

Alan Stern

PERSONA MARKETING PROFESSIONAL PUBLIC SPEAKER AND EDUCATOR

Inspiring business professionals by showing them how to combine humor, education, Added-value and trust to attract new clients/customers through social media, leveraging AI



"People don't buy from brands, they buy from people"



ABOUT ALAN'S PRESENTATION FOR BUSINESS GROWTH

Become a Social Media Content Machine Using AI

Small business owners, along with real estate, mortgage, and insurance sales professionals will be delighted when they attend Alan's high-energy, educational and entertaining presentation that shows them how to "stand out from the crowd" on social media! Audiences will learn how to utilize high-impact social media marketing through "freemium apps", and by leveraging artificial intelligence (A.I.) - in a way that demystifies this burgeoning technology. Alan makes it easy for attendees to walk away with usable skills to grow their social media audience and reach target markets more effectively to increase their bottom line - without paying for costly marketing services!

Alan additionally shows audience members how to utilize his **H.E.A.T. Method** to humanize their brand," which is directly in line with his core philosophy that, "People don't buy from brands - they buy from the people who represent brands."

"...so many people overcomplicate their social media strategy and do nothing ...Alan shares a strategy that anyone can implement immediately, without complex systems and expensive software - well done!"

Use the H.E.A.T. Method

Alan shows audience members how to utilize:

Humor: It's an attention grabber that builds connections and relationships and helps social media content to be more memorable.

Education: Learning is a natural desire, and it stimulates the brain. Followers reciprocate and "share your message" on social.

Added Value: When people can get more value, it creates a positive experience and leads to brand satisfaction and loyalty.

Trust: Through consistency in adding value, businesses can engage deeply with potential clients and customers and solidify their brand.

Each of these elements play key roles in how audiences perceive and interact with brands. Alan helps individuals create a holistic strategy that leverages cognitive science and the psychology of persuasion to build a strong and loyal customer base.



Leveraging Artificial Intelligence (AI): Easy as 1-2-3

Alan teaches audiences how to:

1. Gather demographics to strategically identify ripe target markets.
2. Understand consumer challenges and problems, then showcase solutions.
3. Create content that resonates with people in two minutes or less.



Alan Stern is the founder and President of Persona Marketing - and an engaging entrepreneur and public speaker. He specializes in educating small business owners, and sales professionals in the real estate, mortgage and insurance industries, about do-it-yourself social media marketing - leveraging artificial intelligence (A.I.). During his highly interactive speaking engagements and educational presentations, he shows individuals how to "stand out from the crowd" by strategically connecting with target audiences using "freemium" apps and AI to strengthen relationships with potential clients and customers, and increase bottom lines. He passionately believes in his core philosophy that, "*People don't buy from brands, they buy from people who represent brands*". Alan's education helps those just starting out in business looking to establish their brand, all the way to established sbusinesses owners and sales professionals looking to gain a stronger foothold in their target market.

"Persona Marketing helped us to create a significant impact across our social media platforms. With the tools Alan provides, we are now getting our message out to new audiences in a way that isn't redundant or boring. His presentation is highly recommended!"





Alan embarked on his entrepreneurial journey in 2008 when he established a DJ company on a shoestring budget. Having limited resources, he got creative and utilized unconventional business growth methods – including leaving business cards in bridal aisles at retail stores to get jobs. **Funny side note:** he didn't get any leads, but he did get calls from retail managers requesting he refrain from this type of guerrilla marketing in the future!

In 2011, Alan jumped into the highly competitive automotive industry, became a Corvette expert, and then went on to sell luxury vehicles. He perfected the art of creating lasting relationships with potential/current customers by utilizing his knowledge and social media savvy to access cutting-edge tools to grow his personal brand . These efforts led him to become a top salesman. Alan then began to meet other entrepreneurs and sales professionals - and learned most didn't know where to start with social media. So, he became an expert through ongoing education, and now shares his in-depth knowledge with others to teach them how to market for themselves, and avoid the high costs of outside marketing services.

Alan's very first presentation, "*How to Become a One-Man Content Machine*" was widely hailed, and this is when Persona Marketing was born. Alan has been a contributor on News Nation relating to his expertise on A.I., along with giving numerous educational presentations for business associations and other groups that want to learn the latest tips and tricks to stand out from the crowd on social media. Alan is a sought-after presenter/public speaker whose vision and goal is to help small businesses and sales professionals not only survive, but **thrive**.

To book Alan for your next event, call/text Publicist Melanie Santostefano at 312-719-2332 or email Melanie@StStevenPR.com.

GET SOCIAL WITH ALAN!

-  [Facebook.com/thisisalanstern](https://www.facebook.com/thisisalanstern)
-  [Instagram.com/thisisalanstern](https://www.instagram.com/thisisalanstern)
-  [Linkedin.com/in/thisisalanstern](https://www.linkedin.com/in/thisisalanstern)
-  [YouTube.com/@thisisalanstern](https://www.youtube.com/@thisisalanstern)
-  [ThisIsAlanStern.com](https://www.thisisalanstern.com)

View testimonials on Alan's presentation
[thisisalanstern.com/testimonials](https://www.thisisalanstern.com/testimonials)



Learn about Alan's 3-day Crash Course
alans3daycrashcourse.com

BOOK ALAN FOR YOUR NEXT EVENT!

Alan Stern is represented by **St. Steven Public Relations** and can customize his presentations to be tailored to his audiences. **Contact Publicist Melanie Santostefano at 312-719-2332 (call/text) or email melanie@ststevenpr.com to inquire about booking Alan for your next event.** Alan presents at company or association conferences and trainings, or other events where his expertise in digital marketing and AI will be valued and welcomed by guests. **Thank you for your interest!**



"People don't buy from brands, they buy from people"



NEWS NATION CONTRIBUTOR



SCHAUMBURG BUSINESS ASSOCIATION



BELLWORKS CHICAGOLAND



IN THE CLUB-LEVEL UP

View these appearances/
speaking engagements and
others at: [youtube.com/
@thisisalanstern](https://www.youtube.com/@thisisalanstern)