



Bring Margo To Your Organization

Hilariously smart and delightfully irreverent, Margo Aaron has been entertaining and educating audiences around the United States since 2016. Her popular workshops and presentations exist at the intersection of marketing, psychology, and entrepreneurship.

Obsessed with audience engagement, she does more than simply teach. Margo makes sure your team *understands* what they heard and are equipped to apply what they've learned *immediately*.

She offers live training and virtual training for corporate retreats and off-sites, lunch and learns, webinars, and half-day trainings. Please contact **speaking@thatseemsimportant.com** with the details of your event and we can customize training for your organization.

Her most Popular Workshops Include:

How To Write Newsletters People Will Actually Read

This workshop focuses on key principles that are foundational to increasing email engagement. Margo will take you through the advanced basics of email marketing and reader psychology before she dives into YOUR emails. She will challenge your team to define its email marketing strategy and help you identify easy ways to make your content more engaging to your readers.

You'll walk away from this workshop confident you're creating newsletters that your customers look forward to getting. Margo will cover things like:

- How to stand out in a crowded inbox
- What to do if you're in a conservative and highly regulated industry
- How to make "boring" content interesting
- The #1 thing companies get wrong about email

- Why you should (or shouldn't) have an email newsletter
- The definitive answer on length and frequency
- Metrics and tracking: How advanced should your analytics be?

Why We Buy Things We Don't Need

With over 75,000 views, Margo's 2016 article "Why We Buy Things We Don't Need" explains the advanced basics of buyer psychology. In this talk, she expands on the thesis of the piece to explain why we don't buy things, we buy how things make us *feel*.

This workshop goes into the emotional drivers behind shopping behavior and how you can channel those desires into your advertising for more effective sales and marketing.

Margo will also spend time deconstructing your existing ads and providing live on-site analysis with immediately actionable recommendations to improve the efficacy of your ads or website copy.

- Why people buy things they don't need
- What you need to know to write ads that work
- What to do if your product isn't "emotional"?
- How to know what your customers want
- What it means to "meet people where they are" (and how to know where they are)
- The 3 laws of emotional selling that only advanced marketers know
- Why the best marketers read minds
- How to make sure you're applying these principles ethically

Testimonials from clients and audience members:

Yours was the most INSPIRING of the sessions. I WILL be implementing changes to company newsletters because of things you said. All written in red with exclamation points in the notes during your talk. - Toby Weiss, Audience Member

I would literally sit through your presentation 1,000 times again because you put on a great show. I can tell why you write great emails. I'm gonna keep on truckin' until I hit that sweet spot and then run with it. Hopefully I won't be dead by then. You were one of the most memorable breakout sessions I sat through all week. - Erica Figueiredo, Audience Member

I've already started spewing your wisdom to my team here in Boston. I'm committed to talking to our audience like actual humans, providing them with value and giving them a reason to read our emails and content. The pacing of your presentation was spot on, I found it to be the perfect amount of information to absorb in one sitting. - Christine Mulvey, Audience Member

"Button was looking for a speaker who could bring a fresh perspective and new ideas about marketing and communication to our employees. Margo nailed it. She was energetic, engaging, and left us with tips and strategies we're all excited to try out, both in and out of the office. She's smart, hilarious, and a total delight to work with. We can't recommend her enough! Two very enthusiastic thumbs up!" - Lauren Zimmerman, People Operations Specialist at Button

"She saved us money and minimized the risk for us by utilizing the most cost-effective measures to accomplish the same goals without a huge price ticket. My industry is poised for

change, and she helped us figure out how to market to - and stand out in front of - an audience that constantly experiences sensory overload." - Tisha Vadya, CEO Pratishka Jewelry

"Margo took what would have been a six-month process and condensed into 6 weeks. She saved me hours upon hours of frustration and provided infinite amounts of clarity. She takes the hardest tasks and breaks them into simple steps and pushes business owners in the direction they need to be pushed." - Joe Nissim, Founder, Strengthlete

"Margo strongest feature is her ability to translate a complex marketing plan and strategy into easy-to-understand action items." - Jason Hill, CEO and Founder of Sound Advice Consulting Services

About Margo:



Margo Aaron is a proud graduate of [Emory University](#) (BA), [Columbia University](#) (MA), and [altMBA](#) where she won the prestigious Walker Award.

Today, she trains organizations on how to connect authentically with their customers and use ethical marketing to sell better (and sell more) online.

Thousands of students have taken her courses on marketing, psychology, and honest selling; And she's been featured in Inc, Business Insider, Thought Catalog, Huffington Post, Hubspot, Copyhackers, and Growth Lab.

She's a sought after speaker, co-host of the popular internet talk show #HAMYAW with Hillary Weiss, and writer of the most popular email newsletter you've never heard of.

You can learn more about Margo and her work at www.ThatSeemsImportant.com