

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. 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[™], and The Acorn Principle[™]. 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!**

07/11