



# TRA WILLIAMS

2024 Media Kit

*Tra Williams*



## TRA'S MISSION:

**To Rescue 1 Million Entrepreneurs from Employment.**

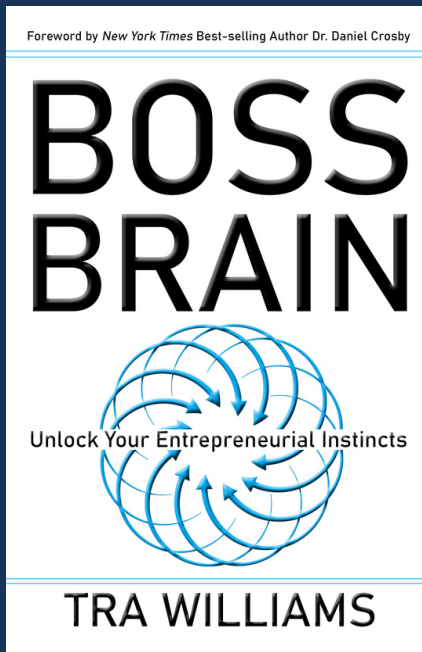
Tra is a speaker, author, entrepreneur, and nationally recognized expert in entrepreneurship and business strategy. He has sat at the helm of two international brands and has supported thousands of entrepreneurs on their journey to self-employment.

Tra holds a degree from the University of Georgia and is a graduate of the prestigious Franchise Management Program at Georgetown University. He has sat at the helm of two international brands. When not speaking, writing, or running his own businesses, Tra soaks up the sun with his wife Megan and son Wyatt in sunny Sarasota, FL.

In his new book *Boss Brain*, Tra reveals the shocking truth behind the decline of American entrepreneurship and provides a scientifically-proven system to unlock your entrepreneurial instincts so you can leave traditional employment forever – that's the real American Dream!



# MY BOOK:



Although 70% of the American workforce desires self-employment, less than 7% are currently self-employed. There is a ten-fold difference between those who are thinking it and those who are doing it. By the mid-2040's, 99% of Americans will work for the other 1%.

We simply cannot let this happen.

Based on proven scientific research, Boss Brain traces the spirit and psychology of entrepreneurship through a sweeping arc of history beginning 12,000 years ago when humans put down spears and picked up shovels. Filled with unexpected facts and counterintuitive truths, the book reveals why entrepreneurship is the key component to building safe, vibrant and flourishing communities.

Using stories that skip across time—from the height of the Roman Empire to the moon landing—Boss Brain empowers aspiring entrepreneurs with the tools to unlock their entrepreneurial instincts and live the real American Dream.

## PRESS: Forbes Bloomberg FOX NEWS Tampa Bay Times

[Forbes Feature](#)

[Dreamcast Podcast](#)

[Herald Tribune Feature](#)

[The Entrepreneurial You Podcast](#)

[Franchise Euphoria Podcast with Josh Brown](#)

[Fox News Interview](#)

[The Daily Helping Podcast](#)

[EA Interviews](#)

[Brain Boss 2023 Best Book Awards Finalist](#)

[Thrive Kings Podcast](#)

[It's Happenin' in the Haven Podcast](#)

[Business Observer Feature](#)



ENTREPRENEURSHIP IN AMERICA HAS DECLINED VIRTUALLY EVERY YEAR SINCE 1945.



ALTHOUGH 70% OF THE AMERICAN WORKFORCE DESIRES SELF-EMPLOYMENT, LESS THAN 7% ARE CURRENTLY SELF-EMPLOYED.



BY 2045, 99% OF AMERICANS WILL WORK FOR THE OTHER 1%.

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# TRA WILLIAMS

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Tra Williams is a speaker, author, entrepreneur, and nationally recognized expert in entrepreneurship and business strategy.

He has been featured and quoted in numerous publications, including Forbes, Bloomberg, and Franchise Times, and he often speaks at conferences and company conventions. In his book *Boss Brain*, Tra reveals the shocking truth behind the decline of American entrepreneurship and the impacts this decline has on individuals and communities.

Using scientifically-proven research, Tra has supported thousands of entrepreneurs on their journey to self-employment. He currently consults with Municipalities, Economic Development Councils, and Chambers of Commerce to help them create a balance between large-scale corporate growth and a flourishing landscape of small business startups.

Tra holds a degree from the University of Georgia and is a graduate of the prestigious Franchise Management program at Georgetown University. He has sat at the helm of two international brands and grown his company, FleetForce Truck Driver Training, from one location to ten across the State of Florida in just three years. In addition to running his business, he owns ParkPro, a tech start-up connecting truck drivers to underutilized parking spots at convention centers and stadiums throughout the country.

Go to [TraWilliams.com](http://TraWilliams.com) to learn more and join him on his mission to rescue 1 million entrepreneurs from traditional employment.

**B I O G R A P H Y**



# MIC & STAGE SETUP

Tra is an engaging speaker who walks and moves around the stage. Podiums with fixed microphones will significantly impact the quality of the keynote and are not recommended. Also, the common lapel-clipped lavalier usually captures the sound of rustling fabric during movement and are difficult to attach to Tra's preferred attire.

For those reasons, we highly recommend investing in a headworn mic that provides Tra with unrestricted freedom of motion while cancelling out a great bit of ambient noise due to their close proximity to his voice. Your investment in a high quality headworn mic is invaluable for live shows and stage performances that will serve you for years to come. Being partly concealed, they are less distracting for the audience. With both hands free, speakers also find it easier to hold the audience's attention.

In order to use a headworn mic, it is necessary to have a wireless receiver and transmitter. Those mics plug directly into the transmitter also known as a bodypack. However, different wireless manufacturers sometimes use different plugs that are not compatible.

We recommend the Countryman E6. It is the industry's quality standard and it is by far the best headworn mic for the money. Not only does it blow you away with its pristine sound quality, but it is also quite durable. It uses a detachable cable and is very lightweight and comfortable to wear.

The Shure MX153 is another awesome headworn mic which costs less yet provides a nice combination of superior sound quality, decent durability and pleasant, comfortable design. It has a solid, flat frequency response and since it's omnidirectional, it is not affected by proximity.

Lastly, the Airwave HSD Slimline SE is a budget model with great quality for the price. Overall, the sound is quite balanced. It is not as good as the Countryman or the Shure but will suffice in a pinch.



# TRA WILLIAMS

## INTRODUCTION

I am pleased to introduce our keynote speaker, Tra Williams. Tra is a nationally recognized expert in entrepreneurship and business strategy whose professional career has ranged from founding and growing businesses to leading international brands. Tra graduated from the University of Georgia – GO DAWGS! – and the prestigious Franchise Management program at Georgetown University.

Tra is on a mission to rescue 1 million entrepreneurs from traditional employment. His new book, *Boss Brain*, will empower you with the tools to unlock your entrepreneurial instincts and live the real American Dream.

Please welcome Tra to the stage!



*Tra Williams*

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*Tra Williams*