

ABOUT

Jonathan breaks down complex topics like branding, web design, social media, and marketing into easy, understandable, and actionable steps. He's also been known to pull someone up on stage for audience participation. His energy is infectious and he leaves every audience with a clear and concise game plan that gets results.

Jonathan's expertise has been featured in magazines, podcasts, and blogs like Behind The Shutter and Buzz Magazine. He has worked with thousands of creative freelancers - from photographers to voice over artists - with his online courses teaching them how to build their brand and business.

TOPICS

Brand Yourself In 30 Minutes

You're like a bottle of wine. You're the only person who can't see yourself from the outside. So to get that outside perspective, you first have to answer some inside questions. In this talk, I ask the audience questions that range from the superficial, "what's your favorite color?" to the hard-hitting, "why do you do what you do?"

By the end of this talk, the audience has a notebook full of their own brand identity which makes them uniquely different from everyone else in the room. Same questions. But wildly different answers. So that they can brand themselves like the unique bottle of wine that they are.

Create Instagram Content That Converts

If you're not booking steady work off of Instagram, then you're doing it wrong. In this talk, I teach the audience how to stop creating "look at me" content, and start creating "learn from me" content. The audience walks away with a strong understanding of the rules of Feed, Stories, Reels, IGTV and Live and know exactly how to fit each format perfectly. And most importantly, how to turn followers into die hard clients.

What Creativity Is Trying To Tell You

My TEDx Talk that has been seen over 275,000 times. In this talk I break down the 3 needs creativity has: Creativity needs sacred space. Creativity needs mistakes. And creativity needs to be shared. At the end of this talk the audience walks away with the understanding that creativity is as individual as it is universal. And that we all are creative. Each and every one of us.

Your #1 Marketing Tool: Empathy

Most people cringe when they think about marketing. They assume they have to put on a three piece suit just to reach out to clients. But what if marketing was as easy as holding the door for someone? What if it were as simple as saying, "I see you. I hear you. How can I help?" In this talk, I bust the myth of the typical slimeball Wall Street broker marketing mentality and offer a better way to build business relationships by using something we all have: empathy. At the end of the talk, the audience walks away with a new mindset toward building their business and a proven game plan that works every time to reach out to anyone they please with kindness and grace.

"It doesn't have to be perfect,
it just has to be present.
So make it work for you."

- Jonathan Tilley

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