

5 Reasons to have Robert Gerrish speak at your next event

1. You're after a small business specialist
2. You prefer practical tools to fluffy theories
3. You'd like your audience engaged & enthused
4. You want an event that's memorable
5. You seek lasting professional development



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“Robert pretty well heads my list of preferred speakers when it comes to events for small & home-based business owners. Not only are his topics ideal and his style well suited, his profile ensures a healthy attendance.”

David Baumgarten,
Clearly Business, Sydney, NSW

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“Right from the outset of Robert's presentation you could tell he was making connections with the people at our national conference. They tuned in very quickly and stayed tuned in.”

Colin McKeown, President,
Accredited Professional
Photographers Australia

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“We retained Robert to present at ten of our State Professional Development Days addressing audiences of between 50 to 350 mortgage brokers. His ability to generate discussion, hold the attention of the room and share highly relevant and practical business ideas was very impressive. His work has done much to reinforce the image of our company.”

Mark Haron, CEO Finance
& Systems Technology (FAST),
Perth, WA



Hello, I'm Robert Gerrish and over the next few pages I'd like to demonstrate how I could add value to your next event.

My presentation style is upbeat and engaging. I speak *with* rather than *at* audiences, inviting commentary and participation. This characteristic makes my work particularly appealing to franchise groups, professional associations and organisations

looking to cultivate an integrated, supportive community.

My topics, while fresh and innovative, rely on proven strategies. If you're after motivational hype, whiz-bang powerpoint and streams of jargon, I'm probably not the speaker for you!

Robert

A presence in the marketplace

- Author of *Flying Solo - How to go it alone in business*, co-authored with Sam Leader and published by Allen & Unwin. Into reprint in under a year.
- Over 130 articles published across News Limited titles, Dynamic Business, Marketing, My Business and countless regional and national newspapers, magazines and newsletters.
- Author of a weekly email newsletter with more than 11,600 subscribers.
- Invited to speak at 80+ events since 2003, purely by word-of-mouth referral.



"Thank you Robert – your presentation was exceptional...and I found it very funny also...always a bonus I think."

Rosalie Dawne, Business Consultant,
Adelaide, SA

Position, position, position

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"Robert struck a chord with everyone who attended. A week later, I am still getting participants coming back to me with positive feedback."

Lyn Eckersley, Small Business
Answers Officer, Nowra, NSW

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"I wanted to pass onto you feedback regarding your presentation. It was unanimously well received, both in content and delivery. In fact your style meant you got more willing interaction than I usually see. Congratulations on a great presentation."

Mark Wayland, National Speakers
Association of Australia.

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"Thank you for the wonderful series of presentations you did in the Northern Territory recently. I would encourage any small business operator to attend your presentation."

Jack Hughes, Manager
BEC Darwin, NT

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"Robert Gerrish has spoken at a number of our State member events, a couple of the Federation's International gatherings and at our 2005 Regional Conference. The knowledge he imparts and the manner in which he does so, has been well received by novice and accomplished coaches alike. He is engaging and informative."

Josie McLean, Past President,
International Coach Federation,
Australasian Region.

A sought-after commentator

Robert Gerrish has appeared on ABC '4 Corners', Channel 9's 'A Current Affair', ABC Radio & 2UE. He's been a guest on Qantas 'Radio Q' and is resident coach on 'Business Break' – a show transmitted throughout Australia by the Community Broadcasting Association.



"Your presentation was absolutely riveting, relevant and impressive. Hopefully I will have the delight to experience your work again."

Paul Restor, Financial Planning
Consultant, Sydney, NSW

"Valuable tools, quality discussion and really practical stuff. Thank you."

Steve Drury, Business Consultant,
Batemans Bay, NSW

Praise for Flying Solo, authored by Robert Gerrish & Sam Leader

"If you're on your own, and not sure what's up next, read this book and wake up to the possibilities it presents. Good job, Robert & Sam!"

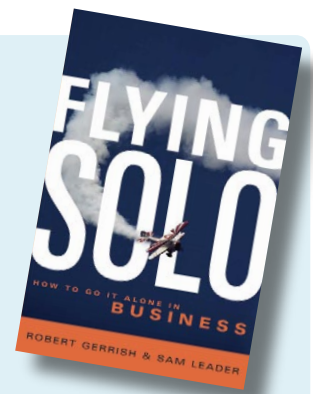
Michael Gerber, author of The E-Myth

"Packed with sound advice and written with a light touch, Flying Solo is a breath of fresh air for anyone trapped in career hell. A stirring and sane manifesto for working – and living! – better in the 21st century."

Carl Honoré, author of In Praise of Slow

"Flying Solo is an outstanding guide to venturing out on your own. Prepare to take notes!"

Dan Pink, author of A Whole New Mind and Free Agent Nation



"Thank you so much for your presentation, you have a lovely informal, entertaining and genuine way of delivering your ideas..."

Tracy Smithson, Composer & Musician, Perth, WA

Talk topics

How to start and spread a Referral Virus

Everyone loves word-of-mouth referrals and yet less than 5% of independent business owners do anything proactive about generating them.

This presentation looks at the importance of referrals, who they come from (and why) and explores how to generate more.

Talking powerfully and confidently about your work and making the best use of networking as an effective marketing tool are shown to be the keys to success. Delegates learn to develop these skills and open doors to added opportunities.

Other specific areas covered include:

- The value of a statement that talks clearly about what you do
- The importance of recognising who you should really do business with
- How to create a referral virus that will lead to potentially endless new business leads

The presentation concludes with a tool that each person can apply to their business and an action plan to start the ball rolling.

Work less. Achieve more.

There's a myth in the world of business that if you're not working extremely hard, you're not really working at all. Dispelling this line of thinking, this presentation explores a way of working that focuses not on how much you do, but what you do and how you do it.

Referencing the wisdom of the Dalai Lama, Stephen R. Covey and others, the audience is left in little doubt regarding those things that steal their time and mess with their concentration.

Through interaction and involvement, delegates leave with a new plan of working that will see more achieved in less time.

Notable outcomes of this talk include:

- A clear understanding of what you need to be doing more of away from work
- Clarity regarding how to work at your 'most effective best'
- An understanding of what steals focus and time and what to do about it.

Getting it right! – The 8 essentials of a successful business

Just how prepared to fully embrace success is the average person? In this presentation the habits & behaviours of a successful business are explored through analysis and discussion of eight winning characteristics.

Using analogy and storytelling, audiences will learn how small things make a big difference; why some strategies work and some don't; and what it takes to attract and retain ideal clients.

Through the course of this presentation, participants are invited to measure their current performance – an exercise that leaves little doubt regarding what's working and what isn't.

Key learnings:

- How bingeing applies to business and why it's not good
- Why procedures are both essential and liberating
- The importance of listening and the impact this has on customer relationships and marketing

The talk concludes with a simple self-assessment and action plan.



All talks are generally of 45 minute duration.



Minimal technical requirements: A lapel microphone, flipchart & Texas.



Be aware: Passionate speaker.



Heightened awareness & new ideas guaranteed.

Choosing the ideal talk for your audience

"We were amazed at how Robert's presentation stirred up our group of business owners. Breakfast meetings are not usually so high-energy."

Alan Amezdroz, ISBEC, Adelaide, SA

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"Our membership are independent consultants who work with some of Australia's largest corporations. Robert's presentation was extremely well received. At the close, participants were asked to comment on Robert's skills and quality of content. Robert received top marks. Pretty impressive from a group of fellow presenters!"

Walter Schwalbe, Institute of Management Consultants, NSW

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"One of the members of my Women in Business networking group commented that Robert's presentation was the best we'd had. I'd say she was right."

Linda Echentille, Ballina/Byron BEC, NSW

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"Thank you for being a wonderful MC at the launch of Home Based Business Week. Feedback forms from the launch and workshop you delivered have been received and the results were excellent... 100% were satisfied that the content will be useful to their business... I look forward to working with you in the future."

Jillian Hartley, Manager Small Business Programs, NSW Department of State & Regional Development

The table below should help you select the right topic. If in doubt, let's talk!

	How to start and spread a Referral Virus	Work less. Achieve more.	Getting it right! – The 8 essentials of a successful business
Independent business owners	•	•	•
Service industry	•	•	•
Franchisees	•	•	
Established businesses	•	•	•
Start-ups	•		•
Corporate managers		•	
Hungry for marketing techniques	•		
Too much working in not on the business		•	

FAQ:

What's your availability?

What's this going to cost me?

Can we discuss a block booking?

Will you talk for longer?

Answers to these and any other questions are moments away.

Please call me direct on (02) 9337 2600

or email me: robert@gerrish.com.au

or visit me on the web:

personal site: www.robertgerrish.com

flying solo community: www.flyingsolo.com.au



ROBERT gerrish
• COACH • WRITER • PRESENTER