



Meaghan Connell & AJ Yager

MEDIA KIT



# Help Your Audience Become “Data-Rich”

Tips and insights on how to  
use data to make more money and scale faster



## Data is like teenage sex

Everyone talks about it,  
nobody really knows how to do it.  
Everyone thinks that everybody else is doing it,  
so everyone claims they are doing it. - Dan Ariely

### There is more noise and competition for customers than ever before.

Anyone with a laptop and an internet connection can now start a business and possibly disrupt an entire industry.

Your listeners are up against an infinite number of competitors fighting for their prospect's attention, but sales and marketing isn't the problem. A lack of relevant information is their problem.

So how do you compete in a landscape like this?

With better **information**.

Information in its simplest form, is just DATA, and it's at the heart of most of the problems faced by businesses today. **Most businesses suffer from:**

- ✓ Data spread out in technologies and “information silos” that never speak to one another
- ✓ **Drowning in spreadsheet “hell”** and wasting time and money on manual reporting
- ✓ The inability to draw profitable insights from the data they already have
- ✓ **“Paralysis of analysis”** from not knowing the most important metrics in their business
- ✓ A **lack of trust and confidence** in where to invest marketing dollars that will create the biggest return
- ✓ **No clear understanding** of where the breakdowns are in their business because of holes in their tracking and reporting processes

All of these problems make it nearly impossible to gain the insights necessary to take proper action.

## Many businesses today are missing out on easy ways to optimize their marketing efforts.

They can't pinpoint which of their marketing efforts are actually driving their success and which efforts are wasting time and money. They're not tweaking their processes based on data-driven insights, and they're not growing as fast as they could if they utilized their data properly.

The difference between successful business owners and those who fail to reach their goals is very rarely skill. It comes down to one thing:

## Confidently knowing your numbers.

There are specific key metrics that will dictate the growth of a company, yet most people are measuring the wrong things, or even worse, what they are measuring isn't being tracked correctly. This leads to making decisions based on "dirty data" which can drive up costs even more for companies.



In short, **by not mastering data, your audience is missing out on explosive, scalable growth.** That is why you need AJ and Meaghan on your show.

## They know how to take the complicated subject of data and explain it simply so that business owners and their team members can learn how to turn their data into real, measurable growth.

They have built Praxis Metrics into a trusted data agency that helps business owners and their teams pull all of their data into one place, streamline the process of gleaning insights from their data, and then establish procedures to take action from those insights. This experience has made them industry experts with outstanding anecdotal evidence and insights that can help your listeners grow and improve.

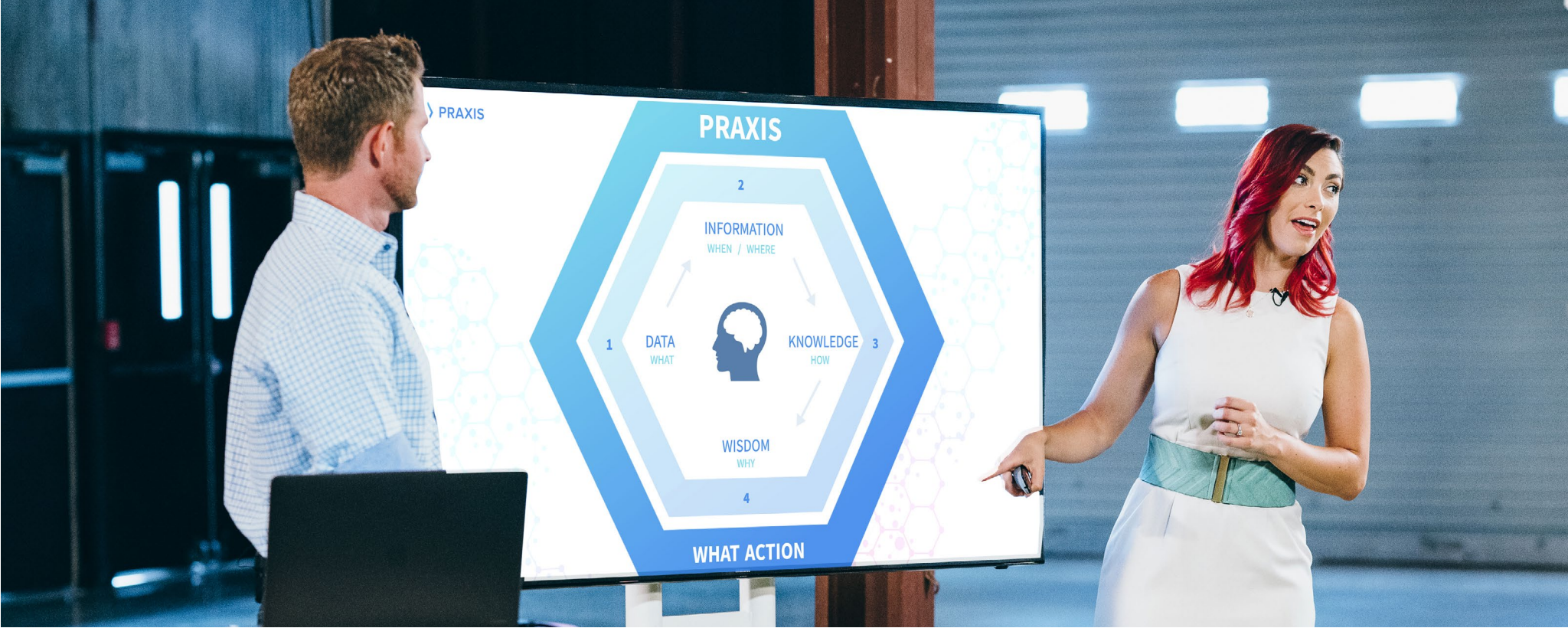
They are fantastic at simplifying the complex, clearly communicating the cutting edge challenges of today's business landscape, and giving advice that will leave your audience with a feeling of understanding and value.

**BOOK AJ & MEAGHAN TODAY!**

Email: [contact@praxismetrics.com](mailto:contact@praxismetrics.com)

Phone: 562-261-3831





## AJ & Meaghan: A Dynamic Couple For Your Show

This data-driven power couple are the co-founders of Praxis Metrics, one of the fastest growing data companies in the world. A business intelligence agency with a unique advantage to provide big data insights, at a fraction of the cost, and with a much faster time to value for mature small to medium sized businesses.

They have built a team of over 25 team members who build dashboards to scale businesses and provide analytics consulting, resulting in exponential growth for their customers. They also provide online and in-person data education training that teaches founders and teams how to take action from their data.

### Praxis Metrics solves data problems for popular brands like:



**Together with their team, they are dedicated to change the world through data.**

They have scaled their business and life by being data-driven in everything they do and figured out how to run their business remotely, automate most of their lives, keep fit and healthy, stay productive, and grow their relationship, all while traveling the world and seeing consistent 2x growth in their business year over year.





# Meaghan Connell

Meaghan is an international speaker and expert in reducing resource waste by capitalizing on information intelligence. Meaghan has spoken in over 22 countries to organizations like Loblaw, NBC Universal, and DigitalMarketer on the power of data to drive human behavior.

She has been featured in dozens of online and print media publications, is both NLP and Domo certified, and last but not least, she sits on the board of directors for Apeiron Society of Human Performance.

# AJ Yager

AJ is a data-driven digital marketer and productivity expert who uses data to drive new behavior in people and companies. He is an Amazon bestselling author, host of the Data Rich Show, and helps companies turn their data in growth.

AJ has founded 8 highly successful companies over the course of his life, and today he works all over the world. He has worked in over 22 countries with organizations such as NBC Universal, Organifi, Keller Williams and many others ranging from start-ups to companies worth billions.

He is NLP, Domo, and Microsoft certified and has been featured in Inc magazine, Business Week, CNN, and was voted Top 30 Under 30.





# Potential Conversation Topics

Having written books, spoken in front of large audiences, hosted podcasts, and appearing constantly in the media, AJ & Meaghan are both very experienced guests and interviewers. They are comfortable going completely off script and following your lead in an interview. They love to teach and share, and you will see their passion come out quickly.

————— There are 3 distinct categories: —————

## Business + Data

- ✓ Tracking and Analytics
- ✓ Dashboards and Reporting
- ✓ Using Data to Scale Businesses
- ✓ Recommended KPIs

## Success + Productivity

- ✓ Time Tracking
- ✓ Productivity
- ✓ Running a Remote Company
- ✓ Digital Marketing

## Travel + Health

- ✓ Leveraging Data in Fitness
- ✓ Wellness on the Road
- ✓ Minimalistic Travel



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# Questions to Get The Conversation Started

## Business + Data

- ✓

What really is data, and why is being “data driven” in your business (and life) more important than ever?
- ✓

How can small (or large) businesses use data to rapidly scale?
- ✓

What is the “data maturity” spectrum, how do I know where I am on the spectrum, and what can I do now to advance to the next stage?
- ✓

Why is the generic version or definition of LTV (lifetime customer value) terrible (and what should I look at instead)?
- ✓

Why is tracking so important? Hint: your output is only as good as your input, and you can’t manage what you don’t measure.
- ✓

What is the #1 mistake 90% of companies make when tracking revenue?
- ✓

What’s your view on data privacy and why is “owning” your data so important?
- ✓

What are the differences between “single-value” and “multi-source” dashboards?

## Success + Productivity

- ✓

What has helped you achieve success (in business and in life)?
- ✓

How do you balance being business partners, adventure partners, and life partners?
- ✓

What have you found to be the most rewarding part of being an entrepreneur?
- ✓

If someone asked you how they could be successful, what is the one piece of advice that you would give them?
- ✓

What is timeblocking, and why is it so important to your success?

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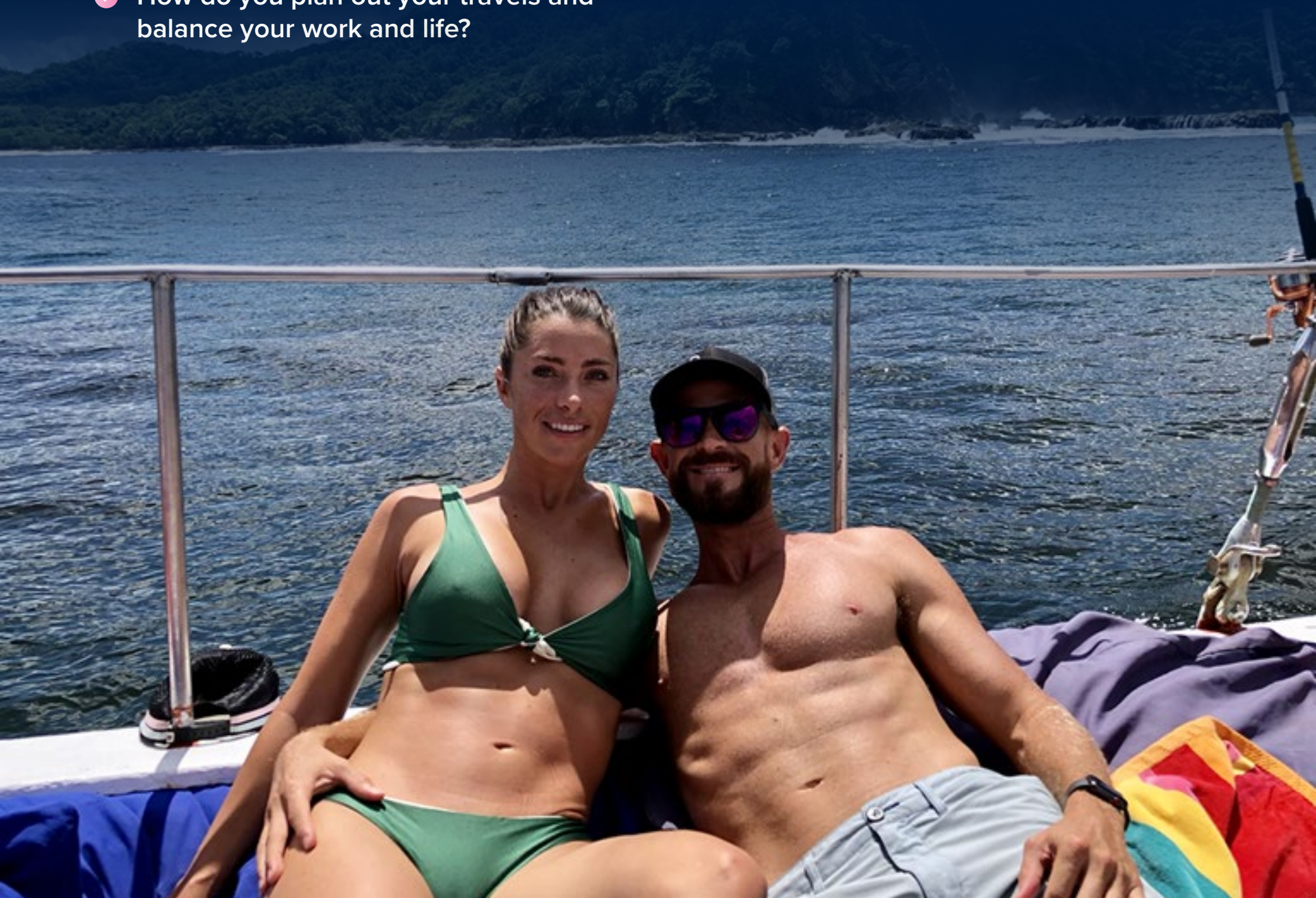
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# Questions to Get The Conversation Started

## Travel + Health

- ✓ You talk about “travel hacks”; what are those, and how can I take advantage of them?
- ✓ How are you able to travel so frequently? Doesn't that interfere with running a business?
- ✓ What has been your favorite place to travel to so far, and why?
- ✓ How do you plan out your travels and balance your work and life?
- ✓ What have you found makes the biggest difference in your overall physical and mental health?
- ✓ How has leveraging data helped you to maintain a more healthy lifestyle?
- ✓ What is your secret to staying fit and healthy while traveling?





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# See More of

# AJ + Meaghan

Social Media

 LinkedIn	AJ: linkedin.com/in/ajyager/	Meaghan: linkedin.com/in/meaghanconnell/
 Instagram	AJ: instagram.com/ajyager/	Two Traveling Trackers: instagram.com/twotravelingtrackers/
 Facebook	AJ: facebook.com/ajyager	Meaghan: facebook.com/meaghan.connell1

Media Interviews and Appearances

For all our latest media interviews and appearances, please visit our press and media page here:  
<https://praxismetrics.com/press-media/>

			
DigitalMarketer Podcast	Self Made Man Podcast	Less Doing Podcast	Bloomberg Business
			
Financial Marketing Summit	Growth U	NASP	Vision Tech Team

Photos and Other Media

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 Bio	shorturl.at/tvZ49	⬡	>	⬡	⬡
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## Contact

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