



ALEX RODRIGUEZ

Author | Speaker | Creative Strategist

VIRTUAL PRESS KIT

ABOUT ALEX

Alex Rodriguez helps successful companies raise their visibility, transform their brand, and attract more business. He specializes in attractive launch campaigns for brands, events, products, and ideas.



Throughout two decades, he has developed successful online experiences for renowned brands such as Disney World, Disney Land, SeaWorld, Busch Gardens, Herschend Family Entertainment, HSN, Publix Supermarkets, Sony Music Entertainment, AB InBev among others, and many of these have produced millions of dollars in sales in record periods of time.

Alex has produced strategic digital content for clients in 4 different continents and three different languages (English, Spanish, and Mandarin).

He has also received some of the most prestigious awards in Web, Advertising, and Social Media, including:

- Webby Awards, Official Honoree
- Tampa Bay Business Journal, "Best Use of Social Media" (two years consecutively)
- Addy Awards
- Environmental Protection Agency (EPA) Gulf Guardian Award

Alex heads the team at YMMY Marketing, a creative digital agency specialized in helping businesses connect their brands with potential customers, using a wide variety of digital tactics.

Since very young, he discovered the power of digital media to connect an individual's need with an accurate solution.

He is the author of the Amazon best-seller, *Digital BACON: Make Your Online Presence Irresistibly Attractive*, and *Sell You Before You Sell*, the host of the iTunes New & Noteworthy podcast *The Digital Marketing Minute*, as well as a bilingual speaker for conferences and events.

He was born in the city of New York, from Dominican parents. At 7 years of age, Alex and his family moved to the Dominican Republic, where he lived for around 17 years. After this period, he returned to the United States. He currently lives in Tampa Bay, Florida, together with his wife (also Dominican) and his two sons.

Alex can be found
online here:

Twitter: @AlxRodz

Instagram: @AlxRodz

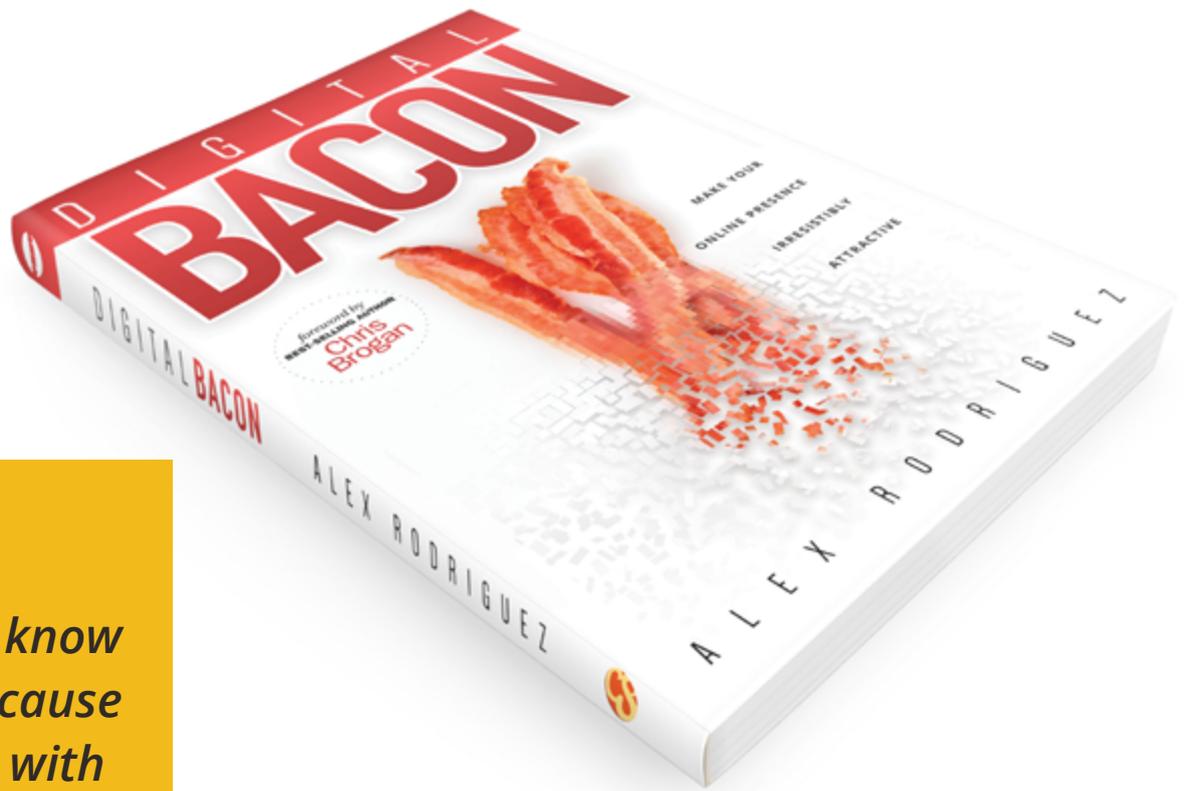
Blog: CreativeStrategyTips.com

Blog (Spanish): EstrategiasCreativas.Digital

Facebook: [/alexander.rodriguez1](https://www.facebook.com/alexander.rodriguez1)

Podcast: The Digital Marketing Minute





"... Alex doesn't know how to diet, because this book is fat with ideas, concepts, and work for you to do."

— Chris Brogan, best-selling author of "Trust Agents"

ABOUT DIGITAL BACON

- Why do some brands have such a successful online presence, while the rest just struggle?
- Do they have bigger budgets?
- Do they have greater brand power?
- Are they just lucky?
- Not necessarily... But they do have **BACON!**

After nearly two decades connecting brands with people through online media, Alex Rodríguez has discovered the five qualities that make digital efforts sizzle.

In Digital BACON, Alex not only reveals what these qualities are, but also explains his proven process to cook up an irresistibly attractive online presence.

In this book, readers will learn:

- Whether their product/service will sell before going online.
- 19 pages of digital tactics that work today.
- How to make Web visitors do exactly what they want.
- The checklist to follow before launching a new website.
- ...And much more.





Five reasons to read Digital BACON:

1. You will learn the five qualities that will make your brand sizzle online.
2. You will discover how to refine your offer and its promotion to achieve maximum attraction.
3. You will obtain a clear and accurate roadmap to build your best online presence.
4. You will learn how to produce the most creative ideas to promote your product or service.
5. You will receive a menu of tactics and strategies that work today.

The book includes downloadable worksheets, access to extended articles, and other recommended resources.

See more at:

<http://digitalbaconbook.com>

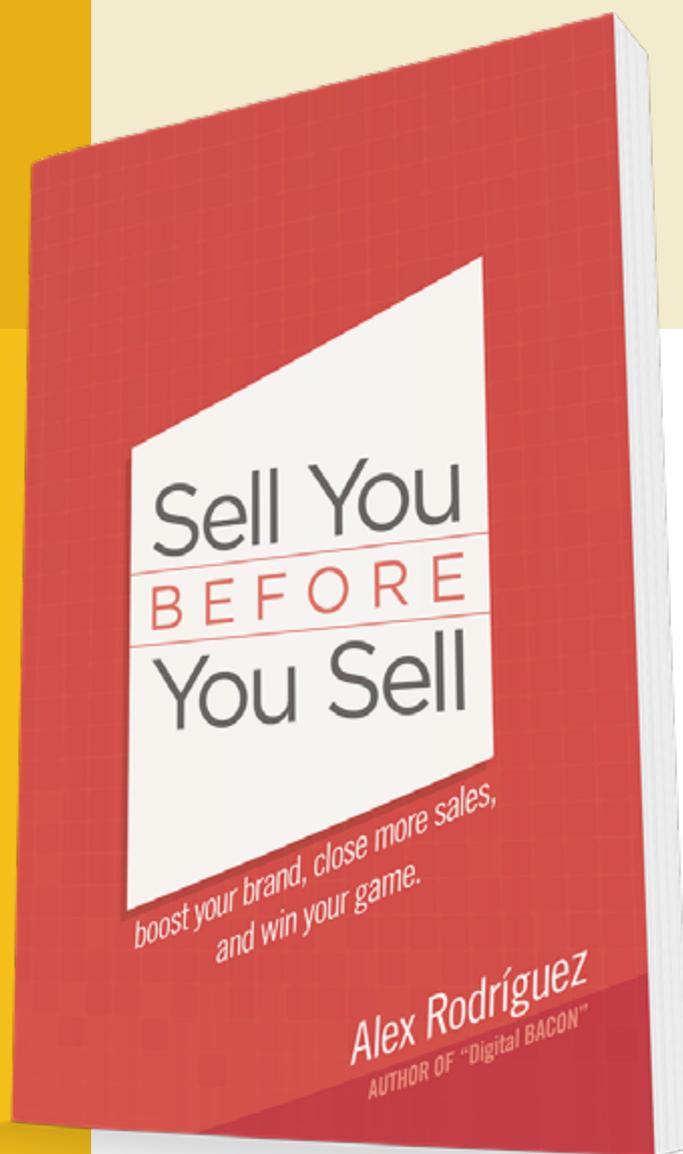
ABOUT SELL YOU BEFORE YOU SELL

Studies say that 9 out of 10 people hire professionals who show the value they bring, and who they can trust deeply. But how can professionals build real trust in the quickest, most effective manner so they can close more sales?

Quite simply, by earning people's attention, and then creating a proper expectation.

This is how the most successful professionals in the world sell their services today. And yet, so many people still insist that selling is difficult.

In *Sell You Before You Sell*, Alex explains about the Transaction of Attention, the most important type of sale today, and how professionals can use this discovery to raise their visibility and close more sales.



In this book, the reader will discover:

- The three gaps standing between professionals and their ability to sell your services, with techniques to soar above them.
- Nine deadly lies that limit professionals today — along with powerful tips to debunk each one.
- The four main problems a personal brand might be suffering from.
- The essential qualities of every solid personal brand.
- The elusive element people forget to clarify about their business, which makes them lose sales every single time — without even realizing it!
- Tactics and insights to rise above the hordes of other professionals competing.

Watch a video reel of the book launch event at Barnes & Noble:



See more at:

<http://sellyoubeforeyousell.com>

SPEAKER PROFILE

One of Alex's greatest passions is to get up on stage to pass on his expertise in the field of digital marketing, profile-building, and creative strategy development through his speaking events. His workshops have been a great inspiration to hundreds of people.

Speaking Topics

Personal Branding and Raising Your Profile

How can a professional generate attention and expectation in the shortest amount of time possible? By developing in four distinct aspects, today's eager professionals can ensure they stand out in their field and receive the benefits they're truly worth. This content is based on *Sell You Before You Sell*.

Authority Building Through Content Products

Consumers today demand value before the business transaction. But how can a professional provide value for free without giving their services away? By developing 5 different types of content products, their value can be made clear before and after the sale is closed.

The Launch Recipe: 6 Steps To Launch Products, Brands, and Ideas

Many companies make the mistake of rushing their goods to market, without following a proven process to launch. Based on research in human psychology, Alex shares the proven 6-step process behind some of the world's most successful launch campaigns.

Watch some clips:

- [Clip #1 \(English\)](#)
- [Clip #2 \(English\)](#)
- [Clip #3 \(Spanish with subtitles\)](#)
- [Clip #4 \(English\)](#)

The Five Essential Qualities of Successful Digital Campaigns

What makes digital campaigns successful? Is it just because they have the largest budgets, or hire the most expensive agencies? The reality is that the most successful campaigns embody 5 qualities, which Alex explains in this information-filled talk. This content is based on Alex's best-selling book, *Digital BACON*.

Alex has participated as a speaker in:

- TEDx
- Tampa Bay Startup Week
- The Future of Advertising
- Gasparilla Interactive Festival
- Praxis Media Conference
- KPI Brand Accelerator



PODCAST

Alex hosts The Digital Marketing Minute, a daily 60-second show developed for busy entrepreneurs. In it, he speaks about the breadth of digital tactics available, how to implement them for greatest effect.

He also talks about how brands can get their message heard in this very noisy era.

Upon launch, the podcast reached iTunes' prestigious News & Noteworthy section in the Marketing & Management, as well as the Business categories.



Conscious Millionaire
J V CRUM III



The Digital Marketing Minute
Alex Rodriguez | Create...



The podcast can be found at:

<http://digitalmarketingminute.net>

RESOURCES

You may download additional resources about Alex Rodriguez and Digital BACON using the links below:

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Photo: Alex Rodríguez 1:

https://www.dropbox.com/s/c0rh9axe4oqkiq5/AR_RetouchedCropped_2017.jpg?dl=0

Photo: Alex Rodríguez 2:

https://www.dropbox.com/s/7oy091011hu8la3/AR_B%26W_DMMLCover.jpg?dl=0

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Digital BACON 1:

https://www.dropbox.com/s/9agkv3m0cx1b32e/CoverAndSpineMockupPERSPECTIVE_WEB.png?dl=0

Digital BACON 2:

<https://www.dropbox.com/s/3prhdnhqn2nmiff/BaconCoverPhotoForEbook.jpg?dl=0>

Digital BACON website:

<http://digitalbaconbook.com>

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Sell You Before You Sell 1:

https://www.dropbox.com/s/8o9vxrq4priv38w/SellYou_FrontCover.jpg?dl=0

Sell You Before You Sell website:

<http://sellyoubeforeyousell.com>

For more information and for booking, please write to:

contact@YMMYMarketing.com



