

ERIC V HOLTZCLAW



Eric V. Holtzclaw is a serial entrepreneur with 20+ years of experience and a founding member of multiple successful start-up companies, including one of the first profitable Internet enterprises and a company that appeared on the Inc. 5000 fastest growing list three years in a row.

Eric is passionate about helping entrepreneurs along their entrepreneurial journey. If you are struggling with a business issue, your company is stuck and not growing, or you want to make the jump and leave your full time job, Eric's advice and experience will help you along the way.

Eric shares his entrepreneurial knowledge as a regular contributor to Inc. Magazine and as a co-host of the podcast, the "Better You" Project. Eric answers business startup and growth questions as host of the daily radio "The Eric Holtzclaw Show" on Biz1190 AM where he helps company owners build their best business. He is a published author and sought after expert and speaker on what it takes to successfully establish, grow and nurture a business.



Awkward In-Between Years

Most companies naturally progress through stages of 1) idea to 2) product to 3) entrepreneurial venture to 4) professionally managed. We frequently hear about new ground breaking companies with the next big idea, but rarely have the opportunity to observe the successful transition from entrepreneurial venture to professionally managed.

Eric V. Holtzclaw walks his audience through the complicated lifecycle of a start-up company. By using relatable and memorable metaphors he navigates his listeners through the awkward "teenage years," of a company to a profitable and fruitful, professionally run company.



Demographics Are Dead

Old school techniques of the traditional "one size fits all" marketing mentality no longer work. With ever-changing demographic classifications, companies are unable to target the same consumer groups they once relied on.

Rather than waiting to be grouped based on marketing definitions, today's consumers often group themselves based on values, interests and even aspirations.

Eric discusses this new world order by using case studies that prove old school marketing techniques and approaches no longer work and provides answers for what to do now. This presentation is based on Eric's published book – Laddering.



Scaling without Failing

In order to scale, companies must understand their customers, build successful teams and identify gaps in management. Addressing these areas is a unique journey for every company and company owner. To attain the maximum payoff, you must build the right processes and the right structures so your company will best thrive in line with your vision.

Serial entrepreneur, Eric V. Holtzclaw discusses proven best practices and approaches to scaling and growth. Eric will provide a framework and share tips and tricks you can use to reach your company's greatest potential.