



ABOUT DAVID



DAVID JOSLIN
CEO, Weblight Media



Workshop Topic
Get Found. Search Is Changing.
Stay Visible in the Age of AI.



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1

WHAT PEOPLE USUALLY COME TO ME FOR:

Helping their businesses grow
through online marketing.

2

WHAT I KNOW THAT SURPRISES PEOPLE:

Telling your story doesn't take
long. Give me one hour, and I'll
extract enough insights to fuel
your marketing for years.

3

BEST ADVICE I'VE EVER GIVEN/RECEIVED:

Set a schedule, mark it on your
calendar, stick to it even if you
miss a week.

4

THINGS I'VE LEARNED THE HARD WAY:

Owning your own business is a
blessing, not a chore.

5

CAREER HIGHLIGHTS:

I love building creative
teams where everyone's
unique skills get to shine. Over the
years, I've directed groups to tackle
big projects for major brands and
Fortune 500 companies. I also
really enjoy using my own
background in drawing, painting,
music, graphic design, video,
photography, animation, and
storytelling to help local
businesses grow.

6

MY BUSINESS SUPERPOWER:

Creativity stands out!

7 RAPID FIRE



COFFEE OR TEA?

coffee!



FAVORITE BUSINESS PHRASE?

Marketing drives sales.
Sales drives growth.



BIGGEST PET PEEVE?

"Reply All" just to send a
thumbs-up emoji



ONE THING PEOPLE OVERCOMPLICATE? Their marketing strategy



FAVORITE WAY TO RECHARGE?

Mountain biking



ONE THING I SAY ALL THE TIME?

How can I help?



8

WHAT I HOPE PEOPLE WILL WALK AWAY WITH:

Feeling stuck? You'll
leave with a simple
checklist to help your
local business put its
best foot forward and
collect more business
using AI search results.



SATURDAY
OCTOBER 3



10 AM TO
4 PM



BUFFALO HILL FARM
90 DANA ROAD, OXFORD, MA 01540