

Matt Shoup

President and CEO

Reserve Matt to Speak to Your Group, Organization or at Your Next Event

"If you're going to hear one person speak this year on entrepreneurship and how to make the most of your efforts, the person you need to hear is Matt Shoup. He's been there, done that and in record time with record success. And he did it largely in a downturn economy. Great speaker, great knowledge, best use of your time."

Kris Harty
Inspirational Speaker and Author

TOPIC 1: "An Entrepreneur's Guide To Success"

Matt shares stories and lessons from his entrepreneurial journey beginning at the age of 9, through growing a multimillion dollar company from only \$100 in the bank (before the age of 30). Matt reflects on his successes, failures and lessons learned along the way to guide and inspire entrepreneurs to success.

- Discover your vision, mission and passions, and allow these to generate income
- Set goals to achieve your dreams, and turn those goals into daily action steps for success
- Realize the power of positive thinking, affirmation, and connecting yourself with other successful people
- Learn how to stand out, be remembered and make a mark
- Ascertain the importance of always learning, both the easy way and the hard way
- Acquire the "Never Quit" mentality



TOPIC 2: "Become an Award Winning Company"

Award winning entrepreneur Matt Shoup shares his secrets on how to win your company prestigious awards and recognition. Learn how to leverage this recognition to build more name and brand awareness, get free press, connect with influential people and organizations, and attract more customers and profits.

Colorado Biz Magazine recognized Matt Shoup as one of Colorado's Top Five Most Influential Young Professionals in 2010. He and his company, M & E Painting, have been nominated for and received dozens of other prestigious awards. This recognition has come from organizations like the local Chamber of Commerce, INC Magazine, Colorado Biz Magazine and Northern Colorado Business Report. For a full list of awards, visit www.mandepainting.com/awards.php

- Understand how the awards system works and how to get started applying and being nominated
- Discover the ways to make your business stand out from the competition in order to win awards
- Gain the skills for leveraging your awards and recognition to:
 - o Grow your business and credibility
 - o Stand out from your competitors
 - o Hire and retain better team members
 - o Attract long term customers and profits

What People are Saying About Matt Shoup...

"Matt is probably the most talented young business leader that I have had the pleasure to work with since acquiring the Northern Colorado Valpak franchise 7 years ago. One of Matt's most notable accomplishments is that he has "raised the bar" for standards in the home services industry in Colorado. There is no doubt that Matt will be shaping the business landscape of our region for many years to come. Matt possesses the talents to direct business owners to focus on the key aspects of growing their business, and conveys credibility and trust in his dealings with others. Matt also has a keen grasp of the fundamental aspects of running a company. I would highly recommend Matt Shoup and Shoup Consulting if you are a business owner looking to grow."

**Marty Thomas | Franchise Owner
Northern Colorado Valpak**

"It is always a tough job to present to a room full of 400 high school students, so our choice of presenter was critical to the success of our conference. Feedback from students, teachers, and administrators was that this was the best presentation they have attended at our district competition."

**Tanya Alcaraz
Colorado DECA**

"Whenever I have been in your presence, you have that uncanny ability to strike right to the heart of the matter and find a solution or response that is appropriate for whatever situation, problem or opportunity that you are faced with."

**Rod D. Morrison, AAMS | Financial Advisor
Wells Fargo Advisors, LLC**

"Honestly, you're the best speaker I've ever heard. I've listened to Todd Helton, John Elway and Joe Sakic."

**Bradley Kubasta
Mechanical Insulation Systems, Inc.**



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"The best way to ensure our future is to envision and create it. This is how Shoup Consulting will look, act, and feel by December 31st, 2012."

An Entrepreneur is a person who has possession of a new enterprise, venture, or idea and assumes significant accountability for the inherent risks and outcome of that undertaking. Shoup Consulting inspires entrepreneurs!

WHY I DO WHAT I DO

I have been a lifelong entrepreneur, and I love the idea of taking something on and making it grow out of nothing but an idea. I have proven that I can effectively grow an organization. I enjoy inspiring and teaching others to learn, grow, and achieve their goals.

WHAT I DO

I inspire entrepreneurs to grow and improve their organization by hosting seminars, one-on-one coaching and mentoring, writing and speaking.

MY BRAND

My reputation precedes me. Entrepreneurs are excited to meet with me because each time they do, they gain valuable insight for themselves and their organization. I have produced loyal supporters that are eager to refer me because of the way I serve my clients, and the positive impact that service has on

their endeavors. My clients consider the fees they pay me as an investment in their future because they receive multiplied returns with the implementation of my strategies.

GOALS

By the end of 2012, I will have doubled revenues year-over-year. Every one of my clients will have recommended me to at least one entrepreneur they know, and I will have worked with that entrepreneur as well. I will be working with and speaking to entrepreneurs from all over Colorado and across the country. The continued positive response to my newsletters and business tips will have grown into the foundation for a book I will publish in 2013. I will have grown my business model around being able to produce consistently high amounts of residual income.

AWARDS AND COMMUNITY

The local, state and national community has recognized me and my companies for their amazing growth, culture, giving back, and business practices. These companies and I have received numerous awards like the: 40 Under 40, Young Professional of The Year, INC Magazine and Winning Workplaces, Best Small Companies to Work For Award, and Ernst and Young's Entrepreneur of the Year Award. M & E Painting has also applied to be on the INC 5000 List of the Fastest Growing Private Companies in America.

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