

# MEDIA KIT

Scott Armbruster

AI Strategy & Systems Partner

Content Creator | Thought Leader | Agency Owner

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# About Scott Armbruster

Scott Armbruster is an AI strategy partner, agency owner, and content creator specializing in helping mission-driven organizations deploy AI systems that deliver measurable ROI. Through practical implementation guides, comprehensive governance frameworks, and strategic resources, Scott reaches executives, operations leaders, and tech professionals navigating AI adoption.

## Expertise & Focus Areas

- AI strategy and readiness assessments
- AI governance frameworks and EU AI Act compliance
- Shadow AI management and security
- Custom AI agents and automation systems
- Career positioning and professional development in AI

## Services Offered

- AI Readiness Workshops (starting at \$2,500)
- AI Governance Frameworks (starting at \$3,500)
- Custom AI Agents - voice and chat (starting at \$1,500)
- AI Strategy & Advisory retainer (\$3,000/month)

# Audience Demographics

Decision Makers	Organization Size	Industries
Executive Directors COOs, CTOs Operations Leaders Tech Consultants	50-500 employees  Budget: \$10K-\$100K for AI implementation	Non-profits Social enterprises B2B SaaS Professional services

## Audience Characteristics

- Budget-conscious but investment-ready for proven ROI
- Values mission alignment over "move fast and break things"
- Seeks practical implementation, not theoretical strategy
- Tech-forward but not necessarily technical experts
- High engagement with B2B SaaS, enterprise software, AI tools

# Content Overview

## Content Categories

- **AI Strategy** - Business strategy, ROI analysis, AI adoption guidance
- **Implementation** - How-to guides, automation walkthroughs, case studies
- **Industry** - AI news analysis, market trends, regulatory updates
- **Career** - Career positioning, side businesses, professional growth

## Flagship Resources (Free Downloads)

- **AI Tool Governance Pipeline** - Complete lifecycle framework with maturity model, KPIs, decision trees
- **AI Development Governance Framework** - EU AI Act compliance, bias audits, regulatory mapping
- **Shadow AI Governance Toolkit** - 3-week tactical implementation guide

## Content Formats

- Long-form blog posts (1,500-3,000 words)
- Downloadable PDF resources and frameworks
- Case studies with ROI metrics
- Implementation guides and checklists
- LinkedIn thought leadership

## Content Portfolio

- **AI Tool Briefing** ([aitoolbriefing.com](http://aitoolbriefing.com)) - Curated intelligence on AI tools with reviews, comparisons, and industry insights
- **Scott Armbruster Blog** ([scottarmbruster.com](http://scottarmbruster.com)) - AI strategy, implementation guides, and professional development

# Sample Content Highlights

Title	Category	Focus
95% of AI Projects Fail: Here's How to Be in the 5%	AI Strategy	Project success
Case Study: 10-Hour Automation That Freed Up 20% of Work Time	Implementation	ROI proof
State AI Compliance Laws Crushing Small Businesses	Industry	Regulatory landscape
How to Position Yourself for AI's Job Market Changes by 2020	Career	Future-proofing
Shadow AI Costing More Than Productivity: How to Fix It	AI Strategy	Governance urgency

# Partnership Opportunities

## Why Partner With Scott Armbruster?

- ✓ High-ticket services = Higher commissions per conversion
- ✓ 90-day cookie window = More attribution credit
- ✓ Niche positioning = Less competition, higher trust
- ✓ Multiple service tiers = Easy upsell path
- ✓ Free downloadable resources = Lead generation hooks
- ✓ Mission-driven positioning = Authentic promotion
- ✓ Professional brand = High conversion from qualified traffic

## Ideal Brand Partnerships

- B2B SaaS tools (AI, automation, productivity)
- Enterprise software and business operations platforms
- Professional development and online courses
- Tech consulting and implementation services
- AI tools and APIs

## Suggested Commission Structure

- \$250 per qualified consultation booked
- \$500 bonus for closed project deals
- \$150/month for retainer clients (first 6 months)
- Average order value: \$2,500-\$15,000 per engagement

# Contact & Links

**Website** scottarmbruster.com

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**LinkedIn** [linkedin.com/in/scottrarmbruster](https://www.linkedin.com/in/scottrarmbruster)

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**Twitter** @ScottArmbruster

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**Email** Contact via website

## Key Pages for Promotion

- Homepage - Overview of services and latest content
- /agency - Complete service descriptions with pricing
- /resources - Free downloadable governance frameworks
- /contact - Discovery call booking
- Blog categories - AI Strategy, Implementation, Industry, Career

Thank you for your interest in partnering with Scott Armbruster. For partnership inquiries, media requests, or collaboration opportunities, please reach out via the website contact form.