

ChristoHall

KEYNOTE SPEAKER

PRESENTED & SHARED HIS KNOWLEDGE WITH

TEDx

UNIVERSITY OF NOTRE DAME

9

2UE954 NEWS TALK

ontraport

TONY ROBBINS

The Daily Telegraph

BRW.

Fairfax Media

The Sydney Morning Herald

iTunes

THE AGE

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Herald Sun

VIVId SYDNEY

01 INTRODUCTION

From professional surfer to renowned entrepreneur, Christo is an in demand keynote speaker, marketing strategist and business owner.

Christo is a popular and influential speaker, having presented at business events all around the world and is regularly featured across the media for his business prowess including: TEDx, The Today Show (Channel Nine TV), Virgin inflight entertainment, regular guest on 2GB and 2UE Radio. Christo also presented the Bankwest Business Insights Podcast.

Christo has a unique presentation style, his honesty and humour connects with any audience within minutes and leaves them feeling not only inspired, but also with actionable strategies they can implement moving forward.

He is known as the guy who turns big ideas into reality. He recognizes profitable business ideas and has literally added millions to his clients' bottom lines by inspiring, creating and implementing powerful strategies.

He also has an incredible talent for making the complex simple and transitioning from big picture ideas to the tiniest of details.

Christo understands the power of building empowered teams and his approach to team happiness is known for being not only innovative but also courageous.



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02 HAPPY CLIENTS

I spent a couple of years in the programs run by Christo and the team and he was always very generous with his time and wisdom.

Christo is a down to earth and informative facilitator at Basic Bananas. I was always impressed with the way the sessions were run and with the ideas that Christo could inject into planning strategies. If you have been looking at the Basic Bananas programs, I would highly recommend attending a Blast Off workshop for a taste of what it's all about.



LINCOLN CHRYSILIOU
Lawyer & Trade Mark Attorney

I highly recommend Christo and his team who are passionate about what they do in assisting small business owners by giving them the tools and strategies to keep their marketing on track.

I first met Christo at a Blast Off Workshop and his marketing knowledge and motivation for small business encouraged me to sign up for the Basic Banana Program. The program has been one of my best business investments and has been invaluable. I still refer to my manual, use the help desk and listen to the podcasts to keep me on top of my marketing.



FIONA BLUNDO
Little Sparrow Watergardens & Werribee

I went along to one of Christo's marketing workshops some time back and he was super knowledgeable and had a great way of delivering the message.

Christo is a legend! Not only does he rip on a surfboard (like seriously) he is a very astute entrepreneur and educator. Not content with growing his own businesses over the past couple of decades, he has also assisted hundreds of others to do the same. From there I have worked on a couple of projects with his team. Super stoked to have connected and had the benefit of working with his team.



BRENT VALLE
Bells Surf Wax

I would not hesitate to recommend him to assist your small business to become even more successful.

I had the opportunity to do a program with Christo at Basic Bananas several years back and was impressed with his knowledge of (and passion for) small business marketing as well as his presentation/training skills and interpersonal skills. Christo is a true professional and a genuinely nice guy.



PAUL DI MICHIEL
Career Coach

Christo and team guide you through the process with support every step of the way and a bottomless supply of helpful tips podcasts workshops and events.

Christo is a wonderful facilitator and Co-founder of Basic Bananas. Their unique brand should not be easily dismissed at first glance by those skeptical. Their energetic easily understood direct no BS approach to marketing educates and inspires businesses to effective marketing and lead generation. My experience has seen many businesses spend hard earned money on marketing methods that fail to be effective. I highly recommend your marketing team take on board this fresh pragmatic approach to marketing. Highly recommend Christo and the Basic Bananas fun approach to marketing that really works!



AMBER GUIRGUIS
ALX Group Bookkeeping & Business Development

He is an innovator with his thoughts and plans.

I met Christo some years ago, I have watched as he and his team as Basic Bananas have educated, inspired and help many businesses large and small. He is an innovator with his thoughts and plans. A great communicator and trainer. I would highly recommend him.



TIM PHARO
Pharo Asset Services

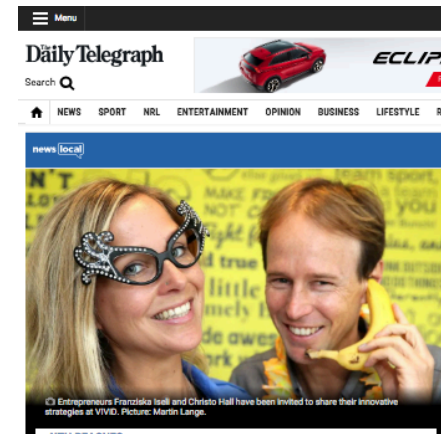
PRESENTED & SHARED HIS
KNOWLEDGE WITH





Why you can ditch the to-do list

Are you writing a to-do list before the end of the year? The ubiquity of to-do lists makes sense. A famous list written by Benjamin Franklin expressed the attraction of lists as a way of dividing and conquering the tasks ahead of you. However, business expert and co-founder of Basic Bananas Christo Hall believes the to-do list is an overused trap. "The reality is while some tasks need to be written down for later, when a business owner can work without storing information in a to-do list and simply pass tasks on to a team or get them done on the spot they will have increasing effectiveness," he told Fairfax Media. "If you don't have a team or time to do the task on the spot, then schedule a time to do it in your calendar, so you don't repetitively look over the same tasks." Hall also warns that we can become obsessed by checking every item off. "Another problem with most to-do lists is that they never go away, there are always too many tasks to complete, so often business owners never get time to see things from a broader view, which could be much more productive for their business, because their eyes are just on the next task on the list," he said. Hall points out this wind-down period of the year is a great opportunity to get a jump start on competitors. "We've seen business from many industries get a good jump on the new year by working on new marketing activities through this time. We've found it a good time to run promotions, because people are sitting around doing less and therefore more likely to read your email promotions," he said. Hall says there is one key rule for dealing with tasks: Try to deal with them as few times as possible. "Don't continually keep looking at it, so schedule a time to do the task, delegate the task or simply do the task (if the task will take less than three minutes, do it as soon as you see it).



VIVID Festival hosts peninsula entrepreneurs to share their ideas. Two northern beaches entrepreneurs have been invited to share their ideas at this year's VIVID festival. Frantiska Ieeli and Christo Hall will be hosting a two-hour session for budding entrepreneurs at the Museum of Contemporary Art next Wednesday. "We're super excited and motivated - VIVID is one of our favourite festivals in Sydney so it's an honour to be on the other side working with the festival," said Mr Hall. "VIVID is such an amazing opportunity to connect with like-minded people to share innovative ideas, develop new skills and grow personally and professionally," Ms Ieeli said. In their session, the savvy pair will reveal their findings on how to influence the perception of an idea, business or a product to get noticed in a crowded market. "There is a reason why some businesses are more appealing than others. The key is 'perception' and we will share practical tools to help influence the perception people are creating," Mr Hall said. The event is Wednesday June 3rd from 11am-1pm. Tickets at vivid Sydney. The pair are co-founders of a number of businesses, including narabbeen based marketing company, Basic Bananas.

The Sydney Morning Herald. BUSINESS SMALL BUSINESS MANAGING. I run my business from a surf boat in the Maldives. A cloud-based database management system helps streamline and manage the sales. By Alexandra Cain Updated 7 November 2016 - 10:03am, first published at 9:13am. This content has been produced in commercial partnership with Officeworks. Former professional surfer Christo Hall has just come back from three weeks in the Maldives surfing on a charter boat while also running Basic Bananas, a marketing consultancy he runs with his wife Frantiska Ieeli. With big crowds expected at the beach today Surf Life Saving WA has issued a warning about rip tides. SURF LIFE SAVING WA. "I was working a bit less than when I'm at home because the surf was distracting. But it gave me a chance to recharge and still fulfil my role in the business. I do this every year with my wife and friends. As long as we have a laptop, or even sometimes just a phone, we can continue running the business," Mr Hall said. The couple spend about four months travelling each year while growing the business.



ChristoHall

www.christohall.com

— Biography



Christo Hall

Founder of Basic Bananas.

Highly sought after business and marketing strategist.

Christo is co-founder of Basic Bananas, Australia's leading marketing mentoring organization for business owners.

Christo is regularly featured in a range of media for his creative marketing and business ideas including: The Today Show (Channel Nine live TV), a regular on radio including 2UE and 2GB radio, Virgin Inflight Entertainment, TEDx and many more.

He is co-author of 2 number one international bestselling marketing books 'Perception' and 'Bananas About Marketing' and has presented on business stages all around the globe.

Christo has developed a reputation for being a highly sought after business mentor having assisted to add millions in additional revenue to his client's bottom line. He has a sixth sense for business and a unique ability to go from big picture visions to the finest of details.

Back in the day Christo was a professional surfer for 7 years competing on the international circuit and won the Australian Masters Surfing title in 2022.

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Perception

PERCEPTION shows business owners how to harness a new way of thinking to increase profits and make their products and services irresistible.

The authors Christo Hall and Franziska Iseli are renowned for their unique approach to marketing and entrepreneurship. In Perception, they share the strategies that will help you make your products, services and ideas more attractive, so you can generate a following of loyal fans and become the obvious choice within your market.

“Buy this book and set it on your desk so you stare at the cover every single day – as a reminder that perception is everything. Iseli and Hall have written a very readable and insightful book on one of the most important topics if you want to scale your business and career.”

Verne Harnish, Author of Scaling Up (Rockefeller Habits 2.0)



Bananas about Marketing

Marketing is like oxygen for your business—without it, your business cannot grow, let alone thrive. If you are in business (or about to start one) and want to attract more customers, increase revenue and stand out in your industry, you need to become good at marketing.

Christo Hall and Franziska Iseli are renowned for their unique approach to marketing and entrepreneurship. In Bananas About Marketing they reveal tried and tested strategies for small business owners to grow their businesses.

This book is like no other. Using practical examples and an entertaining storyline, it shows you how to attract the right kind of customers and fast track your business to success.

A businesses revenue is always rising or falling; the strategies in this book will ensure yours is on the up.

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WVWV World SYDNEY



— Speaking Topics

The One-Page Marketing Plan

How to go from scattered to organised and stay focused on what really matters

It's no news that marketing is the oxygen of any business. Marketing is what helps a business to continuously scale and avoid the ups and downs. A scattered and unorganized approach to marketing can make it very difficult for them to stay focused on the activities that matter most. There is so much information out there, and it's easy to be pulled in a million directions.

To help busy entrepreneurs not only select the right marketing channels, but also to get a better return, we've created a planning framework that has helped thousands of businesses to stay focused on growth. It's a slightly different approach to the conventional methods you find in textbooks— and it works. The great news is that you don't need a 50-page marketing plan to grow your business exponentially.

In this session you will discover...

- Why you don't need a fifty page marketing plan – phew
- How to select the right marketing strategies to grow your business
- How to compete with the big guys on a small budget
- How to truly understand your target market and engage with them

You will walk away with your own one-page marketing plan filled in and ready to go!



Welcome to The Marketing Blast-off

A STEP-BY-STEP
TO GROW

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team... the
the confi...

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month, so it's a sig
Aaron Griffiths, KG T



Small Business

The Marketing Ecosystem

The most powerful framework to continually grow your business

Small businesses must have a strong marketing presence in order to not be left behind. There are so many different marketing strategies available to business owners it can get very confusing when it comes to what to focus on.

In this session you will discover...

- The framework that finally brings clarity to continually grow your business.
- How to apply your marketing efforts in a systematic way to produce growth.
- The key numbers to focus on to grow month on month.
- The four most important marketing funnels every business must have.

You will walk away with your own Marketing Eco-System mapped out and the framework as a handout to continually use moving forward.



5 Ways to Transform Your Email Marketing

Take control of your business growth with strategic and personalised email marketing strategies.

Take control of your business growth with strategic and personalised email marketing strategies.

Email is the most important marketing method for sustainable business growth on the planet right now.

One of the major benefits of email is that you own your database. In fact, it's your most valuable asset.

With so many constant changes to the online advertising space causing non-stop headaches and inconsistent results, the one marketing method that brings results consistently is email marketing

Over the last decade, we've written, automated, sent and analysed thousands of emails and developed templates and methods, which generate millions in revenue through consistent relationship building.

You'll discover...

- 3 ways to grab attention with your subject line before people hit delete
- The simple little secret that keeps people subscribed for as long as it takes to make sales
- The reason email marketing often feels icky and how to avoid it
- A framework to generate endless email content ideas
- 2 must-have email funnels to boost sales

In this session the co-founder of Basic Bananas Christo Hall will share all elements that go into a powerful email marketing system.



What's Inside a Winning Mind

Motivational lessons from 9 years of professional surfing and growing Australia's #1 marketing education organisation from 2 to 33 staff

This presentation is fantastic for business owners and also employees.

There are constant challenges in business, whether you have been in business for 40 years or it's the first year and there are also strategies, which you can use to keep yourself inspired to jump any hurdle that comes up.

Christo has boiled things down to actionable strategies to use when facing personal fear or challenge.

In this presentation you will discover...

- Strategies to move through any person mental block.
- How every challenge and every day has recurring patterns that serve us or cost us, and how to reset these patterns.
- The most common mindset pitfalls people encounter that cause procrastinations and a lack of fulfilment, plus how to turn this around to feel supercharged.

This is a very inspiring presentation, which you will come away from with strategies to improve both your business and personal life.



Scaleable Sales

Grow your business and increase sales without growing your 'To Do List'

In this session discover the methods used by Basic Bananas and many of the businesses, which Christo has worked with to scale up sales in a leveraged way and to stop wasting time with bad leads.

You will learn multiple ways to sell and prospect with the one-to-many approach and see how this can transform yours or your sales teams results.

This session will include:

- Ways to attract and warm up leads on autopilot
- Different platforms to sell one-to-many without being salesy
- How to own the decision making period which prospective customers go through when considering who they will purchase from

Every business is in the business of sales and this is a must attend session for anyone serious about improving their sales results.



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www.christohall.com

— Bookings

To book Christo for your next event,
please contact his offices on +61 2 8417 8017
or email admin@basicbananas.com