Master Strategies to Build a World Class Team
Johnny Monsarrat
CEO
CTO
COO
VP Marketing
VP Sales
Tech Manager

- energy to drive a staff
- make the deals
- be a hard-ass
- super organized
- have the charisma
- have the market vision
- have the tech vision
- manage the budget
- manage the office
- fundraise
Getting the Attention of VIPs

You → ??? → VIPs → Success
Jeff Taylor
Founder, former CEO
Monster.com
$900M/yr, 4000 employees
How can I get noticed? What can I ask or do? What's his game?

This is fun!

I want the $40!

(paying attention)
He can see things before they happen. That's why he appears to have such quick reflexes. It is a Jedi trait.

-Thinking ahead of something smart to say:

It's a Jedi trick that anybody can do!

- Qui-Gon
Conference Game Plan

1. Attend the VIP’s panel.
2. Ask a good question.
3. Approach after.
Getting the Attention of VIPs

You ➔ Wack Ass Stunts ➔ VIPs ➔ Success
Author → Agent → Publisher
Literary agents in United States

Colleen Baxter  Chattanooga, Tennessee

Judy Davis  San Jose, California

Andrea Gabbard  Yakima, Washington

Pete Gilmore  Seattle, Washington

David Gordon  Dallas, Texas

Finesse Literary Age  K.E. Carr (THE ELITE FINESSE LITERARY AGENCY)  Dallas, Texas

Today a Literary Agent is something any hard aspiring writer needs. Some ask why do I need a Literary Agent? The answer is simple, they know the publishers, they know what genre’s they are active in, and they have the greatest knowledge of the business...  

Cynthia Lewis  Cincinnati, Ohio

Emily Torring  Greenville, South Carolina

Joshua Tucker  (Joshua Tucker, B.A., CMT, is a medical massage practitioner with 11 years of training and experience)  South Carolina

Joshua Tucker, B.A., CMT, is a medical massage practitioner with 11 years of training and experience. He specializes in Tendonitis-related issues like Carpal Tunnel, Tennis Elbow, Plantar Fasciitis, Achilles Tendonitis, Whiplash, and information...
Cocktails
Mitchell

Lunch
No Blacklist for Polite Persistence
Agent Deal!

“What you've put together is incredibly compelling. I've never seen anything like this in a book proposal before… kind of mind-boggling… an amazing job.”

- My #1 Target VIP
The Big Takeaway

1. Co-Founders are Investors
2. Wack-Ass Stunts Get Attention
3. Strength of Your Business Sells the Deal
Baby SkyNet
Hard Data Factory

- 2 patents in “web scraping”
- Largest tech calendar in the world
- Get hired: Java, Rails, UI/UX, Tech Writing
- Build sales leads
- Beg to invest

www.HardDataFactory.com