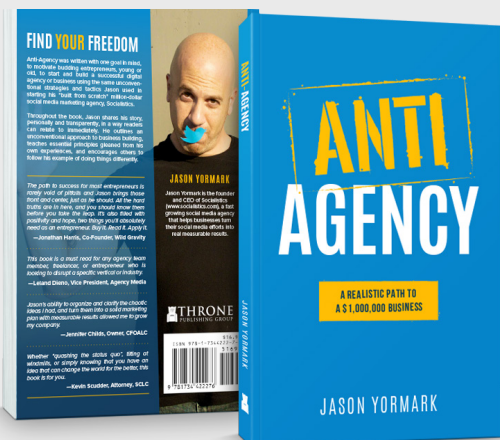


JASON YORMARK

expert guest

DISRUPTIVE ENTREPRENEUR
& BEST SELLING AUTHOR



Click on the following links to visit Jason's websites, social media, podcast and book.

Jason Yormark is the founder of **Socialistics** (www.socialistics.com), a leading social media agency that helps businesses turn their social media efforts into real measurable results. He is a 20+ year marketing veteran whose prior work has included launching and managing social media efforts for Microsoft Advertising, Office for Mac, the Air Force and Habitat for Humanity. Jason has been recognized as a top B2B social media influencer and thought leader on multiple lists and publications including Forbes, ranking #30 on their 2012 list. He's recently published the book *Anti-Agency: A Realistic Path to a \$1,000,000 Business*, and hosts the Anti Agency podcast where he shares stories of doing business differently. You can learn more about Jason at www.jasonyormark.com.

SUGGESTED INTERVIEW TOPICS

- A realistic path to a \$1M Business
- How to build a runway to your new business while keeping your current job
- Unique & different ways to think about how to run your business
- Likes don't pay the bills.
- Social media strategies that drive real results
- Hiring practices that lead to a rock star team

SUGGESTED INTERVIEW QUESTIONS

- What's the one thing you'd do differently if you were starting a new business today?
- How can someone who can't afford to leave their job find a path to freedom through entrepreneurship?
- What are some disruptive tactics/strategies to finding and hiring great talent?
- What are some of the methods to driving real results through social media?
- What are some disruptive ideas for aspiring business owners to be thinking about?
- How can you build and manage a thriving virtual culture?

