



## Richard Bliss Speaker Assets

### Speaker Fees

In Person: \$15,000 plus \$1,500 flat travel + hotel

Virtual: Starting at \$10,000

International: Please call

**Home City:** San Jose, CA

Richard is managed by Kelly Bjorseth at Upside Speakers.

For Questions & to Book: [Kelly@upsidespeakers.com](mailto:Kelly@upsidespeakers.com) 913.766.3965

<https://upsidespeakers.com/richard-bliss>

### Speaker Summary

Richard Bliss is a renowned speaker, author, and social media expert. He is the founder and president of BlissPoint, a social media consulting company that helps improve executives' online communications and sales teams' social selling behaviors.

Richard is recognized as a LinkedIn Top Voices Influencer and an experienced executive communications manager. His expertise has helped thousands of people master social media tools and become fluent in social conversations, building their platforms and confidence to reach their audience and define their brand effectively.

Richard is also the author of the book "Digital First Leadership," where he simplifies the world of social media and how leaders can use it to their advantage. His podcast, "Digital First Leadership," has been a transformational time for many, leading to success in their respective fields.

# Key Speech Themes

- Business Growth
- Sales Growth
- Personal Brand
- Using A/I to your Advantage

## Biography

Richard Bliss is a renowned speaker, author, and social media expert.

He is the founder and president of BlissPoint, a social media consulting company that helps improve executives' online communications and sales teams' social selling behaviors.

Richard is recognized as a LinkedIn Top Voices Influencer and an experienced executive communications manager.

His expertise has helped thousands of people master social media tools and become fluent in social conversations, building their platforms and confidence to reach their audience and define their brand effectively.

In his book, "DigitalFirst Leadership," Richard Bliss takes you on a transformative journey, guiding you through the intricacies of building a powerful online presence and harnessing the untapped potential of social media, particularly LinkedIn.

This book is not just a theoretical exploration; it is a practical roadmap, filled with actionable insights and strategies that have been tested and proven by business leaders across the globe. Through a perfect blend of personal anecdotes, in-depth research, and invaluable conversations with industry experts, Bliss unveils the secrets to becoming a digital-first leader in today's ever-evolving business landscape.

Whether you're an executive looking to enhance your personal brand, a manager seeking to inspire your team, or an entrepreneur aiming to expand your reach, this book will equip you with the tools and knowledge to navigate the digital realm with confidence and purpose. Embrace the power of social media, master the art of online reputation management, and watch as your influence and success soar to unprecedented heights.

Richard was a former executive vice president of marketing for eighteen years and an award-winning pioneer in technology, collaboration, and cloud computing.

He shifted his attention to social media when he founded the podcast "Funding the Dream," which became a leading voice in the crowdfunding space. Today, Richard continues to empower others through his weekly newsletter and podcast, which reach over 45,000 subscribers.

Richard lives in Silicon Valley where he juggles life between five daughters and setting world records playing board games. He can be found on LinkedIn, Twitter, Facebook, and Instagram.

His speaking engagements are known to engage, inspire, and educate teams, leveraging the power and success of Social Selling on LinkedIn.

## Topics

### Mastering LinkedIn to Accelerate: Your Sales Performance, Your Brand, Your Digital First Leadership & Your Influence!

In today's digital-first world, LinkedIn has emerged as a game-changing platform for professionals looking to accelerate their success.

In his transformative keynote, always customized for your audience and industry, Richard Bliss, a renowned LinkedIn expert and author of "DigitalFirst Leadership," will guide you through the intricacies of mastering LinkedIn to skyrocket your sales performance, build a powerful personal brand, establish yourself as a digital-first leader, and expand your influence in your industry.

#### ***Key Takeaways:***

- **Learn how to craft a compelling personal brand on LinkedIn** that sets you apart from the competition and attracts new opportunities.
- **Gain insights into optimizing your LinkedIn profile** to showcase your expertise and establish credibility in your industry.
- **Master the art of creating content that positions you as a thought leader** and engages your target audience.
- **Discover the secrets to crafting compelling messages** that resonate with your audience and drive meaningful connections.

#### **Accelerating Your Sales Performance:**

Discover how to leverage LinkedIn's powerful tools and features to supercharge your sales performance. Richard will share proven strategies for prospecting, building relationships, and closing deals through LinkedIn. You'll learn how to identify and engage with your ideal customers, craft compelling messages that resonate with your audience, and utilize LinkedIn's advanced search capabilities to uncover untapped opportunities. By implementing these techniques, you'll be able to fill your pipeline with high-quality leads and drive unprecedented sales growth.

### **Crafting Your Personal Brand:**

Your personal brand is your most valuable asset in the digital age. Richard reveals the secrets to crafting a magnetic personal brand on LinkedIn that sets you apart from the competition. You'll learn how to optimize your profile, showcase your expertise, and create content that positions you as a thought leader in your industry. By building a strong personal brand, you'll attract more opportunities, establish credibility, and inspire trust among your network.

### **Becoming a Digital-First Leader:**

LinkedIn offers unparalleled opportunities for professionals to establish themselves as digital-first leaders. Richard will show you how to harness the power of LinkedIn to amplify your leadership presence and influence. You'll discover strategies for sharing your insights, engaging with your network, and building a loyal following of professionals who look to you for guidance and inspiration. By embracing digital-first leadership, you'll be able to expand your impact, drive change, and lead your industry into the future.

### **Amplifying Your Influence:**

Richard will teach you how to amplify your influence on LinkedIn and beyond. You'll learn how to leverage LinkedIn's publishing platform to share your ideas with a wider audience, engage in meaningful discussions, and build a powerful network of influencers and advocates. By consistently delivering value and nurturing relationships, you'll be able to expand your reach, attract new opportunities, and establish yourself as a go-to authority in your field.

By mastering LinkedIn, you hold the key to unlocking a world of possibilities for your professional success. Through Richard's keynote, you'll gain the insights, strategies, and tools you need to accelerate your sales performance, build a powerful personal brand, establish yourself as a digital-first leader, and amplify your influence.

Your team will witness a transformative shift in their online presence, leading to increased visibility, enhanced prospect relationships, and ultimately, a significant boost in sales performance when they implement Richard's techniques.

NOTE: *Always customized for each client and industry and available as a workshop.*

## AI-Powered Sales: Stay Ahead, Stay Relevant, and Sell Smarter

### Keynote Description:

In today's fast-changing world, sales professionals face a new challenge—AI is transforming how we engage with customers, create content, and drive revenue. But with this change comes fear: fear of being left behind, fear of missing out, and even **FOBO—Fear of Becoming Obsolete**.

Richard Bliss, **renowned speaker, author, and LinkedIn Top Voices Influencer**, cuts through the noise and reveals how sales teams can **leverage AI as a strategic partner** rather than a threat. As the **founder and president of BlissPoint**, a firm dedicated to improving executive communication and social selling behaviors, Richard has helped thousands of professionals master social media tools, build their platforms, and confidently engage their audiences.

In this dynamic and insightful keynote, he shares real-world applications of AI in sales, how to experiment with AI tools effectively, and most importantly, why the human element—your expertise, relationships, and deep understanding of your business—remains the key to long-term success.

This isn't about replacing sales teams with AI—it's about making them sharper, smarter, and more effective than ever before.

### Key Takeaways:

- How to use AI to identify hidden customer insights and refine your messaging
- Practical ways to integrate AI into your sales process without reinventing the wheel
- The secret to overcoming fear and staying ahead of the competition in an AI-driven world

- Why **your knowledge of your business and customers** is still your greatest competitive advantage
- With decades of experience helping leaders and sales teams build influence and credibility online, **Richard brings a powerful mix of strategy, technology, and communication expertise** to ensure your team doesn't just keep up with change—they lead it.
- Sales isn't going anywhere—but it *is* evolving. This keynote will empower your team to embrace AI, adapt with confidence, and **sell smarter than ever before**.

NOTE: *Always customized for each client and industry and available as a workshop.*

## From Fear to Fluency: Mastering AI for Smarter Sales and Leadership

### Keynote Description:

AI is changing the way we sell, hire, and engage—but for many, it's overwhelming, even **scary**. Questions about AI's ethics, accuracy, and role in human interaction leave professionals unsure of how to navigate this new landscape.

Renowned speaker, **LinkedIn Top Voices Influencer**, and **author of *Digital First Leadership***, **Richard Bliss** cuts through the fear and reveals how AI can be a **powerful ally** rather than a threat. As the **founder of BlissPoint**, Richard has helped thousands of executives and sales teams master digital communication and social selling. In this eye-opening keynote, he demonstrates how AI tools can **enhance**—not replace—our ability to connect, influence, and lead.

Using real-world examples, including **his own AI-cloned voice experiment**, Richard shows how embracing AI strategically can uncover hidden customer insights, personalize outreach, and **give professionals a competitive edge** without losing the human touch.

### Key Takeaways:

- How AI can enhance, not replace, personal connections in sales and leadership
- Ethical considerations and boundaries when using AI-driven tools
- Practical ways to use AI for research, prospecting, and engagement
- The mindset shift needed to **embrace AI as an opportunity, not a threat**

AI is here to stay—the question is, will you fear it or use it to your advantage? This keynote will equip your team with the confidence and strategies to **stay ahead, sell smarter, and lead with impact** in an AI-powered world.

NOTE: *Always customized for each client and industry and available as a workshop.*

## Videos

Unleash Your Growth Potential with LinkedIn: <https://vimeo.com/917522143>

How to Drive Business on LinkedIn: <https://vimeo.com/940555251>

LinkedIn Do's and Don'ts: <https://vimeo.com/940589018>

AI-Powered Sales: Stay Ahead, Stay Relevant, and Sell

Smarter: <https://vimeo.com/1057590692>

Mastering AI for Smarter Sales and Leadership: <https://vimeo.com/1062797868>

---

## Photos

Headshot:

[https://drive.google.com/file/d/1yPJnZkVUr6hGWmaFAQCYZt-xMSFGvoL-/view?usp=drive\\_link](https://drive.google.com/file/d/1yPJnZkVUr6hGWmaFAQCYZt-xMSFGvoL-/view?usp=drive_link)

---

## Stage Introduction

Our next speaker is a LinkedIn Top Voice and one of the leading experts on social selling in the world.

Richard Bliss is the founder of **BlissPoint Consulting**, where he trains executives, sales teams, and professional speakers on how to build a powerful digital presence and turn LinkedIn into a pipeline-generating machine.

He's the author of *Digital-First Leadership* and the host of multiple podcasts, including *Digital-First Leadership* and *Marketing 911*. His frameworks like the 3x5 Method and Digital-First Playbook have been adopted by Fortune 500 companies, global tech leaders, and speaker bureaus alike.

Please join me in welcoming **Richard Bliss** to the stage!

## A/V, Stage and Green Room Requirements

- If there is not an onsite A/V team please let us know
- Lavalier mic or headset with fresh battery pack (no hand held mics please)
- Speaker will need the client to provide everything needed to run the PowerPoint presentation including a computer and all connecting cables.
- Speaker will provide a link to presentation slides in PowerPoint in advance and will bring it on a thumb drive as a backup 1 - 2 screens minimum to display PowerPoint
- Confidence Monitor with 2 screens showing current slide and next one
- Clicker to be able to advance slides (make sure it has fresh batteries)
- For Green Room: can/bottle of Coca Cola, bottled water
- For Stage: Stage setup to enable freedom of movement and will need a bottle of water on stage.

## Testimonials

"Richard Bliss's class on Social Selling is outstanding! He taught his course to all of NetApp inside sales. I give it 5 stars! It was a tremendous value and completely elevated our sales team's approach to reaching out to customers and prospects.

Richard answered our questions and walked us through how to improve our LinkedIn and Twitter accounts to be a more effective selling and influencing. The big difference was not just telling us how to do it but showing us how, and then helping us do it ourselves in class. This hands-on part of the class was exceptional. Hearing about it was good, but actually doing it was better. Having someone as knowledgeable as Richard to answer questions as we used the tools was fantastic. Excellent class! Brilliant instructor! Incredible value!"

- **Regional Director, East Commercial Account Team. NextApp**

"Richard was very well received...so many great takeaways from his talk. It was interactive and our members really appreciated the knowledge sharing.

- **Susan Donohoe, Chief of Staff & Chief Program Officer, TechServe ALLIANCE**

"Out of the 26 speakers at our Think Summit event, Richard Bliss was the highest rated by our attendees. He has a gift for telling you all the ways you are doing LinkedIn the



wrong way without making you feel stupid. After learning from him you feel equipped and empowered to harness the power of LinkedIn. We had people tell us his talk alone was worth the price of admission. He has an engaging style that immediately connects with the audience."

- **Logan Aguirre, publisher, 417 Magazine**

"From the main stage to small workshops, we have relied on Richard Bliss as the most dynamic speaker and presenter our organization has ever had. His connection with the audience and mastery of his topic leaves a lasting impact with our attendees. Every year for every event we have requests to bring Richard back for more."

- **Connie Brenton – Founder and CEO, LegalOps.com**

"Richard is a LinkedIn Pro! He was a keynote speaker at the National Speaker's Association Conference and I've attended a webinar of his. From those two sessions I learned so much from him. I immediately applied a couple of his ideas and saw a significant increase in engagement on my LinkedIn posts. Plus, I'm enjoying LinkedIn much more! It feels more genuine.

If you want to learn more about how to use LinkedIn in a way that's sincere and genuine, I highly recommend Richard Bliss!"

- **Amy Climer, Ph.D., CSPAmy Climer, Ph.D., CSP**