



With a background in both advertising and public relations, Jeff Slutsky had an opportunity to practice what he preached when he became part owner of a night club and later a health club. With the marketing dollars now coming out of his own pocket, he soon began to discover and develop result-oriented, low-cost tactics to build sales. This unique combination of shrewd thinking, innovative problem solving, budgeting on a shoestring, and a lot of hard work, came to be known as "Street Fighting."

Mr. Slutsky's Street Fighting program has received a great deal of national media attention including *The Wall Street Journal*, *USA Today*, *Success*, *Inc Magazine*, *CNN*, *Sally Jesse Raphael*, and is a regular on the PBS series, *Small Business Today* and CNN-fn's *Who's In Charge*. He is also a contributor to the best seller, *Chicken Soup for the Soul at Work*.

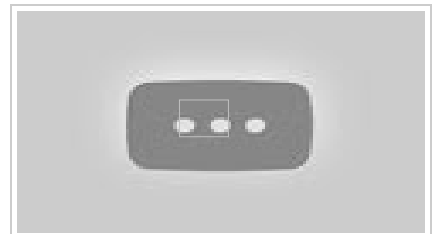
Jeff Slutsky's Street Fighter client list includes AT&T, American Express, Walt Disney, KNBC, Pizza Hut, Honda, Sony, Goodyear, Marvel Comics, The City of Dallas, the State of Arkansas, and Country of India.

Mr. Slutsky is the President and Founder of Street Fighter Marketing in Columbus, Ohio that specializes in teaching businesses how to market, promote, and increase sales on a shoestring budget. He and his brother, Marc Slutsky, have authored and published eight books, several DVD's and six video training tapes.

Jeff Slutsky

Speech Topics

- ☐ Sales
- ☐ Marketing



Testimonials

☐ "Brains Over Bucks" ☐

- Inc. Magazine.