

JAMES BULLIS · SPEAKER

BE THE ADVANTAGE

You are your own best advantage.



When everything feels uncertain, the instinct is to reach outside for the answer: the next tool, the next course, the next guru, and now AI. That chase is what wears good people down. This talk shows your audience the way back: understanding themselves first, then the business they built, then what it is for. Their experience is the one thing nobody else has, and nothing else can supply.

YOUR AUDIENCE LEAVES WITH

THE CHASE

Why buying one more answer feels like progress while it is happening, and why it never ends.

UNDERSTANDING

The person first, then the business, then its purpose. The business only makes sense once you know why the person built it.

THE DECISION

Experts hand their decisions to clients, AI and gurus, when deciding is exactly what clients pay them for. When you can be the advantage, you can help your customers make the best decisions.

One thing to do within 24 hours. Have a frank conversation with yourself. Name what you are feeling. Then pick one thing you believe you should be doing and ask whether you decided it, or the marketing decided it for you.

FORMATS

Podcast interview · Virtual keynote · Webinar · Summit · Panel · Workshop. Virtual first, in person by arrangement.

ONE TALK, TUNED TO YOUR ROOM

AI rooms. What AI can do with your experience, and the decisions it should never make for you.

Marketing rooms. Where our shoulds come from, and how to tell your strategy from someone else's sales pitch.

Brand rooms. Why a brand starts with understanding the person who built it.

Web and agency rooms. The veterans who stepped back, recalibrated and came back, and why clients learning the tools does not make you obsolete.

Business owners. The reason you started is the vision. Finding it again.

WHAT HOSTS SAID

"This is the type of stuff that you pay consultants tens of thousands of dollars for."

Jonathan Mast, Host, 91-Day Success Podcast

"When I heard it was James, I was beyond excited. James is incredible."

Etan Polinger, Host, DigitalMarketer Agencies Talk