

Inventive Digital Content Marketing Expert & Speaker



As **Digital Marketing Brandcaster** for speakers, authors & experts, **Tom Hazzard** helps major publications, sports stars, and entrepreneurial influencers broadcast their original message everywhere now. Tom provides businesses of all sizes a system to feed your brand with **valuable, binge-able content**, grow a valuable audience, and diversify into high-converting revenue streams without a lot of time, cost or effort. An inventor and highly successful product designer, Tom has been **reshaping brand innovation** to design in success. Tom is podcast co-host for **Feed Your Brand, Product Launch Hazzards & WTF??!** 3D Printing.



TOM HAZZARD

Celebrity Digital Platform & Brand/Podcast Producer

Brandcasting You: Content + Fans = Profit

Caught on the marketing and revenue roller coaster trying to get your brand seen and heard everywhere at once? The Brandcasting blueprint gets you on the **fast track to qualified buyers & clients** and build a community of **1000s of buying fans** while you effortlessly feed your brand, website, network and social platforms with constant and consistent **original content that actually converts**.

Gain Insight Into

- How to accelerate your brand marketing without spending a lot of money or wasting a lot of time on stuff that doesn't work
- A proven strategy & blueprint to get followers to convert into loyal fans & paying clients
- How to generate lots of organic traffic and dominate the front page of Google without doing any SEO

"Tom is a dynamic, articulate presenter who makes the complex, interwoven worlds of product design and retail strategy accessible and engaging. It's clear he has an unparalleled grasp of what makes a product sell and to whom. On top of the impressive depth of experience that shines through his presentation, his energy makes you feel part of his world and confident in his counsel."

Amy Ferguson - Communications & Public Relations | Ferguson Freelance

Launch By Design: Idea To Big Brand To Sold

In the consumer retail market where 7 out of 10 consumer product launches fail and less than 2% of inventors ever make any money, the odds are stacked against you. But with some **Product Launch Hazzard protection tips and tactics**, you can reduce risk and defy the odds as you go from **Product Idea to Big Brand to Sold**. In this session, you'll learn how to:

- Increase Product Margins & Profitability
- Speed Up Time to Market
- Source Safer & Smarter

"Tom & Tracy interviewed me for a segment on their podcast and it was clear from the beginning that 3D design and the 3D printing industry is something they are very passionate about. They displayed the utmost professionalism on the show and welcomed me warmly. They also asked very well thought out questions, which made me think, and made for a great show. They definitely know this industry well and genuinely cares about contributing to it."

Lauren Watkins - Marketing Manager | Pinshape

Disrupting Retail: 3D Printing The Way To Zero Inventory & Last Mile Delivery

We've all heard the hype that "soon" we will 3D print our own products at home on-demand, but will it be a reality? Retailers are struggling to stay profitable in the wake of rapid e-commerce market share gains, show-rooming, rising expenses and a consumer priority on anything innovative— new design, new technology, and new brands. Consumers of all ages, wait until the last minute to shop for tomorrow's events, so why aren't more stores and brands exploring **last mile delivery of products made on-demand**? Shouldn't mass retail be attracted to the tremendous cost savings of a **zero-inventory strategy**? What will it really take for on-demand 3D print to disrupt retail?



100,000+ Listeners/Month
37% Ad Conversion Rate

tom@hazzdesign.com | **cell** 949-266-7985 | **Skype** @TLHazzard
hazzdesign.com | brandcastingyou.com | 3dstartpoint.com