

Speaking Evaluation Form

(Send a summary to the meeting planner afterward)

Say thanks

Thank you for your attendance and your interest! We would appreciate it if you could take just a moment or two to share your candid thoughts. Thank you, in advance, for your help.

Did you solve their problem?

1. The one thing I want to put to work in my business immediately:

Use their words to describe your programs

2. If you were going to describe this program to a friend or another business owner, what would you say?

What makes you memorable

3. The part I liked best was: _____

Circle your rating of the presentation

| | Low | | | High | |
|---------------------|-----|---|---|------|---|
| Jerry's delivery | 1 | 2 | 3 | 4 | 5 |
| The overall program | 1 | 2 | 3 | 4 | 5 |

Why a Meeting planner will let you do this

Please give us insight on which programs you would like to see Jerry present in the future:

This gives you a talking point for a return engagement

- Instant Brand** *crafting an unforgettable brand*
- The Trust Goldmine** *turn contacts into con*
- New World Networking** *networking to build business with nonstop referrals in the digita*
- Suggest a topic** _____



Jerry Fletcher
**Consultant
Marketing
MASTER**

Approval to use their name in quotes

May we use your comments?

Signature _____

e-mail _____

Organization _____

Keep looking for another stage!

Suggestions for whom Jerry should contact about presenting:

Name _____ Title _____

Organization _____

Phone _____



8500 SW Curry Drive Unit B
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503 957-7901

Speaker One Sheet Example

Headline based on their problem

Presentation

Logo (if you have one)

Photo shows big event experience

Attendee testimonial

Who/What it is for

Speaker bio

Caption: Planner testimonial

Concrete examples of expertise

How to answer the most commonly asked question in America:

What do you do?



One satisfied attendee said, **"Invest thirty golden seconds in each meeting for the life of your business!"**

This strategic marketing formula has been applied successfully for established consultants, business start-ups, repositioning companies of all types, high-tech launches, software sales increases as well as new product and service intros.

Jerry Fletcher is the CEO of Z-axis Marketing, Inc. a Professional Member of the National Speakers Association (NSA) since 1993, a Certified Professional Consultant since 1990 as well as author of 3 books.



This business development expert has:

- Raised over \$500,000 for a start-up in 17 days
- Increased the Q1 sales of a consulting firm by over \$1.2 Million with a single suggestion
- Increased a power software company's sales by 400% in 18 months by "tweaking" their Contact Relationship Management system.
- Stopped counting successful product and service introductions at 207.

...defining your future clients— why you are their solution... priceless!

President, Pixelgigs

No more elevator speeches!

Think your "elevator speech" is ugly? Do you find it almost impossible to deliver?

You don't have to.

30-Second Marketing is an interactive romp that shows you how to turn that dreaded commercial into a pleasant conversation that brings customers to you.



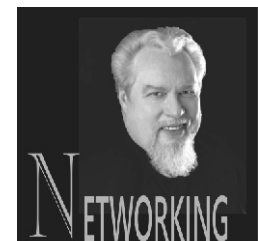
Explaining "Confianza," Spanish for Trust in Bogota, Colombia.

You will learn:

- How to stop lurking in elevators and make people come to you.
- How to craft a powerful answer to the question, "What do you do?"
- How to make yourself stand out from the crowd
- How to Hook 'em, Hold 'em, Pitch 'em and Close 'em
- Why a conversation is better than a commercial
- Why your social media presence needs to tell the same story...every time.

A partial list of organizations that have profited from Jerry's experience

ABC Investing ♦ ADC Kentrox ♦ ASTD ♦ Alloy Red ♦ Automobile Service Association ♦ American Marketing Association ♦ APS ♦ Association of Accounting Marketing ♦ Association of Home Businesses ♦ Association of Legal Administrators ♦ Bank of America ♦ The Bentley Company ♦ Biamp ♦ Bravo! ♦ Bronson, Leigh, Weeks ♦ Business Printing ♦ The Center for Estate Planning ♦ Computer Consultants of Oregon ♦ Conquest ♦ Creative Media Development ♦ Country Grains ♦ Digimarc ♦ Duckadance ♦ ESA ♦ Estate Profiler ♦ Executive Finance ♦ Executive Officers Club ♦ Financial Planning Association ♦ Floating Point Systems ♦ Froggletog ♦ Geffen Mesher ♦ Graphic Media ♦ Hamers & Okawa ♦ Hastings & Humble ♦ Hillsboro Area Chamber of Commerce ♦ Hoffman, Stewart & Schmidt ♦ Institute of Management Consultants ♦ International Association of Career Management Professionals ♦ Leo Law Offices ♦ Lewis & Associates ♦ Massage Temps NW ♦ McGee Financial Group ♦ Meetings Ahoy ♦ Metro RV Dealers ♦ Meeting Planners Int'l ♦ Nan Scott Studio ♦ National Association of Purchasing Managers ♦ National Association of Professional Organizers ♦ NW Coaches Association ♦ NW Concrete Pipe Association ♦ Opt Up ♦ Northwest Airlines ♦ Oregon Business Travel Association ♦ Perkins & Co. P.C. ♦ Pearson Financial ♦ Pentax ♦ PGE ♦ Portland Area Business Association ♦ Portland Business Alliance ♦ Portland Oregon Visitors Association ♦ Puppo Insurance ♦ Realtor Commission Advances Now ♦ Ron Frey ♦ Sales & Marketing Executives International ♦ Rosen Brown Direct ♦ Seaberg Company ♦ Selling Smart ♦ Sensible Coaching ♦ Softboard ♦ Sprint PCS ♦ Summer Financial Group ♦ Tektronix ♦ The Alternative Board ♦ Three Cottage Lane ♦ UniTrek ♦ U.S. Bank ♦ U. S. Department of Energy ♦ Virtual Aviation ♦ Voice Stream ♦ Wavefront ♦ WBH Financial Services ♦ Wilsonville Chamber of Commerce ♦ Wing Ventures ♦ Young & Roehr



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The underlying problem it solves

Caption: Shows intl experience

Top: Who you have worked with

Copy notes Key takeaways

Bottom: Logo & Contact info