

Can I poke your brain?



"I have always used my unique perspective and insatiable imagination to find the links others cannot"

brass neck
/bras nek/ noun
effrontery;
nerve



Want your own David?

- Preset your expectations to "High"
- Provide a suitable work area, mostly at David's

Now Mix the Following:

Experience

B2B, B2C, Sales, S.M. Marketing Scripting, Ad Copywriting, Content Development, Graphic Design, Video, Edit, Stage/Television Presentation, Soft Skills & Staff Training

Neurodiversity

Unprecedented creativity & "think - outside - your - socks" ideation. Confident presenter in-person and on film. Friendly, infectious and passionate either in/leading a team, or solo. ADHD hyperfocus setting.

Authoring

1 Novel published & 2 underway. Currently developing two boardgames and a tabletop escape room game.

Software

Office 365 Adobe CS WordPress SketchUp Canva Hubspot TikTok X YouTube Instagram Facebook

Continuous Improvement

Hungry to learn and adapt to advance. Open to fresh ideas, learning new skills and further training to boost my offering.

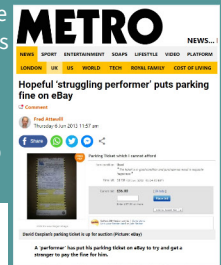
Best severed in two pieces...



The Art of Selling a Pain Point

In 2013, I returned from a foreign "contract" that had left me broke. Stopping briefly in Birmingham, I received a £60 parking ticket that would lead me to an unexpected learning. That evening I paced and fumed, "I was only there a minute... they were lying in wait..." The reality was that I had left the car park chatting before realising that I hadn't paid and displayed, and by the time I ran back, I had been issued the fine. The injustice, when coupled with my empty bank account, would keep me from sleep. This was about to change, with the arrival of an email from eBay reminding me about a listing. My eyes lit up as the idea took form; "Imagine if someone who had done well in life would be kind enough to buy a stranger's parking ticket?!" Within 15 minutes, I had jumped on my laptop and listed "Parking Ticket that I Cannot Afford" as a seven-day auction with my sob story as the item description. That done, I parked myself firmly in bed.

I awoke to a viral whirlwind, not only of bids and thousands of page views, but of emails from the Huffington Post, Metro, MSNBC and others. As the auction gathered momentum, a kind stranger reached out to me, offering to pay for the ticket, but by then it was too late and I had become "eBay Parking Ticket Guy". As a result, I contacted a disabled family that I knew, offering to donate whatever I raised and updated the listing accordingly. Unfortunately, the trending auction then started attracting mock bids that ran into hundreds of thousands of pounds and so eBay, understandably, shut it down. I learned a valuable lesson that week about connection, emotional leverage and managing a developing situation on the fly. This first experience of virality was borne out of genuine need, had no budget behind it and happened back when such things were not so easy to spotlight. There are parts of the experience I wouldn't care to repeat, such as the heart-breaking call I had to make to let down a disabled family, but I did at least walk away with a paid parking ticket and a new skill; How to creatively leverage the attention economy.



David Betts

In the dynamic world of advertising, subtlety doesn't cut it. Effective campaigns don't tiptoe; they make bold entrances, stirring emotions, igniting nostalgia & conveying eco-friendliness with the careful placement of sea-turtle print socks.

As a seasoned creative, my role is to craft captivating concepts that hold attention to drive action. Whether it's compelling you to act immediately, or planting the seeds of enduring brand loyalty, I excel in forming ideas that resonate, lingering long after the initial encounter.

My journey has diverged from the conventional path of university training. Instead, I've amassed a wealth of experience across various industries. From becoming a published author to manipulating audiences as a stage illusionist for over two decades.

Having ventured into designing and managing escape rooms, and more recently using them for corporate soft skills training, my eclectic background has honed my ability to think outside the box.

As an adult with ADHD, I'm driven by emotion, fuelled by the power of storytelling to captivate and engage. I have always used my unique perspective and insatiable imagination to find the links between things that others often cannot. My creativity is anchored in finding unexpected connections and leveraging emotional hooks to create appeal and resonance. Whether it's through amusing TikToks, content creation, advertising copywriting, branding or developing games and books, I constantly seek to push the boundaries of imagination.

Much like my heroes David Ogilvy and Walt Disney, my greatest asset is my infectious passion, making others want to come along on the adventure with me. That is a skill you cannot buy... but you can hire it.

Introducing