



Todd Woods Speaker Bio

Todd Woods is the co-author of *Guerrilla Marketing for Franchisees*, with Jay Conrad Levinson. Jay was the author of the best-selling marketing series in history with over 40 million Guerrilla books sold worldwide. Woods also authored *Service...Some People Just Don't Get It* with Trapper Woods. He has spent his entire career (over 20 yrs.) owning businesses, consulting, and speaking, on "how to transform your franchise business from where it is to where you would like it to be."

His favorite and most successful business was as a multi-unit, franchise area developer where he managed 120+ employees in five locations. After several years of struggle, and near complete failure, he turned the five locations around and consistently grew them at an average of 12% year over year, while the company growth averaged 6.5%. Woods achieved this by mastering the art of Guerrilla Marketing. He ultimately sold them for over three million dollars.

Todd has been on both sides serving as president of a franchise company as well as the director of marketing in the franchise industry.

Speaking and consulting clients include; Cold Stone Creamery, Chick Fil A South Jordan, McGraw-Hill Education, Mrs. Fields Cookies, TCBY Yogurt, Subway, Play N Trade, Kid To Kid, Uptown Cheapskate, Roxberry Juice, Energy Solutions Group and more.

Todd is currently a business coach & keynote speaker on the subjects of:

- How I Went From Failure to Success In My Franchise Business- The Blueprint
- Guerrilla Marketing- Achieving More With Less
- Customer Service- Helping Customers Become "Raving Fans", Get them Marketing For you and Keep Them Coming Back.

Todd is on a mission to help franchise owners grow & love their business by getting it working FOR them instead of against THEM.