



Afraid to introduce yourself?

Uncomfortable with that Elevator Pitch everyone tells you have to have? Trying to figure out to build your business and your brand while you do the work?

Answer the question, "What do you do?" so they can't forget you.

This secret formula has been shared one on one with elite consultants and coaches from Singapore to Spain to take them up a notch.

Close 'em and assure ongoing referrals using your WHYos

Key attendees get a free WHY.os discovery and, if they are willing, a hot seat to make them more memorable.

The takeaways are:

1. How to become and stay **Memorable** in the 3 seconds the world gives you these days.
2. Using your WHYos to craft the words to make you **referrable**.
3. What it takes to become **Legendary**. Jerry tells you what it takes to achieve that unique position.



Explaining "Confianza," the Spanish word for Trust, while keynoting a CRM Conference in Bogota, Colombia.



When he suggested I identify as the Defogger & Accelerator

I thought he was nuts!

Then I tried it.

Everybody gets it. Nobody forgets it.

And it Tripled my Revenues

Jim Grew, President, The Grew Co.



"You joined us for a virtual keynote just 2 days after we asked."

You had me on the edge of my seat from start to finish."

Andy Audate, Founder Progression Conference

Research-driven
Experience-based
business development
for Independent
Professionals.

30 Second Marketing

How to go from Nobody to Somebody in a heartbeat



"You're Fired"

Those words are the reason I became a marketing consultant in 1990. I was an Ad Agency CEO

when my board and I agreed to disagree. Like every right-sized, down-sized or otherwise senior executive forced out I had to quickly determine how I was going to overcome the rollercoaster syndrome of the consulting business.



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You want to change the World? Discover your WHY & Put 30-Second Marketing to work for you

An example of 30-Second Marketing at work.

This is the self-introduction and follow-up that put my daughter through College and 2 PhDs.

Intro (Hook): *"I'm Jerry Fletcher. I run Z-axis Marketing. We build web sites that make rain."*

Interested folks would nod and ask for more.

Hold: *"You know how since your niece or nephew went off to college you can't get anybody to make changes in your site?"*

Still nodding? Go on.

Pitch: *"Well what we do is build you a site that you can change all the pictures and words on but we'll fix it so you can't mess up the navigation."*

Close: *I've done this now for a lot of folks just like you. Like to know more?*

These days I close with the exact words I got in my WHY Discovery: *"I believe that success happens when we find a better way and are able to share it."*

Jerry Fletcher is CEO of Z-axis Marketing, Inc. a professional member of NSA since 1993, a Certified Professional Consultant as well as author of three books, seven audio programs and multiple tools for Consultant marketing.



He is an expert at Trust-based business development who has:



- Raised over \$500,000 for the start up in just 17 days and named Digimarc
- Increased the first quarter sales of a consulting firm by over \$1.2 Million with a single suggestion
- Grew a power software company's sales by 400% in 18 months by "tweaking" their CRM system
- Shown a subscription based software developer how to build his business through speaking. (he sold it for north of \$7 Million two years later).
- Tripled a Leadership consultant's revenues in one year.
- Crafted unique Trust-based brands for 143 elite consultants (at last count)
- Stopped counting successful product and service introductions at 207

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**Consultant
Marketing
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A partial list of organizations that have profited from Jerry's experience:

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** **Bad Wolf Community** **Biamp Business Printing** **The Center for Estate Planning** **Computer Consultants of Oregon** **Conquent** **Creative Media Development** **Digimarc** **ESA Executive Finance** **Founders & Mentors** **Geffen Mesher** **Graphic Media Hamers & Okawa** **Hoffman, Stewart & Schmidt** **International Association of Career Management Professionals** **Leo Law Offices** **Lewis & Associates** **McGee Financial Group** **Metro RV Dealers MPI** **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** **Portland Area Business Association** **Perkins & Co. P.C.** **Portland Executives Association** **Pearson Financial** **Pentax PGE Sales & Marketing Executives International** **Rosen Brown Direct** **Seaberg Company Sprint** **PCS Sumner Financial Group** **Tektronix** **UniTrek U.S. Bank** **U. S. Department of Energy** **Voice Stream** **Wavefront** **WBH Financial Services** **Wing Ventures**

Speaker Demo

<https://vimeo.com/487642137>

Call Today
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