



MENTAL MASTERY

For Market Dominance

A Professional Development Leadership Conference

DAVE FARROW

Guinness World Record Holder &
Memory Expert

Dave Farrow is best known for his brainpower. Listed twice in the Guinness Book of Records for Greatest Memory, he is first and foremost an entrepreneur who mastered PR to promote his own business. Most PR professionals have a background working in television BUT have no sales or entrepreneurial experience. As for Dave, he took his skill in memory and developed several educational products and used PR as his primary sales tool. His results are impressive.

Dave has personally been on over 2000 media interviews, including multiple appearances on Dr. Oz, Steve Harvey, the Today Show, Fox and Friends, CBS Early Show, Live! With Regis and Kelly, BBC, NBC, CBS, ABC, The CW, QVC, Discovery Channel, Science Channel, and was the star of a CBC documentary. Most recently, Farrow won the \$50,000 prize on the new hit show SuperHuman on Fox.

Sales Records: Dave Farrow sold an impressive \$170,000 in online product sales as a result of ONE radio interview, and over a quarter-million as a result of ONE TV interview. His appearances on Dr. Oz and other prime-time shows have also been highly successful resulting in over \$55,000 in sales. This sales volume landed Farrow on the Amazon bestseller list in the category of memory for over a year, a sponsorship deal with Sony Corporation, and several venture-backed infomercials. These endeavors resulted in estimated sales of over 10 MILLION WORLDWIDE.

Dave says the secret of his PR and speaking success is that he has experience knocking on the media's door and getting in for over 20 years. His success comes from years of practice selling his own products. For years he supported himself solely from the web sales he received from traffic after media interviews. As a result, he developed the skill of selling in interviews without sounding like a salesperson. Today, Dave is the CEO of Farrow Communications, a successful marketing and PR agency, and the founder and chief editor of BrainHackers, a digital magazine with a YouTube channel titled **Brains Behind It**. A man of many interests, Dave is also an accomplished designer of a new robotics prototype startup called FarrowBOT and he currently oversees a growing real-estate holdings company located in Buffalo, NY.



REGISTRATION:

\$250 per person or
\$200 for GYP members