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Topics & Talking Points

Marketing

- Why **They're Looking for You** should be every small business owner's motto
- How to turn your website into your #1 salesperson
- How Google and local search optimization bring in real buyers
- Quick wins and long-term strategies any small business can use
- Where to start—and how to build momentum

AI

- Which AI tools matter most for small businesses
- How AI video clones actually work
- Can AI really write blog posts, social media captions, and ads that convert?
- How to get ChatGPT to showcase your company in search results

Business

- How to keep your team on the same page
- The best way to communicate your company vision
- Which KPIs matter most
- How to effectively manage remote teams

Tom Malesic

Business Executive, Consultant, and Author

Tom Malesic is the founder and President of EZSolution, a Lancaster, PA-based company that grew from a \$2,000 startup in 1997 into a multi-million-dollar firm offering digital marketing, web design, IT support, and business coaching. As a Professional EOS® Implementer, he helps leadership teams strengthen vision, boost accountability, and transform operations for healthier growth. Under his leadership, EZSolution earned a spot on the **Inc. 5000 list** of America's fastest-growing private companies.

The author of three books, Tom's latest, **They're Looking for You: Your No-BS Guide to Marketing That Actually Makes You Money**, cuts through gimmicks, funnels, and buzzwords. With 28 years of experience, he shares practical, proven strategies to attract customers instead of chasing them.

In the book, you'll discover:

- Why your website is your #1 salesperson—and how to make it convert
- How SEO, local search, and trust signals attract ready-to-buy customers
- A simple content strategy that builds trust and answers real questions
- Why great marketing isn't about being loud—it's about being findable
- Tools, checklists, and mindset shifts that make marketing easier and more effective

"Listeners can download a free Website Scorecard or SEO checklist from the book's companion resources at ezmarketing.com/theyre-looking-for-you"

OR

"Book a free consultation to make your marketing easier—and more effective."

Past Appearances / Media Features

Books (Available on [Amazon](#))

- They're Looking for You (2025)
- What Your Computer Guy Never Tells You (2011)
- What Your Web Developer Never Tells You (2009)

Podcast Episodes

- ezmarketing.com/blog/category/podcast/