

*Note to Introducer: Please read this introduction exactly as written. It relates directly to some points Jim will cover.*

## INTRODUCTION

**Our speaker today is the founder and CEO of Cathcart Institute, Inc. a team of motivational and sales experts based in Southern California. His television shows are seen each week on Motivation.tv, and iLearningGlobal.tv and his *Relationship Intelligence Blog* is read worldwide. He's an advisor to the Schools of Business at Pepperdine University and California Lutheran University. He has written 15 books including 2 best sellers, Relationship Selling<sup>™</sup>, and The Acorn Principle<sup>™</sup>. In the year 2000 the e-book edition of The Acorn Principle was the #2 national best-seller out of 2,000 titles. (Pause) Stephen King was number one.**

But there is another side of our speaker, which is even more interesting . . .

He is also a:

- Rock & Roll Singer & Guitarist
- An avid Motorcyclist
- A mountain trail runner
- Psychological Researcher

And has been an:

- Association Executive
- Bill Collector
- Automobile Salesman
- Banker
- Insurance Agent
- Director of Training
- Meeting Planner
- And an Internet-Business Owner.

He may not be able to hold a job . . . (Pause)

But I hear he can really hold an audience.

Let's welcome - **JIM CATHCART!**