



Chris Houchens

Marketing Author + Speaker

Chris Houchens delivers an experience that the attendees at your event can implement. Chris' marketing knowledge is delivered in a sensible down-to-earth style that is well-received by your audience. It's a message that's straight to the point, clearly presented, and full of takeaways. Each presentation, which is customized for your audience, is infused with energy, humor, and real world examples.

Chris Houchens has spent his life working in both media and marketing including as the operations manager of a radio group, as the online director of a newspaper, and as the marketing director of a healthcare organization.

Chris' latest book is *Brand Zeitgeist: Embedding Brand Relationships into the Collective Consciousness* which is a primer on branding and the way companies can use the fundamentals of human nature to develop a brand strategy. He is a co-author of *Achieving Customer Mindshare through Advertising*. Chris was the reviewer and wrote the foreword for *A Marketer's Guide to HIPAA: Resources for Creating Effective and Compliant Marketing*. Chris is also a contributing writer and source for numerous publications and writes regularly at his popular Shotgun Marketing blog.



The following topics can be presented in keynotes, workshops, breakout sessions, or other venues:

- Advertising
- Customer Service
- Online Marketing
- Branding
- Social Media
- Sales Leadership

For a complete list of topics and descriptions, visit www.ChrisHouchens.com

“Can’t thank you enough for your phenomenal presentation at our annual convention. The information contained in your presentation was the most “usable” information our franchisees received this year!

Most importantly, your presentation was not a sales pitch – it was practical, excellent information delivered in an entertaining, informative way. **Time after time, our post convention survey forms listed you as one of the biggest highlights of the week.**

Thanks again Chris!!!”

- Leigh Woeller, Director of Franchising Good Feet, LLC

“Our Executive Directors thought your presentation was outstanding and you successfully taught them so many important tools and ideas. Thank you for putting together a great seminar.”

- Joanne Schechter, Executive Vice President AAF Club Services

“The presentation was awesome. Attendees gave you very high ratings, indicating that they, too, loved what you had to say. (A few people rated you 10+, 12 or ‘excellent’)”

- Art McFarlane, President MacMichiana

Previous Audiences

- Schwinn Bicycle
- Cosco
- World Tea Expo
- Health Leaders Media
- Inland Press Association
- Medical Group Management Association
- American Advertising Federation
- CHPRMS
- and many other businesses and organizations

Let's get started

Email chris@shotgunconcepts.com or call **270.749.5833** for a no-obligation quote.

www.ChrisHouchens.com

- The best breakout session I've had in years!
- He knew his stuff
- Insightful and forward thinking speaker
- Wish we'd had more time with him!
- Super creative speaker

- Comments from attendee evaluation forms