



**Business Growth Accelerator | Researched-Based Thought Leader  
Hall of Fame Keynote Speaker | Author | Host of FORDIFY Live**

## POPULAR INTERVIEW TOPICS

- **Entrepreneurial Insights:** Mindset, motivation, strategy
- **Franchise Expertise:** Marketing, management, success tips
- **Growth Tactics:** Innovative expansion methods, case studies
- **AI & ChatGPT in Business:** Integration strategies, Pitfalls
- **Market & Consumer Trends:** Latest insights, economic impacts
- **Leadership Skills:** Modern leadership, team-building
- **Digital Marketing:** Branding strategies, sales funnels, automation

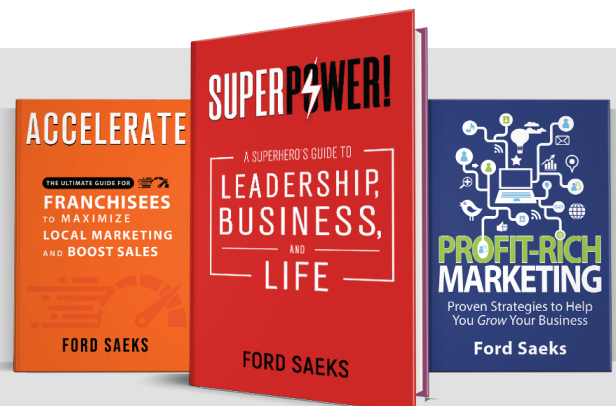
## FORD SAEKS | MEDIA KIT

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**Ford Saeks, CSP, CPAE, is a serial entrepreneur** with over 25 years of experience who has redefined the formula for success, generating over a billion dollars in sales worldwide for companies ranging from start-ups to Fortune 500s. As the President and CEO of Prime Concepts Group, Inc., Ford specializes in helping businesses attract loyal and repeat customers, expand brand awareness, and ignite innovation.

A tenacious and innovative powerhouse, Ford has founded over ten companies, authored five books, been awarded three U.S. patents, and received numerous industry awards. His expertise extends to AI prompt engineering, where he is renowned for his practical training Summits and online training events, sharing how AI tools and ChatGPT are revolutionizing operations, marketing and sales, and the customer experience.

Ford hosts FORDIFY LIVE and The Business Growth Show Podcast and is an in-demand guest in the news and global podcasts. Learn More about Ford Saeks at [www.ProfitRichResults.com](http://www.ProfitRichResults.com) and watch [Fordify.tv](http://Fordify.tv)



**BUSINESS  
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EXPERT**

Top Corporations, Franchises & Associations Trust Ford to Help Accelerate Their Results



Schedule a news, media or podcast interview for unique insights, sound bites, on various success related topics at 316-844-0235 or [Ford@ProfitRichResults.com](mailto:Ford@ProfitRichResults.com)

## A MESSAGE TO THE SHOW HOST

I'm Ford Saeaks, a seasoned business, entrepreneurship, and digital innovation expert. My extensive background in media interviews brings depth and dynamism to every podcast or show. **I'll adapt seamlessly to your show's style and audience, ensuring each conversation is fresh, engaging, informative, and perfectly suited to your listeners.**

## POTENTIAL QUESTIONS | CONVERSATION STARTERS

### Business Growth Tactics

- **Innovative Strategies:** "What are some of the most innovative strategies you've employed or witnessed to stand out above the competition?"
- **Case Studies:** "Share a case study where an unconventional growth tactic yielded substantial results?"

### AI Integration in Business

- **AI Strategy:** "How can businesses, especially small to medium-sized ones, effectively integrate AI?"
- **Impact:** "How will AI tools, Microsoft's Copilot, and Google's Gemini affect operations, marketing, and the customer experience?"
- **Pitfalls:** "What should we be concerned about when implementing AI tools and technologies?"

### Entrepreneurial Insights

- **Startup Strategies:** "Can you share some key strategies that are crucial for the success of a startup in today's competitive marketplace?"
- **Scaling Techniques:** "What techniques have you found most effective in scaling a business, and how do these vary across different industries?"

### Franchise Expertise

- **Franchise Marketing:** "What can Franchisees do to drive more local business vs relying on national advertising?"
- **Franchise Management:** "Could you provide some tips for successfully managing staff and turnover?"
- **Success in Franchising:** "What are some common traits you've observed in highly successful franchisees?"

### Understanding Market Trends

- **Insights on Current Trends:** "What are some of the latest market trends you believe we should know to improve the customer experience and increase sales?"
- **Economic Impact Analysis:** "How do you analyze the economic impact of these trends on different business sectors?"

### Leadership and Team Building

- **Modern Leadership Skills:** "What essential skills are needed for effective leadership to build strong workplace cultures in the modern business world?"
- **Team Building Strategies:** "Could you share some effective team-building strategies that foster a collaborative and productive work environment?"

### Digital Marketing Innovations

- **Effective Branding Strategies:** "What digital branding strategies do you find most effective in today's landscape?"
- **Digital Footprint:** "I've heard you talk about the importance of a strong digital footprint, share what you mean?"
- **Social Media Leverage:** "How can businesses best leverage social media platforms for marketing and brand growth?"



Ford brings fresh perspectives, research-driven insights, and candid stories.



CBS Bloomberg Businessweek FOX NEWS IHUFFPOSTI Inc. 500 Entrepreneur MAGAZINE NBC NEWS FAST COMPANY

## GUEST INTRODUCTION

*"(Ford Saeks, pronounced like "For Heaven's Sake... Ford Sakes...)"*

In the dog-eat-dog business world, where thriving often means outsmarting the pack, exceptional expertise isn't just nice—it's essential. As a serial entrepreneur, Ford has sold millions in products and services across diverse industries and has been the cornerstone in elevating thousands to new heights in performance and profitability. His knack for uncovering hidden opportunities and driving growth is unparalleled. Today, we're thrilled to have Ford on the show, sharing insights and actionable strategies. So, prepare to be inspired, enlightened, and propelled to action. Ford... Welcome to the show.

ONLINE MEDIA PAGE: [ProfitRichResults.com/news-and-media/](https://ProfitRichResults.com/news-and-media/)

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### TECHNICAL DETAILS

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