

# Blair Enns | Speaker Biography

Blair Enns is on a mission to change the way creative services are bought and sold the world over. He is the founder of Win Without Pitching, the sales training and coaching organization for creative professionals, and the author of two books on selling and pricing for creatives.

*The Win Without Pitching Manifesto*, published in 2010, has sold over 30,000 copies and launched a revolution in how creative and marketing firms approach developing new business development.

*Pricing Creativity: A Guide to Profit Beyond the Billable Hour*, published in 2018, is a comprehensive guide to value-based pricing for creative firms. It is available in multiple formats, only at [pricingcreativity.com](http://pricingcreativity.com).

Blair also hosts, along with David C. Baker, the podcast *2Bobs: Conversations on the Art of Creative Entrepreneurship*. According to the UK's The Agency Collective, 2Bobs is the second most listened to podcast by agency owners, after The Tim Ferriss Show.

Blair lives in the remote mountain village of Kaslo, British Columbia, Canada. He can be found online at [winwithoutpitching.com](http://winwithoutpitching.com) and @blairens on Twitter and LinkedIn.

