

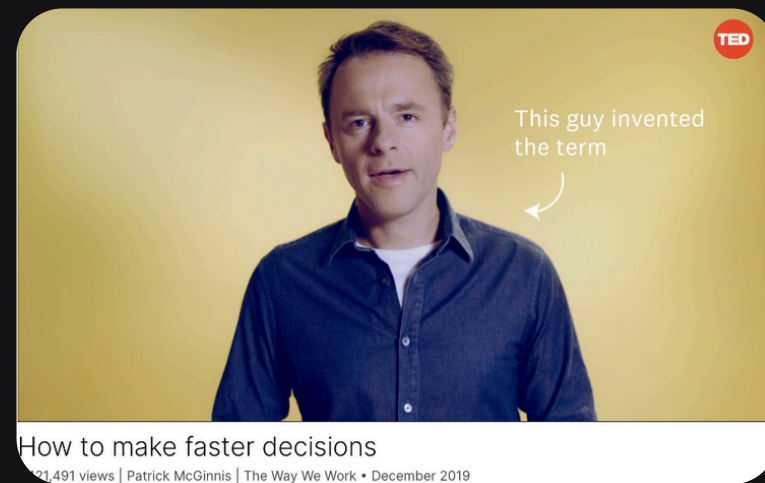
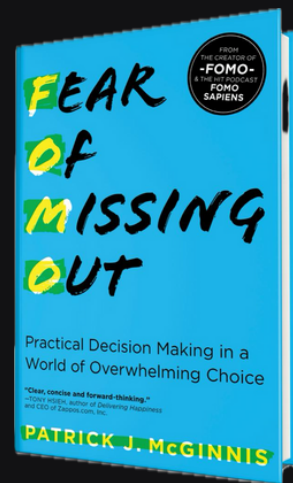
# Patrick J. McGinnis

Media, Speaking, &  
Partnerships Overview



# About Me

Hi, I'm Patrick, and I coined the term (*and wrote the book and did the TED Talk on*) FOMO.



But don't take it from me...

## The New York Times

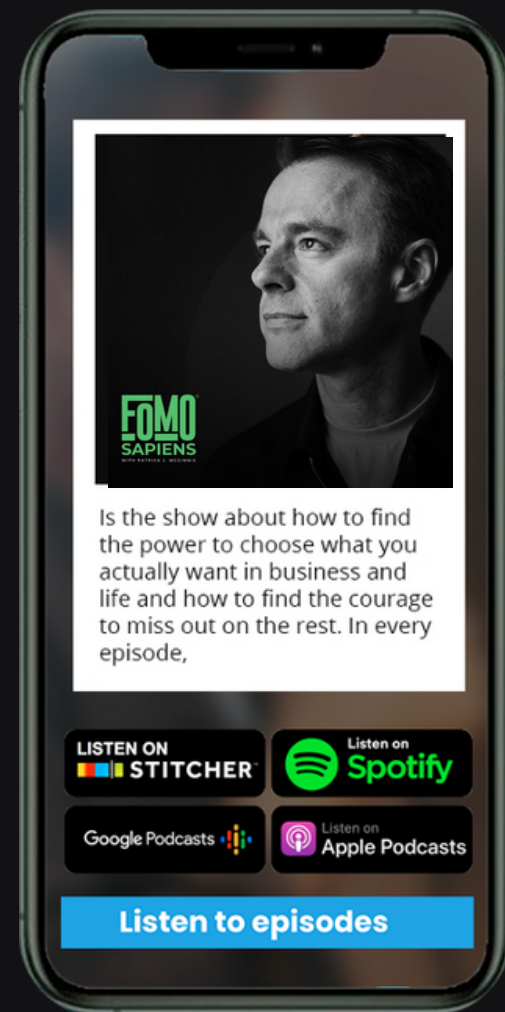
The first written record of FOMO appeared in May 2004, when Patrick J. McGinnis used the term in an op-ed in *The Harbus*, Harvard Business School's magazine. McGinnis is credited with coining both FOMO and FOBO, or Fear of a Better Option, but FOMO caught on and spread faster than FOBO ever did, Sylvia Sierra, a linguist and assistant professor at Syracuse University, told me.

As FOMO's creator, I feel responsible. So, I decided to do something about it.

I help individuals, businesses, and brands craft persuasive messaging, use FOMO to drive engagement, and decode how FOMO drives human behavior. I do this by:

- Teaching the FOMO Persuasion Model™ to marketers, companies, and entrepreneurs.
- Hosting FOMO Sapiens™, the hit podcast for entrepreneurial thinkers.
- Speaking about FOMO to audiences across the globe.
- Partnering with companies and brands to leverage the power of FOMO and engage customers in new and exciting ways.

# FOMO Sapiens<sup>®</sup>: Now in Season 13



- Launched in 2018, FOMO Sapiens is the podcast for entrepreneurial thinkers.
- The show features a diverse set of founders, creators, and bold thinkers in the worlds of business, politics, entertainment, and beyond.
- FOMO Sapiens has aired more than 250 original interviews and surpassed **5 million downloads**.



Jay Shetty  
Author/Monk/Podcaster



Gretchen Rubin  
Author/Podcaster



Josh Peck  
Actor/Author/Entrepreneur



Andrew Yang  
Politician/Entrepreneur



Christina Stembel  
Founder, Farmgirl Flowers



Ian Schrager  
Hotelier/Entrepreneur



Martha Beck  
Author/Sociologist



Sherrie Westin  
CEO, Sesame Workshop



Scott Galloway  
Professor, Author, Podcaster

# Speaking: Keynotes for Global Audiences

I speak to audiences across the world about the big ideas that are shaping their businesses and their lives. I also offer keynotes in English, Spanish, and Portuguese. While I customize the content covered to the needs of each engagement, popular topics include:

- Mastering the Art of Persuasion in the Digital World
- Don't Miss Out: Using the Potency of Now to Drive Sales
- What Your FOMO is Telling You
- Fear of Missing Out on Artificial Intelligence (FOMAI)
- The Power of Entrepreneurial Thinking
- The Rise of the Part-Time Entrepreneur ... and Why It's Good for Employers



# Speaking: On Stage & In Action

## Select Past Engagements



## Speaking Reel



Watch

# Partnerships: Leveraging FOMO for Good

I partner with brands and organizations to create high-impact collaborations that blend thought leadership, storytelling, and strategic marketing. From co-creating campaigns like MercadoAds' Fear of Missing Audience (FOMA) to designing content that engages decision-makers, I help brands connect with their audiences in a way that drives real results.

I also advise brands on using FOMO as a strategic tool, tapping into the psychology of decision-making to create messaging that builds urgency, trust, and engagement. Whether through events, digital content, or media, my approach ensures audiences don't just notice a brand—they act on it.



Patrick J. McGinnis: "El desafío actual del marketing es cómo superar el miedo a perder audiencias o FOMA"



PATRICK MCGINNIS

**FEAR OF MISSING AUDIENCE?**

Supera el **FOMA** con data para impactar a las **AUDIENCIAS** más sofisticadas, influir en su comportamiento y llegar hasta el último click.

 **mercado ads**

Personas Reales. Impacto Real.

# Partnerships: FOMA for MercadoAds

MercadoLibre, Latin America's largest technology company, wanted to leverage the popularity of FOMO for a B2B campaign featuring its retail media division Mercado Ads.

We teamed up to launch a campaign around FOMA, short for Fear of Missing Audience, which is a new variant of FOMO suffered by marketers and CMOS.

The campaign, launched in Fall 2023 and conceived by GUT, the Cannes Lion for Agency of the Year in 2023, surpassed 30 million impressions and included extensive PR, Media, and live events in Argentina, Brazil, and Mexico.

## 60 Second "Hero" Spot: FOMA



[Watch](#)

# Don't Miss Out

FOMO is a power motivator of human behavior. It's also a unique and memorable way to tell your brand story and to connect with your customers and your team.

Looking to drive engagement, sharpen decision-making, or create marketing that moves people? Let's talk!

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[www.patrickmcginnis.com](http://www.patrickmcginnis.com)

## Want to Know More? No FOMO Required



[How to Beat F.O.B.O., From the Expert Who Coined It](#)

[The Evolution of Friendship and FOMO](#)



[Your FOMO is Trying to Tell You Something.](#)



[How to Take the Fear of of FOMO](#)



[Do you take hours to make a simple decision? You may have Fobo](#)



[The Return of FOMO](#)



[Is FOBO Paralyzing the Democratic Primary?](#)