

Jon Youshaei – Topic Descriptions

How To Tell Stories That Sell: Getting People to Pay Attention and Pay for Your Products

Copywriting is one of the most important skills in business. Unfortunately, too many people still write like it's the 1800s. In this talk, Jon shows how you can change that and apply what he learned as a popular writer for Forbes, Time Magazine, and Fast Company. He'll teach you how to simplify your messaging without dumbing it down, write headlines and social copy to increase engagement, and tell stories to get people to pay attention to your brand — and pay for your products.

The Beyonce Method: How to Reach Billions on A Budget

After nearly a decade inside YouTube and Instagram where he worked with top celebrities and creators, Jon shares his best marketing tips and strategies to grow your audience — and your bottom line. This keynote features Jon's in-depth case study of Beyonce where he offers a rare glimpse into her business: how she uses social media to find ideas, why she's stayed relevant for over 20 years, and what tactics to apply to your business regardless of budget. Simply put, Jon's "Beyonce Method" is a modern marketing blueprint that's as entertaining as it is educational when it comes to taking your storytelling, strategy, and marketing to the next level regardless of your industry, expertise, or resources.

Insider Insight: 8 Tips I Learned from Working Inside Instagram and YouTube for 8 Years

There's a reason why Inc Magazine stated: "if anyone has cracked the code for going viral, it's Jon Youshaei." In this keynote, Jon breaks down that code step-by-step and demystifies how "the algorithm" works after working at the heart of two of the world's biggest social media platforms. Jon also outlines his 8 best tips to help increase your engagement, decrease your production time, and use AI tools while staying authentic to your brand. As a case study, Jon also shares how he used these tips to bootstrap his own channel from 0 to 160 million views so you can put it into practice immediately.

Unconventional Career Advice: What They Don't Teach in Business School, But Should

Drawing from his experience as a marketing leader, entrepreneur, and Wharton School graduate, Jon shows how to navigate your career in a post-COVID world. He covers the practical skills they don't teach in school such as: how to get recognized and promoted in larger companies, pitch new projects, write cold emails, balance side hustles, and get more done while being in fewer meetings. Simply put, it's a modern guide to finding success and purpose in your career while avoiding burnout.

Future-Proof Marketing: The AI, NFT and Metaverse Masterclass

Jon explores the new frontier of AI, NFTs, and the Metaverse, and what it means for your business today. But unlike most talks about this topic, he'll spare the tech jargon (yes, actually). By the end of this keynote, you'll have a clearer idea of how to use AI to create social content without feeling robotic, use NFTs in a way that generates revenue, and make sense of the Metaverse altogether. After all, we're living through a unique time where your brand can grow astronomically if you adapt — or be left behind if you don't.