

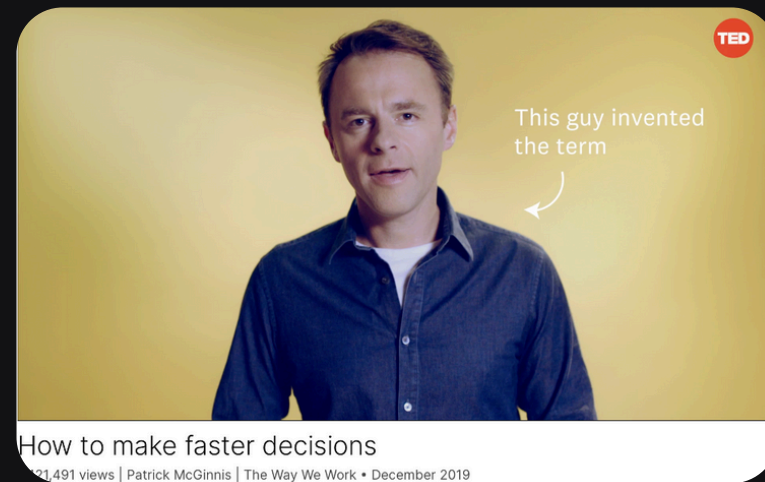
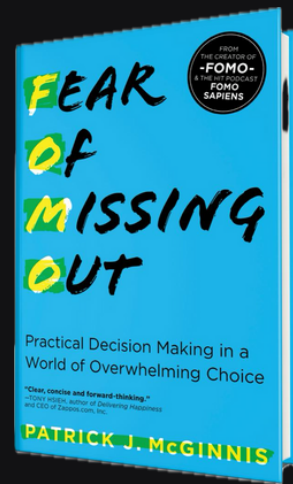
# Patrick J. McGinnis

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...



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

As a Harvard MBA with an extensive business track record, I have a unique ability to help businesses and brands craft persuasive messaging, use FOMO to drive engagement, and decode how FOMO drives human behavior. I do this by:

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

# The Psychology of FOMO

**The FOMO Persuasion Model<sup>TM</sup>**

	ASPIRATIONAL FOMO	NORMATIVE FOMO
	Intrinsic Motivation	Extrinsic Motivation
Cognitive Triggers	Social Proof Curiosity & Buzz Purpose	Comparison Loss Aversion Scarcity
Emotional Triggers	Fun & Novelty Community & Belonging Status & Achievement	Exclusion Loss of Relevancy & Status Urgency

The FOMO Persuasion Model is a strategic map of emotional triggers behind purchase decisions. Every product or message falls somewhere on this grid, and using this framework allows marketers to make sure it lands where it can best drive results.

Developed through years of research and informed by the latest thinking in clinical psychology, The FOMO Persuasion Model<sup>TM</sup> is a strategic framework I developed to decode how the Fear of Missing Out drives human and consumer behavior.

By mapping the 2 types of FOMO (Aspirational & Normative) to their underlying motivations and triggers, this model helps brands to ethically craft marketing and product strategies that drive tangible action, increase conversion, and build emotional relevance.

I work with companies to apply this model across positioning, messaging, go-to-market, and product experience, turning human psychology and the power of FOMO into a new lever for growth.



# Speaking: Keynotes for Global Audiences

[Click here](#) for a full overview of my speaking capabilities.

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:

## Signature Keynotes

- Mastering Persuasion in the Age of FOMO
- This is [Your Industry] on FOMO

## Marketing & Sales

- All Marketing is FOMO
- Don't Miss Out: Sales and the Power of Now

## Finance, Technology, & Entrepreneurship

- Fear, Greed, FOMO, and Financial Markets
- FOMAI: Fear of Missing Out on Artificial Intelligence & What to Do About It
- The 10% Entrepreneur: Building an Entrepreneurial Mindset Without Going All-In

## Leadership & Motivation

- The Paradox of Plenty: Decision-Making & the Fear of a Better Option





# Speaking: On Stage & In Action

## Select Past Engagements

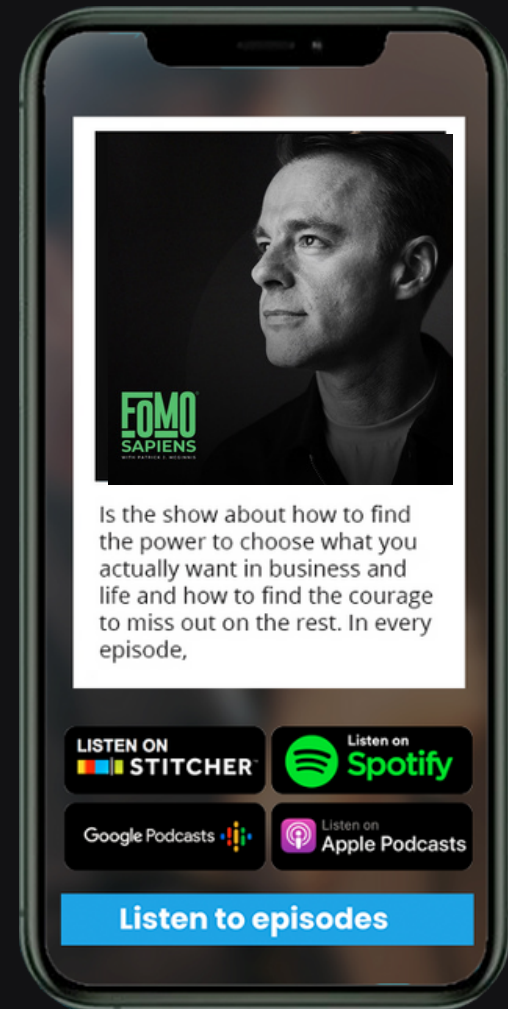


## Speaking Reel



Watch

# 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



# 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, this approach ensures audiences don't just notice a brand—they act on it.

Given my track record as an investor, entrepreneur, and executive, I speak the language of business in a way that breaks through with professionals and entrepreneurs.



A yellow poster with a grid pattern. At the top, the name "PATRICK MCGINNIS" is written in small black capital letters. Below it is a photograph of Patrick McGinnis sitting in a green armchair, wearing a blue suit. Underneath the photo, the text "FEAR OF MISSING AUDIENCE?" is written in large, bold, purple capital letters. Below that, in smaller black text, it says: "Supera el FOMA con data para impactar a las AUDIENCIAS más sofisticadas, influir en su comportamiento y llegar hasta el último click." At the bottom, there is a logo for "mercado ads" which consists of a blue circle containing a white handshake icon, followed by the text "mercado ads" in blue. Below the logo, a blue banner contains the text "Personas Reales. Impacto Real." in white. Data-bbox="802 250 986 882"/&gt;

# 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 Lions 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 powerful 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!

[patrick@patrickmcginnis.com](mailto:patrick@patrickmcginnis.com)  
[www.patrickmcginnis.com](http://www.patrickmcginnis.com)

## Want to Know More? No FOMO Required

The New York Times

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

[The Evolution of Friendship and FOMO](#)

The Atlantic

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

GOOD MORNING AMERICA

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

The Guardian

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

NEW YORK

[The Return of FOMO](#)

POLITICO

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