

# **C.C. Chapman**

**Author, Entrepreneur & Motivator at**  
Milford, MA, US

Best selling author and award winning marketing expert. Guaranteed to leave your audience educated, entertained and inspired!

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## **Biography**

C.C. Chapman has been called everything from a new media maven, a podcasting pioneer and even a grounded futurist. He prefers to call himself a passionate member of the new media playground who enjoys helping build the community and connecting everyone in it.

As an entrepreneur and consultant, C.C. understands the entrepreneurial spirit, and the “in the trenches” economic and organizational challenges companies face every day. C.C. Chapman helps people and brands convert passive consumers into passionate, invested advocates.

C.C. is the co-author (with Ann Handley) of Content Rules, a book that showcases the value of “organizations as publishers.” Content Rules clearly explains how companies can create remarkable blogs, podcasts, webinars, ebooks, and more — content that converts online audiences into customer evangelists.

As a highly sought after consultant, C.C. has built meaningful relationships between a Who’s Who of A-list companies and their markets. He sports the pro cred to be a talker (working closely with such clients as American Eagle Outfitters, Coca-Cola, HBO and Warner Bros.), and the passion and gumption to be a doer (creating content for the emerging Online Dad market, marketing professionals, music fans and more).

You’d be hard-pressed to find a more multi-faceted or enthusiastic creative/strategic partner in the marketing and content creation fields. This greatly hails from C.C.’s unstoppable combination of marketing experience and savvy, and incalculably valuable “on the ground” knowledge and insight as an influential content creator himself. The result is a best-of-both-worlds mashup of marketing expertise.

C.C. has years of public speaking experience, nearly all of it presented to companies, marketers and content creators. Rather than having a few canned presentations, C.C. prefers to tailor his speeches to be unique and up to date every time he takes the stage. He can speak about a variety of topics related to social media, entrepreneurship, online marketing and parenting.

Based in metro-west Boston and a graduate of Bentley University, C.C. is extremely active in the social media community and is considered an influencer and connector by most. His comments and thoughts have appeared in The Wall Street Journal, The Boston Globe and on Fox Television. Most recently he has launched the parenting focused website Digital Dads, and currently serves on the Board of Directors for both Wediko and Know My World.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Social Media, Public Relations and Communications, Advertising/Marketing, Travel and Tourism, Internet, Management Consulting, Media - Online, Media Production, Writing and Editing, Direct Marketing

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## **Areas of Expertise**

Digital Marketing, Social Media Marketing, Content Creation, Blogging, Interactive Marketing Strategies, Content Strategy, Branding, Online Marketing Strategies, Mobile Marketing & Social Media

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## **Sample Talks**

### **Transforming Your Small Business into a Content Powerhouse**

The majority of small businesses complain about a lack of resources, time and talent to produce the type of multi-channel content that will make a real impact in the business. Simply put, this is not true. In this session, C.C. Chapman will show you simple ways to set up your content marketing program that will extend the life of your stories, and take your business to the next level.

### **The Power of Visual Storytelling**

A story can be told in a million different ways and constantly improving technology makes it even more fun for anyone to tell their story in their own unique way. Brands and individuals equally need to embrace that they must tell their story to the world. Through the use of photos, video, words and audio your story can be shared in unlimited ways. In this workshop, C.C. will explain how organizations of all sizes, with budgets large and small, have presented their visual story.

### **Content Marketing – Forget What You Think You Know and Let's Make Content That Rocks!**

This workshop will discuss the importance of having an integrated content strategy for online marketing success in today's highly competitive world. With a variety of best practice guidelines, real world case studies and practical experience, you'll learn how you can help clients in any industry develop a much more focused and strategic use of content in their marketing campaigns. The better you can become at discovering and telling your client's stories, the happier your clients will be.

### **The Soul of Your Brand**

If you're going to put content to work for your business, you need that's more than pixels and text and bytes. Your content should truly reflect who you are, content that's deeply rooted in your brand. You need content with soul. In this workshop, C.C. will explore why certain content sets companies apart, then give you ideas on how you can create content that is truly the soul of your brand.

### **Content Rules!: How to Create Content People Actually Care About**

Produce great stuff, and your customers will come to you. Produce great stuff, and your customers will share your story for you. This workshop will give you the tools you need to create killer content with confidence. I will show you a failproof process to create remarkable content: blogs, podcasts, webinars, ebooks, and other web content that will lure would-be customers to you. You'll learn the fundamentals of how to create bold stories, videos, and blog posts through fun, hands-on exercises.

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## **Event Appearances**

### **KEYNOTE SPEECH**

Digital Marketing Conference

**KEYNOTE SPEECH: Amazing Things Will Happen When Your Content Rules  
TBEX '12**

**Using Photography to Make Your Content More Engaging  
Blogworld & New Media Expo**

**The Power of Visual Storytelling  
SXSW Interactive**

**Content Marketing – Forget What You Think You Know and Let's Make Content That Rocks!  
BOLO 2011**

**The Content Rules for Marketing Executives  
Content Marketing World**

### **KEYNOTE SPEECH**

Confab 2011: The Content Strategy Conference

**Content Rules!: How to Create Content People Actually Care About  
Confab 2011: The Content Strategy Conference**

**Content Rules  
SXSW Interactive**

**KEYNOTE SPEECH: Content Rules: How to Create the Right Kind of Stuff That Engages (Not Bores)  
Your Customers  
Third Tuesday Toronto Speaker Series**

**Content Rules, But Common Sense Rocks!  
Blogworld & New Media Expo**

**The Art of Story: How to Succeed With Blogging  
Social Media Success Summit 2012**

**Transforming Your Small Business into a Content Powerhouse  
Content Marketing World 2012**

**Applying Content Creatively  
Awareness Exploring Social Media Business Summit**

**How to Effectively Use Pinterest, Instagram, and Google+**  
TBEX 12 Europe

**Content that Rocks**  
TBEX 12 Europe

**How to build a passionate social media team: Who and what to look for and where to look when you create your team**  
The Third Annual Employee Communications, PR and Social Media Summit

**Content Marketing for the Social Web**  
Social Media Today Event Series

**Smart Content Strategy For Mobile**  
Social Fresh Conference

**7 Minutes of Awesome: 7 Awesome Insights from 7 Awesome B2B Marketers**  
B2B Marketing Forum

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## **Education**

**Bentley University**  
Bachelor Computer Information Systems

**Bentley University**  
BS

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## **Accomplishments**

**Author – Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (And More) That Engage Customers and Ignite Your Business**

Blogs, YouTube, Facebook, Twitter, and other platforms are giving everyone a "voice," including organizations and their customers. So how do you create the stories, videos, and blog posts that cultivate fans, arouse passion for your products or services, and ignite your business. Content Rules equips you for online success as a one-stop source on the art and science of developing content that people care about.

**Author – Amazing Things Will Happen: A Real World Guide on Achieving Success and Happiness**

Each of us has different goals in life, but everyone wants to succeed, and have as much fun as possible along the way. Amazing Things Will Happen offers straightforward advice that can be put into action to improve your life. Through personal anecdotes from the author's life, and interviews of successful individuals across several industries, this book demonstrates how to achieve success, in all aspects of life, through hard work and acts of kindness.

### **Board Member – Wediko Children's Services**

Wediko Children's Services is a not-for-profit organization that responds to the needs of children who face repeated obstacles to development due to social, emotional, behavioral, and learning challenges. From summer and year-round residential programs on our 450-acre, wooded New Hampshire campus to school-based interventions provided by our 50 Boston-based clinicians, Wediko strives to collaborate with families and schools to improve outcomes for vulnerable children.

### **Founder & Editor – Digital Dads™**

Digital Dads™ was established in response to the lack of viable content on the web with a focus on being a dad from a man's point of view. Affectionally known as the man cave of the internet, Digital Dads™ is Where a Dad can be a Guy. Taking a unique look at manhood and fatherhood from a male-centric perspective—our features encompass humor, sports, cooking, fashion, parenting, coaching, sex, and many other interests central to being a man and father in today's society.

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## **Testimonials**

### **Chris Brogan**

C.C. Chapman is the perfect blend of knowledgeable and understandable. His speeches are dynamic, energetic, and packed with information to consider for the future. When C.C. spoke at the Inbound Marketing Summit, he drew great applause, and a crowd of people anxious to follow up on his ideas. He's a professional that enhances any conference that needs to understand the future in down-to-earth terms.

### **Candace Alcorn**

C.C. is a dynamic, informative and inspirational speaker. Students and instructors alike responded to his passion and energy, and all were impressed by his knowledge and experience. Every educational institution should give their students the opportunity to be inspired by C.C.

### **Leslie Poston**

CC brings a warmth and sense of place to each of his speaking engagements. As one of New Hampshire's native sons, I was honored to have him as one of the featured speakers at Social Media Breakfast NH in the Upper Valley. Not one to make a cookie cutter presentation, he created an intimate atmosphere of fun and learning for the attendees that kept the buzz going long after he was done. If you haven't had a chance to hear CC Chapman speak, you need to put it on your conference Bucket List.

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