

KEYNOTE SPEAKER & BESTSELLING AUTHOR

Fred Joyal

WATCH

FRED SPEAK



[WATCH SPEAKER REEL ►](#)

“I’ve brought Fred in many times for our corporate events and he’s always amazing!”

– Bernie Stoltz, CEO, Fortune Management



6 REASONS

TO BOOK FRED FOR YOUR NEXT EVENT



ACTIONABLE

Fred's presentations are dense with practical concepts and tactics that can be employed immediately to alter individual behavior and increase results in performance and personal growth.



INSPIRING

Fred delivers messages and ideas that elevate the audience, opening their mind to new approaches and insights into their work, their lives and the opportunities that life can offer. His audiences always leave motivated and uplifted, ready to live more boldly.



UNIQUE

The PRIDE Method that Fred teaches approaches leadership, sales and personal success from a different perspective, emphasizing boldness as a superpower that anyone can develop and constantly expand.



ENTERTAINING

Having trained in stand up and improv comedy, Fred continually adds humor to his presentations. He also mines his thirty years of business leadership for his mistakes as well as his accomplishments to keep his audiences both engaged and delighted.



INTERACTIVE

Fred engages his audience with exercises and on-stage interactions to enliven his messages and make the comprehension of his principles experiential. He enjoys challenging participants to move out of their comfort zone and discover unique new capabilities.



PERSONALIZED

Fred modifies each of his presentations to suit his specific audiences' needs, making his messages relevant and specific.



MEET

FRED JOYAL

Fred Joyal is a renowned author, international speaker, and serial entrepreneur. Fred takes his experiences having run 1-800-DENTIST® which, over thirty years, generated over a billion dollars in revenue, to give powerful and practical presentations to his audiences.

His latest book, *Superbold: from Under-confident to Charismatic in 90 Days*, is an Amazon and Wall Street Journal bestseller, teaching the P.R.I.D.E. Method, his unique system for rapidly increasing an individual's boldness and self-confidence.

Fred is a sought-after speaker for workshops, large events, and training sessions. He is well known for motivating sales teams and overcoming call reluctance. He has spoken to audiences of all sizes, from small intimate events to audiences of up to 5,000.

His humble brags are he was a Jeopardy answer and also once defeated Sir Richard Branson in chess. He is an avid cyclist, a below average tennis player, and an even worse golfer.



A man with short brown hair, wearing a bright pink long-sleeved shirt and a light-colored tie, is standing on a stage. He is holding a small black object in his right hand and gesturing with his left hand. He is smiling and looking towards the right. Behind him is a wooden podium with a blue cup and a blue ball on top. The background is dark with blue lighting. The text "BOLDNESS IS CONFIDENCE IN ACTION." is overlaid in white on the right side of the image.

**“BOLDNESS IS
CONFIDENCE
IN ACTION.”**

THE SUPERBOLD SALES TEAM

CUSTOMIZABLE KEYNOTE, VIRTUAL PRESENTATION, FULL-DAY WORKSHOP



What would a 10% increase in sales do for your company?

If you want your company to become the dominant brand in your category, it starts with a Superbold team. Superbold salespeople are more confident, more outgoing at key events, and have advanced social skills that allow them to connect with your customer base in ways that develop strong, long-lasting relationships.

Does your team struggle with call reluctance? Do they resist feedback? Are they consistently prospecting? This is not a lack of skill. It is a lack of boldness. A bolder team member closes more, is coachable and avidly prospects.

You pay good money to generate leads, so you need a bold team to maximize them. Bolder salespeople earn higher bonuses and your profitability goes up in lock step. Fred teaches the PRIDE Method, a step-by-step approach that rapidly increases a person's boldness, faster than they imagined possible.

A bold salesperson accepts feedback willingly because they can feel the impact on their success. This creates an upward spiral of capability and confidence and elevates what everyone on the team believes is possible.

Most salespeople want to succeed, but lack the deeper insight on how to get out of a slump, to defeat their call reluctance, and to project the confidence they have in your product. The solution is harnessing the superpower of boldness, and that's what The PRIDE Method teaches, transforming your team and significantly impacting your top line growth.

Under-performing teams waste an average of 20% of solid leads!

A Superbold Sales team member:

- Prospects with confidence and consistency
- Asks for help and guidance
- Has a healthy competitiveness
- Radiates confidence in themselves and your product
- Emulates successful team members
- Closes boldly

THE SUPERBOLD ENTREPRENEUR

CUSTOMIZABLE KEYNOTE, VIRTUAL PRESENTATION, FULL-DAY WORKSHOP



Being a successful entrepreneur requires boldness. It takes boldness to find customers, to raise funding and to give honest feedback to your team. You need it to take risks so you can outdo your competitors. In short, when it comes to building a business, boldness is a superpower. But most entrepreneurs have blind spots and are often under-confident when it matters most.

What if you could summon that boldness and confidence whenever you want, especially in the most crucial situations? The fact is, boldness can be learned. That's what applying The PRIDE Method is all about. Fred teaches a systematic way to build your boldness muscle, which increases your confidence and your social appeal.

Beyond that, you'll become a better leader, giving and accepting feedback more willingly and openly. Investors will gravitate towards you, and customers will believe in your product because of the confidence you've learned to project.

Fred teaches what he wishes he knew thirty years ago as a young, inexperienced entrepreneur so that you can accelerate your growth and enjoy a bolder, more satisfying career.

Investors put their money in because of the person, not the idea.

Superbold Entrepreneurs:

- Prospect with confidence and consistency
- Ask for help and guidance
- Have a healthy competitiveness
- Radiate confidence
- Pitch confidently
- Give feedback effectively
- Close boldly

BQ: YOUR EDGE OVER AI

CUSTOMIZABLE KEYNOTE, VIRTUAL PRESENTATION, FULL-DAY WORKSHOP



Your Boldness Quotient will be your competitive edge in the AI age!

In a world where AI is taking over routine work, your boldness—your ability to act decisively, initiate ideas, and lead human connections—is your irreplaceable advantage.

In a world where AI is taking over routine work, your boldness—your ability to act decisively, initiate ideas, and lead human connections—is your irreplaceable advantage. It takes boldness to adapt new technologies. It takes boldness to constantly strive to improve your team.

You think confidence is the gateway to boldness. It's not. Bold action builds confidence, not the other way around. In this engaging, story-packed keynote, Fred Joyal flips the script on what it means to take action in a high-stakes world, showing your audience how to build boldness like a muscle—deliberately, consistently, and without fear of failure.

Fred knows what it's like to be held back by hesitation, having missed opportunities in his own life by waiting for the "right moment." That's why he's on a mission to help your audience live regret-free, act with courage, and seize the moments that matter.

Whether they're sales professionals struggling with prospecting and closing, or leaders ready to inspire their teams to take decisive action, this keynote will challenge your audience to shift from comfort to courageous action. Along the way, they'll measure their personal Boldness Quotient and then learn how to rapidly expand it to impact every part of their career and personal life.

Boldness is the life skill that will future-proof a team as AI impacts all businesses

BOLD TEAM MEMBERS LEARN TO:

- Boldly connect with others
- Seek and accept feedback
- Strengthen their resilience to rapid changes
- Future-proof themselves with personal interaction skills
- Adapt quickly to new technologies
- Collaborate, challenging each other to excel

TOPICS AVAILABLE

FOR PANELS AND INTERVIEW-STYLE PRESENTATIONS



ENTREPRENEURSHIP

- What are investors looking for
- Most common business owner blind spots
- Ego vs. Boldness



PERSONAL GROWTH

- Mining your life regrets
- Learning to deal with rejection
- How to meet anyone you want



LEADERSHIP

- Giving and accepting feedback
- The power of appreciation
- Projecting confidence to your team



SALES

- True root of call reluctance
- Closing with confidence
- The importance of being coachable

PRAISE FOR

FRED'S KEYNOTES



"Fred blew it out of the water. There were so many great takeaways from his lecture. We had a great experience. I really can't say enough about what a great job Fred did and how impactful it was for our law firm."

– **Bill Barrett, CEO, Mandelbaum Barrett**



"Nobody lights up the room like Fred. He's humorous, he's insightful, and his message is really one that will cause people to take action. I've brought Fred in many times for our corporate events and he's always amazing."

– **Bernie Stoltz, CEO, Fortune Management**



"Fred has spoken for my organization several times, and he is always insightful, engaging and entertaining. My members always look forward to Fred's presentations, and are always delighted to see him again."

– **Heather Colicchio, Founder and CEO of AADOM**



"Fred's speaking engagements are unbelievably impactful for teams and for audiences of all types. He's not only inspirational and motivational, but he's highly uplifting and delivers really great content on every level."

– **Dennis Marvel, Managing Partner, Northwest Coaching**



"Fred did some amazing training for our organization. He was entertaining, thorough, scientific, and gave some fantastic tips and examples. He gave us a lot of great insight and momentum to move us forward. Fred's awesome."

– **Dean Gialamas, Director, Los Angeles County Sheriffs Department**



"Fred is someone who genuinely cares about the direction that your life is going. Whatever you imagine your greatness can look like, Fred will pull it out of you and he will guide you gently and powerfully to seeing it within yourself."

– **Sanyika Street, CEO, The All-In Method**

FEE SCHEDULE

US • CANADA • MEXICO

Virtual & Local	\$9,500
45-75 Minute Keynote	\$15,000
Half Day Workshop	\$19,500
Full Day Workshop	\$24,500

SOUTH AMERICA • EUROPE

Virtual.....	\$9,500
45-75 Minute Keynote	\$20,000
Full Day Workshop	\$27,000

AUSTRALIA • ASIA

Virtual.....	\$9,500
45-75 Minute Keynote	\$25,000
Full Day Workshop	\$30,000

Fred's travel buyout is \$2,000 for North America, and includes flights, hotels and transportation. All other countries are individually specific buyouts. Speaking fees require a 50% deposit to hold the date.

LISTEN TO BOLD CONVERSATIONS

FRED HAS GUEST INTERVIEWED ON OVER 100 PODCASTS



Podcast Episode

SUPERBOLD: From Under-Confident to Charismatic in 90 Days with Wall Street Journal Best-Selling Author, Keynote Speake...
The Happy Hustle Podcast



Podcast Episode

2/2 Fred Joyal: Boldness as Generosity
Leadership and Loyalty™



Podcast Episode

Ep - 253 Fred Joyal
My Wakeup Call with Dr. Mark Goulston



Podcast Episode

Be Bold In Your Dating Life: Interview With Fred Joyal
Charisma Quotient



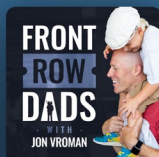
Podcast Episode

E80: Fred Joyal - Author of SUPERBOLD - On The Edge PODCAST
On The Edge Podcast with Scott Groves



Podcast Episode

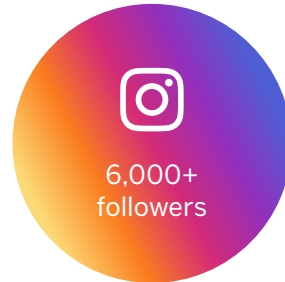
Fred Joyal: Unleash the Boldness Inside of You
Championship Leadership



Podcast Episode

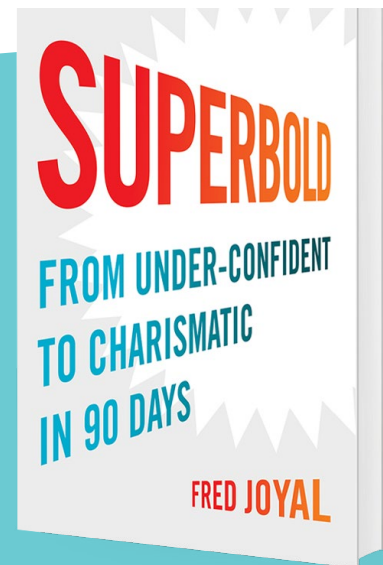
316: Being Bold with Uncle Fred
Front Row Dads | Family Men with Businesses

SOCIAL MEDIA



SOME OF THE CLIENTS FRED HAS SPOKEN FOR:

The Getty Museum
American Association of Dental
Office Managers
Dentsply Sirona World
Fortune Management
Los Angeles County Sheriffs
Mandelbaum Barrett
Patterson Dental
LEAP Foundation



***SUPERBOLD* IS AN AMAZON
AND WALL STREET JOURNAL
BESTSELLER**

CONNECT

WITH FRED



Contact Fred's Team

Fred's Website

Schedule a Call