



Jay Olstad

5x Emmy-Winning Storyteller

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Jay Olstad is a compelling and compassionate storyteller, who is also an excellent instructor and speaker. I highly recommend him.

-Kevin Gutknecht, MN DOT



Speaking Topics

Grab Attention & Never Let It Go

In his most requested presentation, Jay shares how to cut through the clutter and be heard. He provides insider secrets that he used in his award-winning TV career. His easy-to-learn storytelling principles can help in your next sales pitch, finalist presentation, marketing campaign and beyond! You'll leave his session with actionable advice to use not some day...but today.

Get on TV...for the Right Reasons

People always ask Jay, "How do I get on TV?" They want their idea, product or business showcased but they don't know how to do it. What better way to learn than from an insider. Jay will teach you 'Media Coaching 101: How to get on TV and then be asked back'. This session also includes tips on how to perform on camera and communicate through a crisis.

Be a Rock Star Public Speaker

Have a great idea but can't seem to explain it well? Too shy to stand up and talk to a crowd? Jay was the same way. He went from debilitating shyness to appearing on network television. He'll demonstrate his easy tips on how to become a rock star public speaker that helps you own the room...and the day.

Bio

Jay loves telling stories, eating corn dogs and playing golf - in that order. Oh, and spending time with his family. He has 20 years of experience as a storyteller - first in broadcast news as a reporter and anchor, then in video production and content marketing as a producer and brand storyteller.

He's received dozens of industry-leading awards for his work, including five Emmy awards and the prestigious "Dookey" made of toilet paper and saltwater taffy his kids gave him once. His storytelling philosophy is simple, "If you want people to do something, you got to make them feel something first." He lives in the Twin Cities with his wife, two children and politically active Guinea Pig. Just kidding, the pig just eats and poops.

Past Clients:



FEATURED ON:

