

Gil-Ad Schwartz **Speaking Details**

I am available to speak in front of groups of all sizes and at all types of conferences, conventions, etc.

Currently, you have a choice of two 90-minute programs on the subject of direct-response advertising:

Program 1: **The Principles of Salesmanship**

In *Madvertising*, I list my 10 core principles of salesmanship.

These principles are the basis of all good ads. And, in this program, I'll show your audience how to use these concepts to sell themselves, their products and their causes. I'll share techniques usually reserved for my high end coaching clients, including...

- Henry David Thoreau's persuasion secret. It reveals what nearly all people are starving for... and will do anything to get. If you can correctly channel this one desire, you'll be able to sell to almost anyone. (By the way: this is also the number one reason why people have affairs. It has nothing to do with sex.)
- A subtle shift in phrasing that allows you to "sell" someone on the benefits of your offer... without triggering cynicism or resistance.
- How "alpha" pack animals assert dominance over the rest of the group. Because humans are social creatures, this method works for people too. It sets off a biological response that signals that you're the one in charge. (I'll show you how to do this in a socially acceptable way. There's no "chest thumping" involved.)
- 5 words that can make nearly anything you say sound believable.
- A list of 7 hidden addictions compiled by a persuasion expert from Texas. He called them "addictions" because these needs, when filled, all cause a rush of pleasure chemicals in the brain. The more you fire them off, the more people will crave your product like a drug.

And much, much more.

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**Program 2:
The Persuasion Blueprint**

I call it...

“The Persuasion Blueprint:
A 16-step advertising formula that can
sell almost anything to almost anyone.”

And it’s a beautiful thing:

$$\frac{\begin{bmatrix} r & c \\ a & x \end{bmatrix} \begin{bmatrix} d & h \\ g & e \end{bmatrix} \frac{w(s) + w(f)}{w(b) + w(n)}}{q(v - (p+i))}$$

I’m convinced the Blueprint is the best “persuasion system” ever devised – for three reasons:

- Because it’s the only system that takes into account the fact that people are different. I designed this formula to be flexible. That’s why it appeals to all personality types.
- Because it’s based on real science... including famous psychological research that goes back to the 1950s. That’s how it causes people to do what you want and love you all the more for it.
- Because it’s 100% ethical and honest. This formula isn’t based on tricks and manipulations. In fact, the opposite is true. It’s all about helping you get your points across in a way people understand on a deep level. So if you want to persuade correctly, this is how to do it.

I’ll show you, piece by piece, how to put together all 16 components of the Blueprint. The result is like a magic wand of persuasion. It’s easy... it’s fun... and most people are amazed by how it causes those around them to comply with their requests.

This information is available from no-one else. I know this because I created the formula – and I own the rights to it.

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Pricing

My speaking fee is \$27,700, paid in full in advance by check or wire transfer. This fee includes the presentation and any supplementary material I include (handouts, etc... but not technology).

If you'd like me to do:

- “Meet and greets” and/or general socializing...
- Autograph signing...
- Q-and-As or Hot Seats...

I'll be happy to do so at no additional charge. When you contact me, please tell me exactly what you have in mind.

In addition to my fee, my usual travel expenses apply:

Business class travel (international) and/or first class (domestic).
5-star hotel accommodation for the duration of my stay.
Taxi fares.

(Please note these do not apply if your event is held in or near London, UK.)

How to book

Please prepare a 1-page memo with the heading “SPEAKING” describing:

- The type of event.
- What the event is all about.
- Whether it is free or paid and, if paid, what the ticket prices are.
- The date on which you'd like me to speak.
- The location (please include city, state and country).
- The makeup and number of audience members.
- Which program and what extra activities (if any) you'd like.

Be sure to include your name, address, phone number – including all area codes – and email address. Send the memo to:

Gil-Ad Schwartz
340 S Lemon Ave #2911
Los Angeles, CA 91789

And I'll be in touch to confirm availability. *(Please note I cannot accept email enquiries regarding speaking engagements.)*

Sincerely,

Gil-Ad 