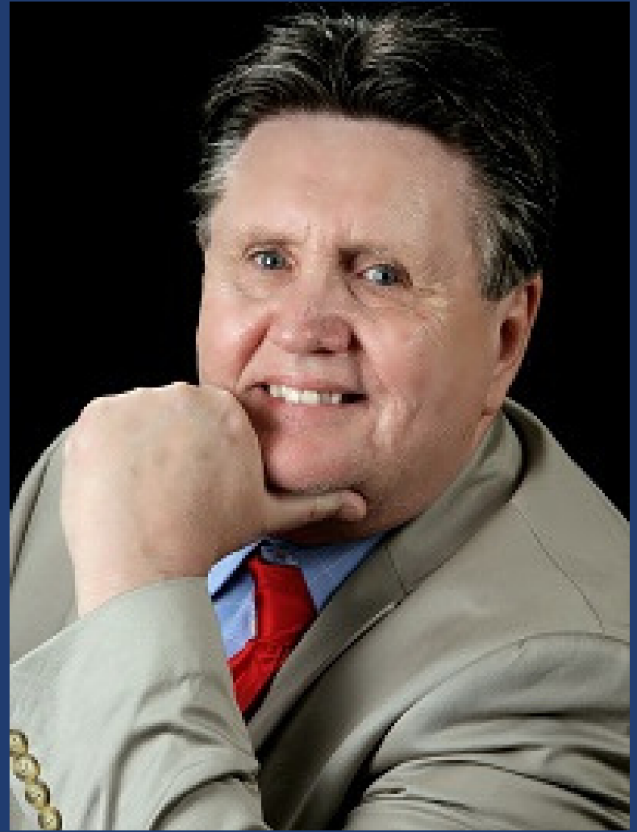


MEDIA KIT 2023



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David J Dunworth

The Over-Caffeinated Entrepreneur



David J Dunworth, America's Certified Direct Response Marketing Advisory Services Coach, has served practitioners and clients for over 27 years. He knows firsthand what unique challenges and demands practitioners face daily while balancing their practice and personal lives. After spending 26 years in elite private clubs both here and abroad, he retired.

Throughout his career, he served countless foreign dignitaries while supporting the US Embassy in London, UK, performing such duties as a special courier and dignitary chauffeur and serving numerous social gatherings.

David reached the pinnacle of his industry, having served as the COO of the largest club in ClubCorp's 250 clubs worldwide. Having Ford Motor Company and ClubCorp as twin bosses was no easy feat. During that period, he entertained President Gerald Ford, President George H.W. Bush, VP Dan Quayle, and a host of Congressmen and women, Senators, and countless government officials. His background formed his approach to marketing, and coaching.

In 1996 he put into practice the marketing skills he had learned, "Offering Exclusivity" at uncommonly high fees. Having the right to enter and utilize the club's services and then pay inflated prices for them is no easy feat. Mind you; high-end private clubs don't advertise in any way. Members matriculate internally with closely held systems almost no one outside the industry understands.

Intangibles are often what practitioners in the health and wellness field offer daily. David holds the solutions that are so elusive because of his background. Because their days are long, and they wear many hats, focusing on marketing, their practices either need to be addressed, copied from a competitor, or the task falls to someone with some level of experience.

Signature Offerings

- *How to be the Influencer in Your Marketplace*
- *Digital Empathy - Redefining Outreach*
- *Advanced Marketing Strategies for Fun & Profit*
- *How Philanthropy Builds Brands*
- *Marketing & Wealth Protection for Legacy Building*
- *What Professional Certification Doesn't Include in Education*

FEATURED ON





"Marketing isn't just about selling something. It's about creating a real relationship. It's about entering into the conversation already going on in their head. Speak to their needs, desires, and provide a solution that is appropriate. Your unique expertise should qualify you as the only possible solution. They should resonate with your messaging immediately, and want to know more."

-DJD

Collaboration Offerings

- Professional Keynote Presentation* (up to 60 Minutes) includes Social Media Postings

-----\$7500-----

- Half-Day Seminar, Workshop, Online Masterclass**

-----\$12000-----

- Full Day Masterclass, Retreat Training & Facilitation***

-----\$15000-----

* Includes handouts, copies of slides, complimentary book

** Includes above, plus workbooks

***Includes above plus bonus gifts

Client Feedback

"He outlines so many different strategi.es, AND taught us how to use them "

Dr. Robert Lavine - Corporate Wellness Resources

"When it comes to David Dunworth the word that comes to mind is marketing. He's a marketing guru. He really knows his stuff, he presents it really well. He's mastered the craft of marketing, so you must watch him work."

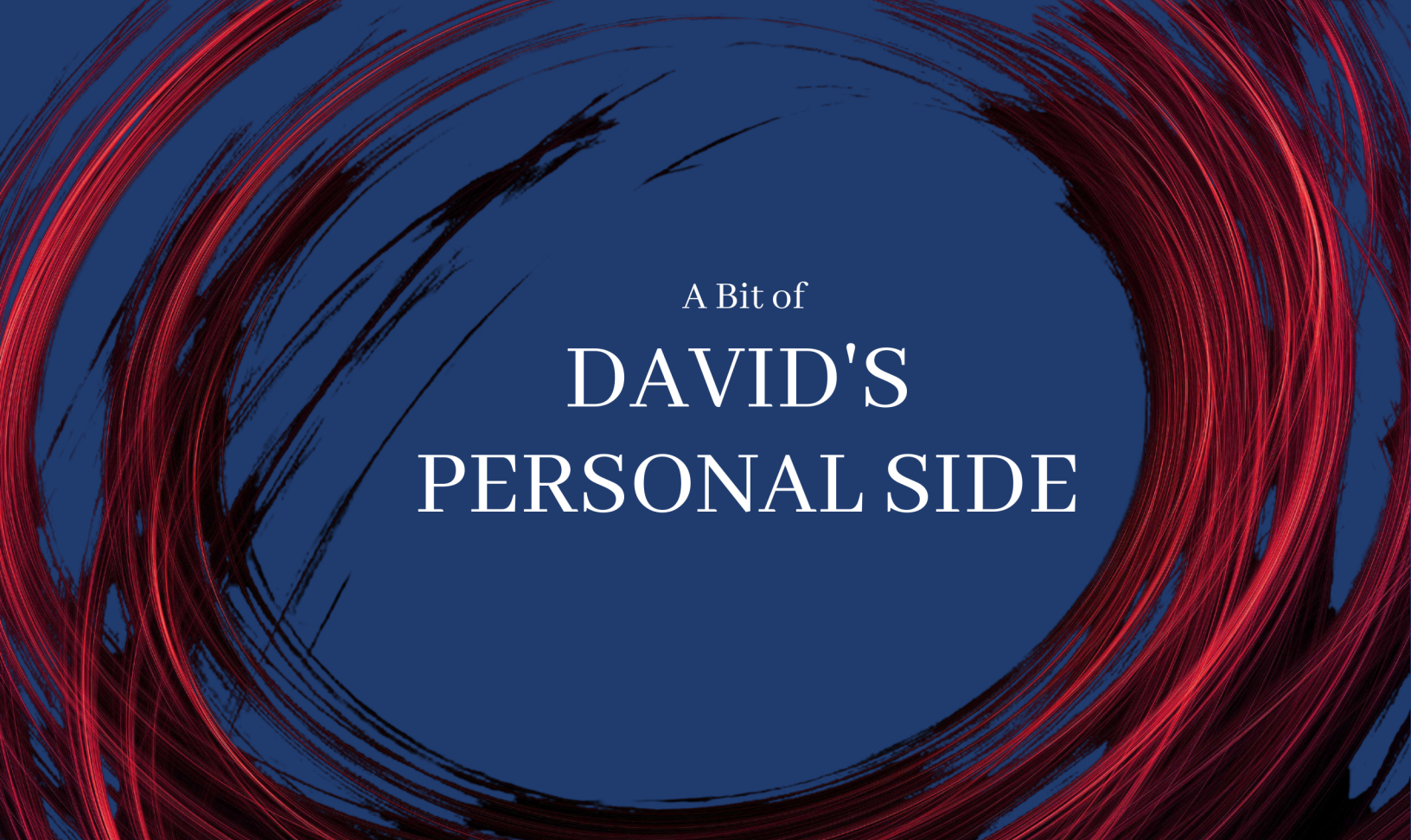
Bert Oliva - International Orator & Leadership Expert

"He's so powerful when he's speaking, He shares his heart, inspirational stories, and he gives actual tools that are easy for people to follow and implement..."

Shannon Gronich -Procise - Business Acceleration Summit Founder & CEO

Speaker Reels

<https://youtu.be/jdolSYr-GhM> <https://youtu.be/BBwqOEVgSXI>



A Bit of
**DAVID'S
PERSONAL SIDE**

By nature, an introvert. The abusive nature of his upbringing moulded him into a servant leader: The oldest boy of a family of 8 children and a policeman father.

David serves on boards in the mental health arena, disability, and poverty organizations since 1986.

In addition to working pro bono for five different nonprofit organizations, David supports a small village in central Uganda, doing what he calls -

Saving Lives...One Child at a Time.

His 5+ years of missionary work - TAG 4 Change.org supports 14 children in school, where they receive food, shelter, clothing, safety, security, and most of all, hope and love. His children are in primary, secondary, and several in college. This year he and the village celebrated two young college graduates due to his love and support.

His core teachings:

Give Away What You Cannot Keep and Gain What You Can Never Lose.

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His Motto: *I'll sleep when I'm dead; there will be plenty of time then.*