

FOUNDER OF SOTRUE MEDIA

Amy *Hartmann*

Good business happens in conversation.

BUSINESS STRATEGIST / CONVERSATION EXPERT / SPEAKER & GUEST



Experience *shapes the* conversation.

BACKGROUND

Business & marketing

Founder of multiple businesses, with experience spanning entrepreneurship, corporate marketing, integrated strategy, and real estate brokerage.

Academic perspective

MA in English; BA in English and Sociology. Former university instructor in communication theory, persuasion, conflict, and composition.

BIOGRAPHY & PERSPECTIVE

Good business *happens in* conversation.

Amy Hartmann is the founder of SoTrue Media, a business strategist, and a conversation expert whose work draws on more than a decade of building businesses and developing marketing strategies.

Across entrepreneurship, corporate marketing, and real estate, Amy has seen how relationships, positioning, and meaningful exchanges shape the way people make decisions and do business.

Through SoTrue, she brings that experience to business podcasting, helping founders turn their expertise into conversations that build recognition, trust, and demand.

Her academic background in English and sociology, along with her experience teaching communication theory, persuasion, and conflict, informs her broader interest in how conversations evolve across digital platforms and through AI.

> *A conversation can have continuity without being continuous.*

SHORT BIO FOR PODCASTS & PUBLICATIONS

Amy Hartmann is a business strategist, conversation expert, and founder of SoTrue Media. Drawing on more than a decade of building businesses and developing marketing strategy, she explores how conversations create recognition, relationships, and revenue. Her work connects business podcasting with a wider understanding of communication, human connection, and the changing role of AI.



INTERVIEW, PANEL & SPEAKING TOPICS

Open for discussion.

01 ## Good Business Happens in Conversation

How relationships, recognition, and revenue develop through meaningful exchanges.

02 ## A Response Isn't a Conversation

Why engagement is only the beginning, and what happens after someone answers.

03 ## Your Podcast Has Two Audiences

The recorded exchange and the listener's later experience call for different strategies.

04 ## From One-to-Many to One-to-One

How a message to thousands can begin a valuable conversation with one person.

05 ## Everyone Is Publishing. Who Is Listening?

The business value of genuine attention in an age of limitless content.

06 ## The Conversation Continues

How voice notes, email, and recorded media build connection across time.

07 ## AI, Communication & Human Connection

What automation changes about trust, listening, and meaningful exchange.

08 ## What Happens After Someone Replies?

Building a business that can receive, recognize, and develop real conversations.

CONVERSATION STARTERS

Questions worth *exploring.*

A few directions for an interview that moves beyond the expected talking points.

01

When does a conversation become a business opportunity, and how do you recognize that moment?

02

What do business owners misunderstand about the difference between visibility and authority?

03

How do we design one-to-many communication that invites meaningful one-to-one conversations?

04

What happens to trust when people can no longer tell whether a message came from a person or AI?

05

How should a podcast change when its purpose is to create demand rather than simply attract listeners?

06

What does the future of human conversation look like when machines can generate unlimited responses?

INTERVIEWS, SPEAKING & COLLABORATIONS

Let's talk.

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WEBSITE

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