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speaker, author, entrepreneur



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## WHO IS RONSLEY?

Ronsley Vaz is a keynote speaker, author and business leader. He is the author of the book ***AMPLIFY – How to raise your voice, boost your brand and grow your business***. His podcast, 'Bond Appetit', is Australia's #1 food podcast on iTunes and receives between eight and twelve thousand listeners a day. Ronsley is also the founder of the first digital audio marketing agency in the world called Amplify, which has won multiple awards including top 100 cool companies in Australia for 2016. He is on the board for [freetoshine.org](http://freetoshine.org), an organisation that prevents children from being sex trafficked.

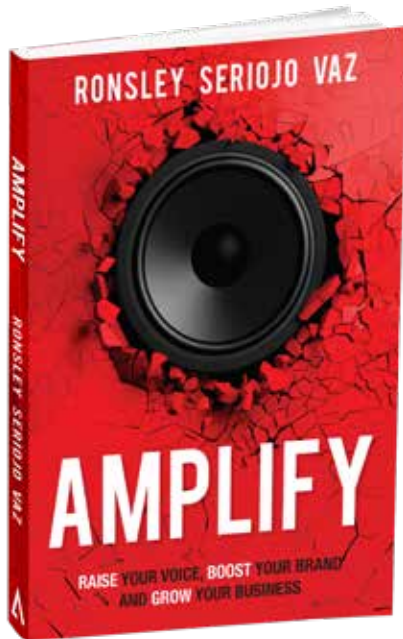
Ronsley has an MBA in Psychology and Leadership and a Master's in Software Engineering as well as a Diploma in Financial Services. Ronsley's journey has seen him specialise in a variety of different industries. His newest venture, Amplify, is all about converting audio into a content-marketing echo chamber. He and his team help clients create content and turn it into genuine assets that allow their businesses to grow.

Between the 'Bond Appetit' podcast and his show 'Should I Start a Podcast?', Ronsley has reached over 4 million listeners in 133 countries.

Ronsley is also the founder of the first podcasting conference in the Southern Hemisphere: **We Are Podcast.**

# MORE OF RONSLEY'S CREATIONS

## AMPLIFY - THE BOOK



**Did you know that every single customer conversion in your business has happened as the result of a conversation?**

Ronsley will show you his 7-step framework to utilise and leverage the power of conversation which will, in turn, dramatically accelerate your business growth.

In AMPLIFY you will learn how to:

- Grab the attention of your target market, keep them engaged and convert them to paying clients
- Overcome customer objections to eliminate difficult sales conversations
- Break through the noise in a crowded market, or break ground in a brand new market

Implement the 7 strategic traits that will fast-track your reach as an industry influencer. Avoid the major business growth mistakes that eat up your profit and prevent you from creating the success you deserve. Whether you have a small business or a large one, AMPLIFY is a must-read for any entrepreneur who is ready to grow their audience, increase their sales and become a market leader.

## WE ARE PODCAST - THE CONFERENCE



**We Are Podcast is Australia and the Southern Hemisphere's first Podcasting Conference.**

In 2015 we launched with 17 speakers who inspired an audience for a day and a half. In 2016, we had over 30 speakers from all over the world bringing you the latest in online business, podcasting and marketing for two and a half days. We are gearing up for our 3rd annual conference in 2017.

The theme for 2017 is "*Convince, Convert & Automate*". The key to success with podcasting is that 20% is content creation and 80% is distribution and marketing of that content. This year we will uncover ways to use a podcast to take a listener and turn them into a subscriber and then turn them into a prospect. Its only when they are a prospect can we sell to them.



## KEYNOTES

### CONVERSIONS ALWAYS HAPPEN IN CONVERSATIONS

How to communicate in conversation to get what you want

Selling is part of our daily lives. Whether it is selling an idea of what to do on the weekend to our partners, or pushing for new resources that are badly needed at the office. We all need to have those conversations that get us what we want.

This session is going to take the form of communication we are most familiar with and learn how we can convince using some basic human principles. The problem with convincing someone is that we are only thinking about what we want. But if we flip the tables we get more of what we want, while giving them more of what they want.

Ronsley who has an MBA in Psychology and Leadership, and has started multiple businesses will outline the easiest ways to change the way you converse.

#### Key takeaways are going to be:

- How to setup every conversation to win
- How to build on your value and use that value to build trust
- The 3 brains you have and how they function in a conversation
- How to frame your conversation

**“RONSLEY IS A BREATH OF FRESH AIR ON STAGE. HIS PERSONABLE AND HONEST STYLE HAS PEOPLE RELATING TO HIM IMMEDIATELY. HIS NO-NONSENSE APPROACH KEEPS HIS PRESENTATIONS ACTIONABLE AND PRACTICAL. PLENTY OF NOTES ARE TAKEN DOWN DURING HIS SESSIONS AS HE IS ALL ABOUT VALUE.” - OMAR ZENHOM FOUNDER OF \$100 MBA & WEBINARNINJA.**

# KEYNOTES CONTINUED...

## 7 STEPS TO GROW YOUR BUSINESS USING AUDIO

How to structure your marketing around your conversations

Most business owners find it extremely hard to explain why they are different, and why their clients should do business with them. They come up with the same lines like, “we are really good at what we do” or, “we care about our clients”. The problem here is that we don’t give ourselves enough credit for the things we are great at.

However, in conversation our value shines. We are able to clearly articulate when we get going exactly how we solve our client’s problems. In this keynote, Ronsley will show business owners how they can take advantage of the conversations they are already having to create marketing collateral that will leave competition in their wake.

You are already fantastic at what you do, in this session you’ll learn how to exploit the messaging to explain that to others.

### Key takeaways are going to be:

- Learn the 7 problems that businesses face that stunt growth
- How to use audio to your advantage
- How to take any piece of audio and create 46 unique pieces of content
- How to get attention, engagement & sales in your business

## START WITH YOUR WHY

How to build everything you do around your purpose

Through life we get told what we are capable of achieving, but deep down inside we know that there is more. The possibilities of what we do and how we do it are endless, we just need the permission to go out and do it.

This permission isn’t from others. It is from ourselves. In this session, Ronsley will show you how to start looking for your genius. We are all gifted in our own ways, we just have to start noticing it. There is an easy set of steps that help us look towards how we’ve been doing amazing things our whole lives. These steps allow us to build on that.

One of the key takeaways in this keynote is how to find out what you are good at and how you can get paid to do it.

### Key takeaways are going to be:

- Impact of starting with your why
- How to find your purpose and your happy place
- How to be accountable to your purpose
- How live and be powerful beyond measure

**“RONSLEY IS A THOUGHTFUL AND ENGAGING SPEAKER- HIS AUTHENTIC APPROACH TO PRESENTATIONS ENSURES THEY CAN CONNECT WITH ANY AUDIENCE. RONSLEY’S BROAD KNOWLEDGE ON BUSINESS AND ENTREPRENEURSHIP COUPLED WITH HIS OWN LIFE EXPERIENCE ENSURES HE IS ABLE TO SPEAK TO A DIVERSE ARRAY OF TOPICS AND AUDIENCE TYPES. HAVING HEARD RONSLEY PRESENT TO BOTH SMALL AND LARGE AUDIENCES ON DIFFERING OCCASIONS I WOULD HIGHLY RECOMMEND HIM FOR YOUR PRESENTATION.” - CLARISSA RAYWARD FOUNDER OF BRISBANE FAMILY LAW CENTRE**

**“AS A PROFESSIONAL SPEAKER FOR OVER 30 YEARS, IT’S EASY TO RECOGNISE EXCEPTIONAL TALENT WHEN YOU SEE IT - AND RONSLEY VAZ CERTAINLY FITS THE BILL. HE HAS A VERY EASY TO LISTEN TO SPEAKER STYLE, BUT HE IS ALSO AN EXCEPTIONAL THINKER WHO CHALLENGES TRADITIONAL THINKING ON PRETTY MUCH EVERY TOPIC AT EVERY OPPORTUNITY. I THINK HE LULLS HIS AUDIENCE IN A FALSE SENSE OF SECURITY AND THEN PUSHES THEIR BRAINS TO ALL KINDS OF LIMITS - AND TODAY, THAT’S EXACTLY THE KIND OF SPEAKER WE NOT ONLY WANT BUT NEED. I HAVE NO HESITATION IN RECOMMENDING RONSLEY FOR ANY SPEAKING GIG - TO ME HE IS WORLD CLASS.” - ANDREW GRIFFITHS - INTERNATIONAL BESTSELLING AUTHOR AND GLOBAL SPEAKER.**

## **AMPLIFYING THE CONVERSATION ABOUT SEX TRAFFICKING**

Why you need to stand up for what you believe in & how to work through the obstacles

Did you know that profits from forced commercial sexual exploitation are calculated at \$41 billion per year. This is an industry, which means that there is a supply and demand. And, the victims, which are the supply, are helpless and innocent. Ronsley is on the board of an organisation called Free To Shine. An Australian not-for-profit that is working very hard to make inroads into this industry.

In this session, Ronsley will share when he first heard about this cause, and how he broke down while listening to some of the stories. Why being part of this makes it more beneficial for him than anything else he does. And, the good things that come from being involved in this cause.

### **Key takeaways are going to be:**

- How to deal with the hard stuff in your head
- Why its important to know that the obstacle is the way
- The importance of never being seen as a victim
- The steps to put in place when you are working on something bigger than yourself

## **HOW TO STOP EXCHANGING TIME FOR MONEY**

Why you need to create a product ecosystem . . . now!

As business owners we usually think about our business as having one service or product. Whether it is a lawyer who provides migration solutions, or a clothing store that provides garments to a particular demographic. The problem with this perspective is that the only way to scale is to add more staff or hold more stock.

In this session, Ronsley will share how any business can create a product ecosystem to add multiple streams of income. Why a product ecosystem will allow you to spend less time educating your clients which creates better conversion when it comes to sales. There is also a way where a product ecosystem can generate more income than the original products and services.

### **Key takeaways are going to be:**

- How to view your business as an ecosystem
- Why the need to create an ecosystem of products is one that should be a priority
- How a product ecosystem allows you to spend less time nuturing your leads
- The 6 types of audiences every business should cater to & the problems they carry

# THE POWER OF AUDIO & WHY YOU ARE DISCOUNTING IT

## Why you should put your voice out into the world

Every parent sings and talks to their unborn child even before its born. Every person is understood better in conversation. Every movement can be traced back to a point where a speech changed the way we saw the world. Audio and speech is the first form of communication.

In this session, Ronsley will highlight the true power of audio and why we are discounting the idea of marketing and communicating using it. He will uncover great ways to make use of audio in everyday business and why paying attention to the audio you already produce will return maximum results.

### Key takeaways are going to be:

- The top 10 reasons why you should pay attention to audio in 2017
- The 5 market trends that allow audio to make the biggest difference in business today
- How you can pay attention to audio you are already producing
- How to market what you do without actually publishing audio content

# ATTRACTION MARKETING WINS OVER INTERRUPTION ADVERTISING

## How to attract your clients to you rather than annoy them with your messaging

We notice annoying messaging all the time. When we go to watch a video on YouTube about a new movie trailer and an advertisement about some car will annoy us for the first 30 seconds. Interruption advertising is annoying, but there is another way to make your message known.

Ronsley will outline the major differences between interrupt advertising and pull marketing. How to use content to educate your market. This session will cover the major market forces that are forcing every business and corporation to attract their customers to what they do. Because people hate being sold to, but they love to buy.

### Key takeaways are going to be:

- How to set your business up to stand out of the competition
- Why attraction is better than interruption
- The top thing you can do today to allow your business to attract your clients to you
- The 7 market forces that make attraction marketing attractive



**“RONSLEY GRIPS HIS AUDIENCE WITH HIS PURITY IN MESSAGE ADDITIONAL TO HIS ABILITY TO EXPRESS CLEAR, CONCISE AND ORIGINAL MATERIAL. HIS CONTENT PRESENTATION IS ALWAYS IMPECCABLE ALONG WITH HIS ABILITY TO NOT JUST GIVE PEOPLE A GREAT EXPERIENCE, BUT WALK AWAY WITH ACTUAL SKILLS, NO MATTER IF HE IS SPEAKING FOR 10 MINUTES OR 60. HIS DOWN TO EARTH ENERGY AND HUMOUR POUR OFF THE STAGE, CAPTURING THE ENTIRE ROOM, MAKING THEM FEEL AS THOUGH THEY ARE PART OF THE EXPERIENCE AND HANG OFF EVERY WORD.” - AMBER HAWKEN, AUTHOR OF THE UNFU\*KWITHABLE LIFE**





## 5 REASONS TO WORK WITH RONSLEY

- 1** Ronsley is an engaging communicator. He has been on stage for years and has loved every minute of it.
- 2** Every single presentation is different & tailored to suit the audience. Your specific needs are met.
- 3** Every person in the room will leave with a list of action items. Preaching isn't as good as teaching.
- 4** The most unique value that Ronsley brings to a room is his way of thinking. Out-of-the-box in every way.
- 5** Ronsley is easy to work with and low maintenance even if technology doesn't work on the day.

