

Media Kit

for

Todd Brockdorf

Better than Average Guy

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Short Biography

Todd Brockdorf is the #1 best-selling author of [Better than Average: Excelling in a Mediocre World](#), a frequent speaker, and business consultant influencing a global conversation to end mediocrity now. Todd's varied background helps him bring practical field knowledge to those whom he serves. He works with organizations, leaders, and frustrated business professionals to help them stand out from the crowd.

Full Biography

Todd Brockdorf is the #1 best-selling author of *Better than Average: Excelling in a Mediocre World*. He is a frequent speaker leading programs and training for corporations, associations, and colleges and universities who want to be Better than Average in order to stand out from the crowd.

He has been nominated for Crain's Business 40 Under 40 and his book has been nominated for the Global Ebook Awards.

Todd has served in leadership positions in worldwide non-profits, sales engineering at a major global telecommunications company, and regularly consults with small businesses on technology. This varied background helps him bring practical field knowledge to organizations, leaders, and frustrated business professionals to stand out from the crowd.

Contact Information

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Suggested Questions for a Highly Successful Interview with Todd Brockdorf

On the “Better than Average” Concept...

- How did this idea of the “Better than Average” concept come about?
- If you could draw a picture of the Better than Average concept, what would it be?
- Do you have any examples from your life of the Better than Average concept in action?
- What’s an example of a Better than Average company?
- You have a Better than Average Philosophy. Tell us about it.
- What is the first step if a business wants to become Better than Average?
- What are 3 habits of Better than Average businesses that you have discovered?

On the Book *Better than Average: Excelling in a Mediocre World...*

- You recently released a book titled *Better than Average: Excelling in a Mediocre World*. Tell us about it.
- How long did it take you to write the book?
- How did this book spark the Better than Average movement?
- Why should someone join the Better than Average?
- Can you please briefly outline the 8-steps in the Better than Average Process?
- What is the one take away you want readers to understand from your book?

On Standing Out From the Crowd...

- What are your 3 best tips for standing out at work?
- What is the easiest way to stand out from the crowd?
- You do consulting. Do you have any consulting stories?

On Leadership...

- How do you define “leadership?”
- What are some habits that you’ve discovered about Better than Average leaders?
- You teach leadership trainings. What are some of your favorite leadership students?



Expertise List

Standing Out from the Crowd

Leadership

Multi-Generational Workplace

Authorship

Community Building

Entrepreneurship

Employee Training

Book Publishing

Photos

High resolution photos are available at: <http://www.toddbrockdorf.com/speaker-media-kit>

Media Release

For Immediate Release

Can Standing Out From the Crowd Really Be That Easy?

Detroit-area author, Todd Brockdorf, 35, understands how to stand out in a crowd. This businessman and speaker travels the world talking about how to be “Better than Average.”

He released his book, “Better than Average: Excelling in a Mediocre World,” on May 9th. It became an instant #1 best-seller on Amazon.com.

Growing up in a “traditional” household where he was expected to go to college, graduate, and get “steady” job, he soon realized that he was headed for a life of Average. Inspired by just another day at the office in Corporate America, he decided to break out.

This West Bloomfield, Michigan resident began studying habits of those who make a difference in their workplace, community, and in the world. He discovered the key differentiators that these people, leaders, and companies use to stand out. In his quest, Brockdorf found that it doesn’t need to be grand to be glorious.

Using these habits, the book outlines an 8-step process for those who want to stand out from the crowd.

The Better than Average concept takes existing strengths and matches those to common best practices in order to stand out from the crowd. The idea is to build on already prevailing talents. Maximizing talent plus best practices naturally gives people, leaders, and businesses a step up from the crowd.

Brockdorf is on a mission to end mediocrity in the world. “I believe too often we accept good enough. We settle for safe. We consent to cautious,” said Brockdorf. “I believe this is a conversation that should be occurring more often in boardrooms, offices, and families.”

“Good-guy Todd Brockdorf has stumbled-upon a universal truth: ‘In a world of mind-numbing sameness, it actually takes very little to stand-out, rise-above the pack and become more visible,’” said David Avrin, author of *It’s Not Who You Know, It’s Who Knows You!* (©2010 John Wiley & Sons). “The truth is that average is average for a reason. But for those who aspire to more, Todd shows audiences and readers how to recognize the traps and the simple steps needed to stand apart from the pack to become memorable for the right reasons!”

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“Todd Brockdorf is living proof that it is possible to make a difference without moving mountains,” said Scott Ginsberg, The Nametag Guy and author of *Winking in the Dark*. “In a world where nobody notices normal, nobody buys boring and nobody pays for average, this book has never been more essential.”

Darren LaCroix, 2001 World Champion of Public Speaking, stated, “Success isn't that hard, if you have examples to follow, direction and a willingness to fail. Todd's *Better than Average* will give you direction...the rest is up to you.”

Specifically for corporations and business professionals, Robert Bradford, President of the Center for Simplified Strategic Planning, said, “*Better than Average* provides a great map for companies who want to stand out in their markets. This is a great complement to a strategic plan for setting yourself apart from the competition.”

For additional information, contact:

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