

The

WHY[®] of PERSONAL BRAND

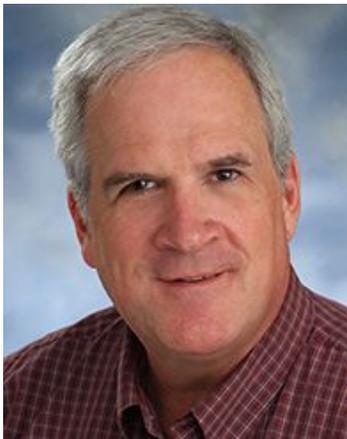


“Introducing me to the WHYos changed my life! Putting it to work in my practice brought me bigger budget clients signing on for the long haul faster than ever before.

Charleen Norman,
Founder, Bullet Proof Consulting



Explaining how the power of the “Right Words” can make you memorable during a Keynote for entrepreneurs in Las Vegas.



Frank McShane,
Founder, Square Peg Consulting.

“Jerry is my go to guy for all my marketing on and off line.

‘Not only does he have the experience to build a business development machine for consultants that gets results, he stays ahead of the curve on the changes in marketing. The best part is he can explain those changes so you understand them and give you data-based reasons for his recommendations positive or negative.’

Elevator pitches don’t work.

Slogans won’t get it.

Without the power of a Personal Brand you can’t be memorable or profitable.

Brand You draws people to you. You become magnetic.

Your personal brand based on your WHYos gives you the right words to explain:

- Your passion
- Your core purpose
- Your way of doing things

With this insight you’ll be able to connect more deeply with all the people that matter to you.

Discover your WHY in this fast-paced presentation.



Jerry Fletcher
Consultant Marketing MASTER



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These are the words that open this life-changing presentation:

Let me tell you about a secret voice

Not my voice but the one inside you

The one that whispers

It tells you what's right
And what's not
When to act
And what to do

It's not Shakespeare

Actions are it's words

Your inner voice, your WHY Gives it to you straight

Tells you who your real friends are
When to say yes
When to say no

Whether the person sitting next to you is the one you want to connect with for the rest of your life

Or not

Sometimes that voice is crystal clear

Go
Stay
Right
Wrong

Sometimes it merely whispers

Don't let it get drowned out
By a noisy world because in the end

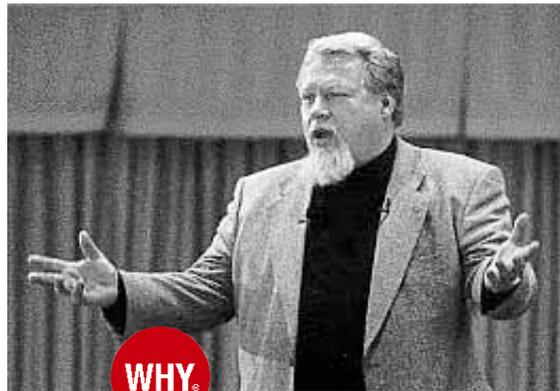
The steadfast voice of your Why is what's right for you

Always Trust
Your WHY, your inner voice

Get a FREE WHYos Discovery to hear the words that resonate in you, your Why, your How and your What.

Weave Your Passion, Your Purpose and Your Discovered Why Into Your Unique Brand You

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



WHY
CERTIFIED This keynoter is an expert at Trust-based business development. His "Better Way" Processes have:

- Raised over \$500,000 for a start up in just 17 days (Digimarc)
- Increased the first quarter sales of a consulting firm by over \$1.2 Million with a single suggestion
- Introduced the WHYos and changed the direction of a consulting firm generating 5 new clients in 30 days.
- Shown a subscription based software developer how to build his business through speaking. (He sold it two years later for north of \$7 Million).
- Tripled a Leadership consultant's revenues in one year with 30-Second Marketing.
- Crafted a product incorporating the WHYos to inject your Brand into your Linked In profile in one evening
- Stopped counting successful product and service introductions at 207

Jerry Fletcher
Consultant
Marketing
MASTER



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 Why Institute Wing Ventures

Speaker Demo
<https://vimeo.com/487642137>
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