter is very generous with his knowledge and able to apply it to a huge variety of businesses.

~ **Katie Mac (Katie Mac Publicity)**

“Hunter is a consummate professional who is highly adaptable to various market sectors, he intently listens to your desired marketing outcomes and then delivers. It has been a pleasure knowing Hunter and his refreshing outlook that also entwines a community and social spirit.

Damian Seabrook”

~ **Altus Traffic**

“I love discussing marketing problems with Hunter, because he always brings a surprise to the discussion in the form of a new of a new angle or direction others haven't considered. This is what makes Hunter special in the marketing community. At the next opportunity, I recommend that you meet Hunter, I would be happy to introduce you - just ask me.

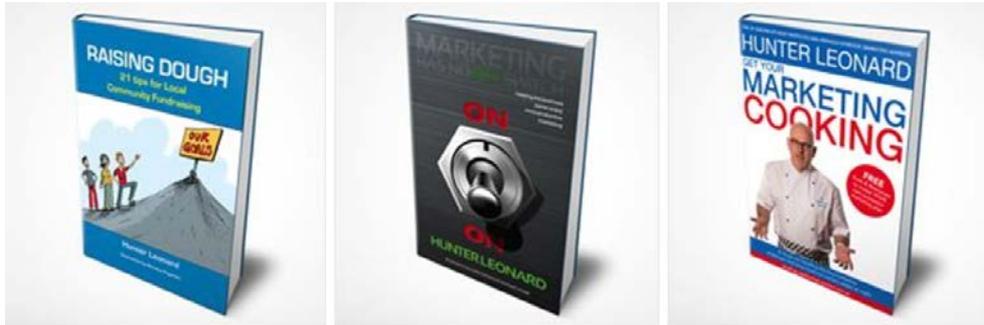
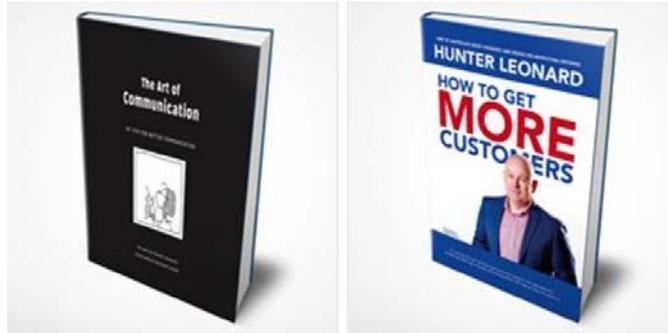
John Thompson”

~ **Dentsu Mitchell**

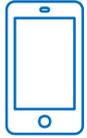


Books

Hunter has written five books on marketing and communication. These are highly regarded for giving sensible, easy to understand and apply marketing knowledge to business owners.



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