

BIOS AND INTRODUCTION

Copy them as written. A plain-text version is in the kit.

SHORT BIO

51 WORDS

James Bullis is a speaker, podcast guest and the founder of Ventin Media. For more than 25 years he has built websites and marketing systems for businesses and consultants. His talk, Be the Advantage, shows experts why the answers they keep buying are already in them, and why understanding comes first.

LONG BIO

166 WORDS

James Bullis has spent more than 25 years building websites and marketing systems for businesses, consultants and organizations. He is the founder of Ventin Media in Tulsa, Oklahoma, has taught for DigitalMarketer and Scalable, and has been a guest on The SDM Show, the 91-Day Success Podcast, AI Branding Academy and the DigitalMarketer Podcast.

When COVID scattered his WordPress community and AI made the industry unpredictable, he burned out, and he has spent the years since learning to understand himself before anything else. Along the way he watched many of the industry's veterans step back, recalibrate and return.

His talk, Be the Advantage, argues that the chase for outside answers (the next tool, course, guru, and now AI) is what wears experts down. The way back is understanding: the person first, then the business, then its purpose. Experience is the one thing no tool can supply, and it is exactly what clients pay experts to bring.

His podcast and newsletter, Be the Advantage, are at betheadvantage.com.

INTRODUCTION SCRIPT

For the host or MC. About 45 seconds, written to be read cold.

Our next guest has spent more than 25 years building websites and marketing for businesses, and he has taught for DigitalMarketer and Scalable. A few years ago, like a lot of people in our industry, he burned out. What he found on the way back is the reason he is here today. He believes the answers most of us keep buying are already inside us, and that understanding ourselves is the advantage no tool can sell. His talk is called Be the Advantage. Please welcome James Bullis.