

# SCOTT MCKAIN

## Working With Scott McKain

*It's OUR Job To Make YOU  
Look Good!*

Everything You Need For  
Your ICONIC Event with  
Scott.



# SCOTTMCKAIN

Thank you for choosing me to speak at your upcoming event.

I pledge to you that I will personally work with you to learn your organization's specific challenges and customize my remarks to provide innovative, specific solutions that will create results for your unique opportunities.

This document contains all you need to make sure everything goes exactly as planned on the day of your iconic event.

If you have questions or need anything in addition, then please connect with Shelley at [shelley@scottmckain.com](mailto:shelley@scottmckain.com).

I look forward to working with and for you.

Thanks so much!

A handwritten signature in black ink that reads "Scott". The signature is stylized with a large, looping initial "S" and a horizontal line extending from the top of the "t".

Scott McKain

# SCOTT MCKAIN

## Primary Bio

Scott McKain is an internationally known distinction expert, bestselling author and iconic keynote speaker.

Scott's unique platform style has earned him induction into the Professional Speakers Hall of Fame – and his remarkable content earned him membership (along with Dale Carnegie, Zig Ziglar, and Og Mandino) as one of only 24 selected for inclusion in the Sales and Marketing Hall of Fame. He is currently "Corporate Educator in Residence" at High Point University, named by U.S. News & World Report as the nation's "most innovative" university.

Scott has over three decades of research and experience and has spoken and consulted for the world's most influential corporations, presenting his business strategies on platforms in all fifty states and twenty-two countries.

Scott McKain's new book, *ICONIC*, named as a Forbes "Top 10 Pick of the Year," is the instruction guide for professionals and organizations to become so distinctive they not only stand out in their industry, but set the benchmark for innovation, customer experience and employee culture.

## Short Bio

Scott McKain has over three decades of research and experience and is currently one of the most in-demand business speaker worldwide. Scott helps his audiences learn new skills that impact bottom line results. He is the author of four business best-sellers, all teaching how to engage customers, increase sales and create distinction.



## Details for Getting the Most Out of a Speech Featuring Scott

Scott's objective is to provide an Ultimate Client Experience® to YOU, ensuring your stressful job is as easy as possible. He only has a few requests as he uses his MacBook PRO (USB-C ports only) for presentation visuals.

### Onstage Requirements:

- Lavalier microphone (clip-on lapel) as not to restrict his staging and movement
- Cocktail table (Scott's laptop is controlled by a Perfect Cue® remote -- it works best to place his laptop on a side table so it also works as a confidence monitor)
- Preferably no barriers on stage (no lecterns or podiums)
- Two bottles of room temperature water

### For Event Attendees:

As a record of your ICONIC event experience, we offer discounted pricing for bulk book orders so everyone can continue to learn afterward. We can even customize books with your logo and foreword!

Audio programs are also available to address your specific objectives. For more information, or to ask questions and present your best ideas, please connect with Shelley at [shelley@scottmckain.com](mailto:shelley@scottmckain.com).

### Additional Services:

When you book Scott, he's there to serve you.

If you'd like Scott to be involved in other activities -- like book signings, lunches or dinners, and photo ops -- he's happy to do that! Just make sure you mention all requests as soon as possible.

## INTRODUCTION

Our speaker today is a highly successful author: His recent book, "ICONIC," was named by "Forbes" as one of the "ten best business books of the year."

Our speaker has been recognized for his success in business and academics:

He joins Apple co-founder Steve Wozniak and Netflix's co-founder Marc Randolph as members of the "in residence" faculty of High Point University.

He has served on the Board of Directors of a publicly traded company and with some of the largest non-profit organizations in the United States.

He joins Seth Godin, Dale Carnegie, and Zig Ziglar as one of only thirty members of the "Sales and Marketing Hall of Fame." And he has been honored with induction into the "Professional Speakers Hall of Fame."

Our speaker has appeared on platforms in all 50 United States and 38 additional countries: from Mexico to Morocco, from Singapore to Sweden, from the lawn of the White House with the President in attendance...to here with us today.

Please welcome.....Scott McKain!