



Bio of Sam Horn

Sam Horn is known as America's Intrigue Expert.

She is an award-winning communication/creativity speaker and consultant with a 20+ year track record of results with an international clientele including Young Presidents Organization, ASAE, Hewlett-Packard, NASA, National Governors Association, KPMG, Boeing and Intel. She was one of the top-ranked speakers (with Tom Peters, Tim Ferris and Jim Collins) at INC.'s annual 500/5000 convention. A partial list of credentials includes:

* **Top-rated speaker at two International Platform Association conventions.** Meeting planners and audiences praise Sam's presentations for being inspiring and full of innovative, real-life ideas they can use immediately to reap real-world results. As Jessica E. Bassett, VP, Legg Mason said, "Having planned numerous conferences over the past

15 years, I have experienced the gamut of presenters. Without a doubt, I can confidently state that Sam Horn's talent rests among the best. I have witnessed an immediate difference in our attendees following her sessions that is nothing short of amazing."

* **In-Demand Consultant.** As the originator of the POP! Process, which Seth Godin calls "revolutionary," Sam has helped thousands of entrepreneurs and organizations crystallize attention-grabbing ideas that helped them break out vs. blend in. As John Jantsch (Fortune's #1 blogger on small business) said, "Sam is a seriously creative thinker who has taken what, for some, is mind-boggling work and **turned it into a system on how to create memorable names, core marketing messages and slogans.** She's created a wonderful set of tools to help you construct one-of-a-kind ideas."

* **A respected author of 6 books from major publishers** which have been favorably reviewed in *Publishers Weekly*, *Chicago Tribune*, *Washington Post* and *Investors Business Daily*. Her most recent book **POP! Create the Perfect Pitch, Title and Tagline for Anything** introduces 25 original techniques on how to intrigue anyone in anything in 30 seconds or less. It is endorsed by Jeffrey Gitomer, (*Little Red Book of Selling*) and Ken Blanchard (*One Minute Manager*) who said it is an, "Inspiring guide to getting heard, getting remembered, and getting results."

* **An in-demand media resource** who's been interviewed on MSNBC, WGN, NPR, BusinessWeek.com and on every major network including *Jay Leno's Tonight Show* and *To Tell The Truth*, where she and her *Tongue Fu!®* team stumped the panel. Her work has been featured in *Readers Digest*, *Investors Business Daily*, *Chicago Tribune*, *Smart Money* and *Washington Post*.

* **Official Pitch Coach for Springboard Enterprises** which has helped women entrepreneurs receive more than \$4 billion in venture capital.

* **Originator of trademarked communication process.** Sam created *Tongue Fu!®* which *Executive Book Summaries* said is "a gold mine for anyone who deals with the public; Sam Horn has added to the legacy of ideas on how to deal with people left by Benjamin Franklin, Abraham Lincoln, and Dale Carnegie." The *Tongue Fu!®* book has been sold around the world in 17 countries.

* **16-time Emcee of the world-renowned Maui-Hawaii Writers Conference.** Sam has worked alongside many of the world's most famous authors, screenwriters, agents, editors and directors including Mitch Albom, Frank McCourt, Ron Howard and Jacquelyn Mitchard. She is thanked in hundreds of books by grateful authors who say, "I couldn't have done it without you."

Descriptions of Sam Horn's Presentation Topics



Author - Speaker - Consultant

POP!

When you can do a common thing in an uncommon way, you will command the attention of the world." - George Washington Carver

In today's rush-rush world, you've got 30 seconds to get people's favorable attention. Do you know how to get people intrigued in what you have to say?

Sam Horn, the author of *POP!*, (which Seth Godin calls "revolutionary"), has studied the art and science of intrigue for 16 years. She reveals uncommon, "I can use that today" ways to get people's eyebrows up (a sure sign you've piqued their curiosity). You'll love her laugh-out-loud anecdotes, thought-provoking quotes and inspiring before-and-after success stories. Bring a priority project so you can immediately strategize how to have people at hello, win buy-in to your ideas, and motivate people to say "Hmmm, that's interesting. Tell me more."

POP! Your Business So It Makes More Money

"It's not enough to be the best at what you do, you must be perceived to be the only one who does what you do." - Jerry Garcia

In this tough economy, businesses can't afford to blend in and wait for customers to find them. Discover innovative ways to stand out and increase profits by:

- attracting free media attention and national visibility and name recognition
- developing attention-grabbing titles and taglines for services & products
- creating a Tell 'n Sell Elevator speech that turns people into word-of-mouth ambassadors because they remember what you do
- Identifying a P.O.D. (Point of Distinction) that distinguishes you from competitors so you don't look and sound like everyone else

Discover why this was one of the top-ranked sessions at Inc. Magazine's annual 500/5000 conference featuring Seth Godin, Tom Peters, and Jim Collins and Tim Ferris. These "That's interesting and I can use it today" techniques can make your business, product and service one-of-a-kind vs. one-of-many so they break out vs. blend in.

Tongue Fu!®

"People treat us the way we teach them to treat us." - Jack Canfield



Author - Speaker - Consultant

Does your mouth have a mind of its own? Would you like to know what to say when you don't know what to say? Would you like to learn how to keep your cool and deal with difficult individuals – without becoming one yourself?

If so, you're in the right place. We're taught math, science and history in school; ironically, we're not taught how to think on our feet so we can communicate in a way that actually prevents conflicts and produces cooperation.

Sam doesn't waste time on platitudes that don't work in the real world. She shows exactly what to do and say when faced with the top communication challenges we face every day – whether that's handling complaints, resolving arguments, saying no, dealing with a non-stop talker who won't listen, or giving bad news.

If you want to know how to get along better with just about anyone, anytime, anywhere – if you want never again to be tongue-tied or tongued-twisted, you'll love Tongue Fu!® which *Executive Book Summaries* says "is a gold mine for anyone who deals with the public."

Got Clout? Increase Influence, Respect and Results

"Never change a winning game; always change a losing one." - Vince Lombardi

Do colleagues and decision-makers listen when you talk? Defer to your point of view? Put you in charge of projects? Would you say you have clout (the ability to command respect and get things done)? Would your peers?

Sam doesn't tip-toe around elephant-in-the-room issues. She's interviewed executives from a variety of industries and asked them, "What are women professionals doing that undermines their effectiveness?" The resulting tell-it-like-it-is revelations will cause you to: re-evaluate how you're perceived by others and rethink how you can increase your clout and impact – on and off the job.

Discover why Intel asked Sam to present this as a world-wide webinar for their employees, and why it was one of the top-ranked sessions as the Invent Your Future Conference in California.

Got Concentration? Focus for Success

"Opportunity knocks. People barge right in." - office poster



Author - Speaker - Consultant

Are you being asked to do more with less? Do you have so many priorities competing for your attention, you don't know which to focus on first? Do you work in a distracting office with constant interruptions? Has your get-up-and-go got up and left?

Join the club. The good news is, after 20 years of researching, speaking and writing on the topic of concentration, Sam Horn knows it is a *skill* anyone can acquire. In this fascinating session, Sam shares innovative ways *anyone* can use to focus and maintain attention – no matter what. Discover why Stephen Covey says Sam's approach to concentration is "Thought-provoking and fascinating." You'll see an immediate improvement in performance, productivity and peace of mind as a result of using her insights on how to make your mind . . . mind.

Got Courage? What's Holding You Back?

"It's never too late to become who you might have been." - George Eliot

Are you where you wanted to be at this stage of your life? Do you know you're capable of more, but something – you're not sure what - is holding you back? Or are you not sure what you want, you just know it's not *this*?

The good news is, you can create the personal and professional life of your dreams by acting on the inspirational insights shared in this motivational keynote. Hear about people just like you who turned their life around and created a rewarding, meaningful existence they once thought impossible. Discover why Sam's unique approach to how to develop the courage and confidence to go where you want, when you want and meet whom you want has been endorsed by Rabbi Harold Kushner as a "fountain of good advice" and why it was featured in *Readers Digest*.