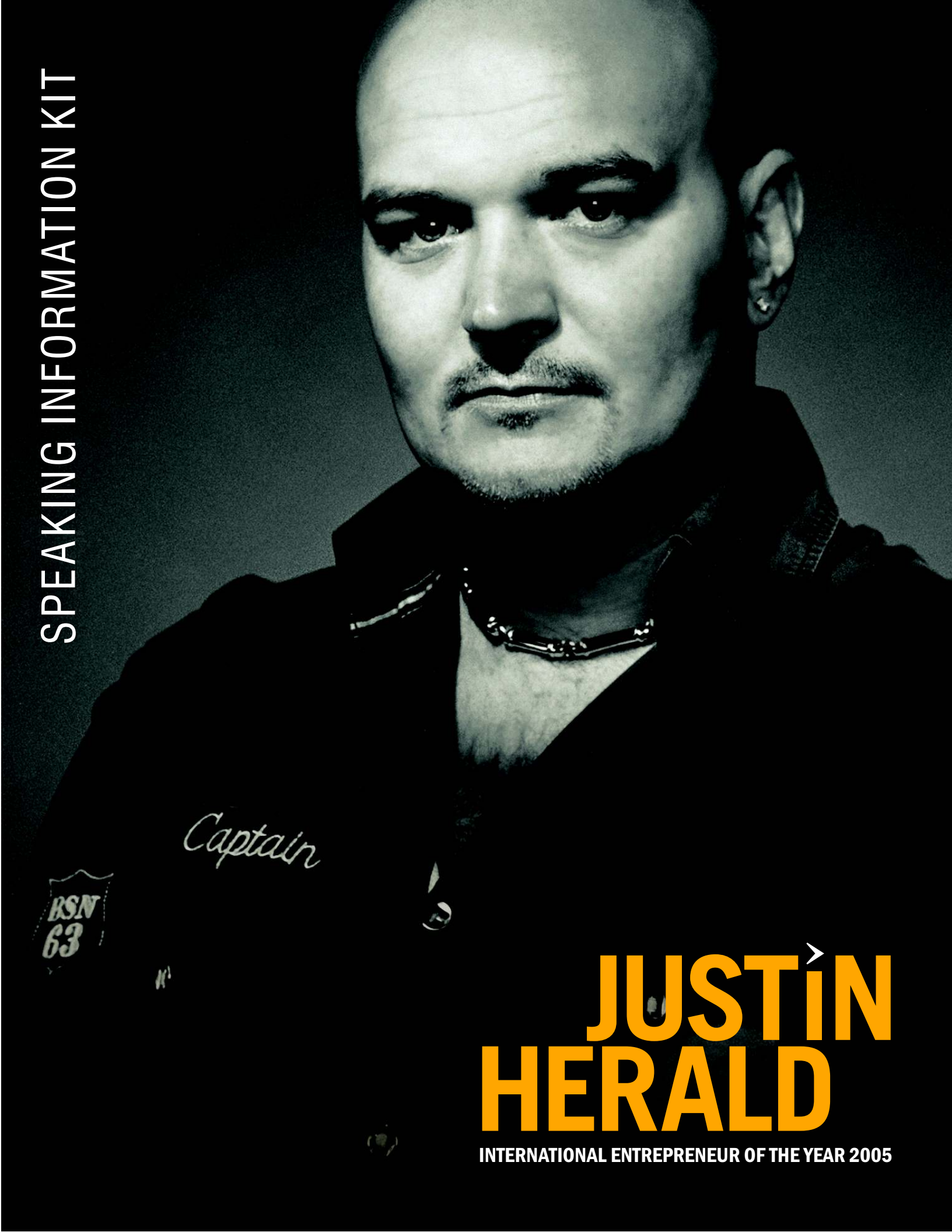


SPEAKING INFORMATION KIT



JUSTIN HERALD

INTERNATIONAL ENTREPRENEUR OF THE YEAR 2005



Contents

Event Success!	3
Background.....	3
Majorly Motivating	4
Testimonials.....	5
Speaking Topics.....	6
10 Reasons why you should invest in Justin for your event	7
Product List.....	8

Justin Herald can help make your event a HUGE success!

“It’s a business fairytale...” voyeur, June 2003

From \$50 to \$20 million



Justin Herald turned a business he started with \$50 into a \$20 million empire in just six years.

At age 25, Justin was told he had an Attitude problem. Instead of being put out by this comment he decided to start his own business.

Armed with his Entrepreneurial flair and his last \$50, Justin printed a few t-shirts with the slogan “ *In the end it’s all a matter of Attitude*” and sold them to his mates. With the money he made he repeated the process until he had enough to sell to a retail outlet.

His lateral thinking and innovative actions turned the \$50 into a multi-million dollar company.

Attitude Incr® was sold in over 3,500 stores throughout Australia as well as overseas, and was globally licensed to hundreds of products ranging from Philips stereos to boxer shorts.

“Australia’s brightest marketing success story...” Sydney Morning Herald

Retired at age 33, Justin Herald is now one of Australia’s most exciting motivational speakers. Justin talks to leaders and staff about achieving their full potential. He provides expertise to businesses and individuals looking for advice from a proven market leader! He is highly regarded as one of Australia’s leading Entrepreneurs and is embraced by many as they take motivation from his inspiring success story.

“I have had the opportunity to see many motivational and business speakers... After hearing you speak all I can say is "WOW". You give true meaning to the words inspiration and motivation.” Peter Sweep

Justin Herald motivates the motivated! You will not be disappointed!

Justin Herald is Majorly Motivating

This dynamic businessman believes *“you’re not successful until you help other people reach their goals”* (*The Age*, June 2003).

This philosophy, together with the demand for Justin to present, has led him to focus his attention on professional speaking. Justin’s calendar is full with corporate and public speaking engagements and he is now considered one of Australia’s most exciting motivational speakers.

*“..Justin really impressed the audience with over 65% rating
Justin as their favorite speaker out of four.”
Reuben Buchanan, Wealth Creator Magazine*

With such a high profile, an incredible story and an inspiring message, Justin Herald can help make your conference, lunch or seminar a sellout!

Consider this...

- **Huge profile** – with Justin’s huge profile comes huge demand to hear him speak.
- **Phenomenal interest** – from \$50 to multi-millionaire within six years. The interest in what Justin has to say is tremendous!
- **Relevant, edgy, enormous credibility** – he hasn’t only been there and done it, he is still doing it.

Justin Herald provides a vast array of speaking topics, from “The Attitude story” to “The 3 A’s of Opportunity” to “Learning form Fish” and the list goes on.

Justin can tailor his speech to meet your exact needs and blow your audience away! He will put bums on seats.

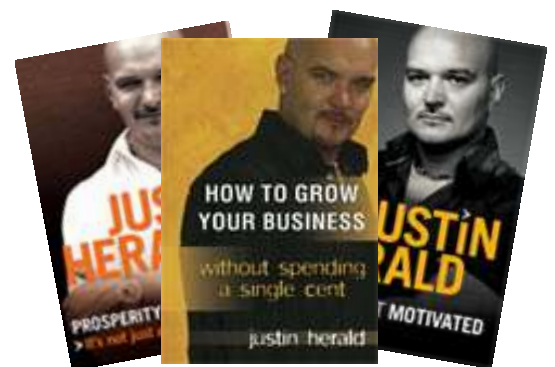
Can Justin help ensure the success of your event? You better believe it!

What else does he do?

International Best selling author –

1. **Would you like Attitude with that?**
2. **What are you waiting for?**
3. **It’s all a matter of Attitude?**
4. **How to grow your business without spending a single cent.**
5. **Prosperity on Purpose**
6. **Get Motivated**

1. Writes a feature column in numerous Australian papers and magazines.
2. Advises the Australia Taxation Office on small business matters.
3. Is the “Entrepreneurial Hero” for the Australian Federal Government.
4. Was named "2005 International Entrepreneur of the year"
5. Was awarded the "Future Leadership Award" which recognises Justin as one of the 50 most influential leaders of the next generation.



Testimonials

“Your **willingness to network** with our delegation at our social functions added tremendous value to our conference. Something that is rare with speakers today.”

*Conference Organizer,
Goldwell*

“Your **frankness, openness and honesty** really hit home... you are by far one of the best speakers this planet has to offer. It's my opinion that **anyone who wants to succeed in life needs to hear you speak**. [Forget Anthony Robbins, forget Brian Tracey, look out Dr Phil, here comes Justin Herald!](#)

You have given me the **extra drive** I was searching for.”

*Kelly Staple
CEO, ITN Group*

“.. I recommend Justin with 110% confidence as a speaker who will deliver **diverse relevant information** in an **entertaining** way to almost any person. Something that a few speakers can do.

*Reuben Buchanan, Publisher,
Wealth Creator Magazine*

“... certainly different presenter from the **run-of-the-mill** type ...”

*General Manager/CEO,
Philips*

“Justin’s presentations to the ATO have proven to be both **highly successful** and critical due to his very conceptual style of thinking.”

*Assistant Commissioner,
Australian Taxation Office*

"As a keynote speaker Justin was an **all out hit!**

His **flexibility and willingness to be supportive** before, during and after the event was so impressive. An evening like this can be 'made' or 'killed' by the speaker and Justin instinctively sensed how to **make the evening 'special'.**"

*Loryn Clark,
Port Phillip Business Excellence Awards*

"I've worked with and seen some of the world's greatest motivational speakers and let me tell you ... Justin **is the real deal!** His presentation smacks you into reality and makes you re-think your approach to life and business. [If you want to entertain, motivate, educate and inspire your delegates, put Justin on stage!](#)

*Mark Harvey, Managing Director
Harvey Events*

“Justin was the **most genuine and inspirational** speaker we have had! And we have had speakers from all throughout the world”

*Heidi Sheil Jarvis,
Organized Success*

Speaking Topics

Justin Herald is motivating, inspirational and entertaining.

He is a man who hasn't just done it, but who is still doing it! He still has the Attitude he started with and this makes for witty, entertaining and unique presentations. He is happy to share his story with anyone willing to listen and has managed to motivate the motivated!

You won't be disappointed.

1. Learning lessons from a fish! (The Attitude Story)

From \$50 to \$15 million

2. The 4 aspects of focus

3. The 5 senses of an Entrepreneur

4. HOW to grow yopur business without spending a a single cent

5. Understanding Passion

How passion can help you achieve your goals

6. 3 A's of Opportunity

Are you missing out on opportunities?

7. The psychology of Success

"Justin is the best speaker we have ever had for any of our conferences. His content, delivery style and messages rang plenty of bells and enabled us to end the conference on a high note.

Thank you for making it such a success".

Alex Stevens, CEO - PepsiCo

"On behalf of Mercedes Car Group and the Dealer network, thank you for your inspiring words at our Motor Show Breakfast.

I have fielded so many call from the Dealer network stating how motivating your speech was and also your ability to connect with each and every one of us.

Thank you again"

John Vasilj,

NSW General Manager Mercedes Car Group

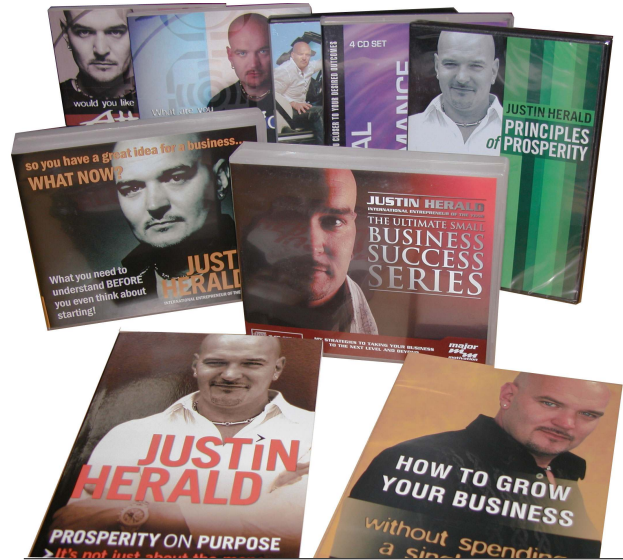
10 Reasons why you should invest in Justin Herald for your event...

1. Past experience tells us that Justin puts bums on seats. Events that in the past attracted 200 attendees attract 1,000 when Justin Herald is the speaker. *(This means definite event success for you.)*
2. Justin is real, personable and approachable. Justin will mingle with your delegates, listen to their stories, answer their questions, and share strategies with enquiring delegates. *(Just think of the extra value you get!)*
3. Justin is not one of those speakers who sells his products from the stage. He will not take valuable time out of your presentation to sell his products. *(Therefore you are getting your money worth.)*
4. With Justin what you see is what you get. There are no false pretences! It is these qualities that see Justin being so well received by his audiences. *(Happy attendees, means happy event organizers.)*
5. Justin Herald is easy to deal with, despite his enormous success. Justin and his management team are professional and easy to work with before, during and after the presentation. *(We make your job as easy as possible allowing you to concentrate on other aspects of organizing the event.)*
6. Justin Herald will always arrive early to your event and leave late. *(No headaches for you!)*
7. Justin has been acknowledged by all of his previous clients for the extra time he gives at each event. Justin always makes the time to network with your delegation after his presentation. He makes the time to answer one-on-one questions, and give specific advice and feedback. Justin loves what he does and it shows. *(You can breathe easy knowing that the speaker you booked will exceed expectations.)*
8. Justin Herald will customize his presentation to your exact needs so that the event objectives are met. *(You get exactly what you want and how you want it.)*
9. Justin Herald is a speaker who is remembered for all the right reasons. His down to earth style is incredibly well received by his audiences and his messages taken away and remembered for a long time after the event. *(To have everyone raving for a long time after the event is over makes your job so much more worthwhile.)*
10. Justin's presentations are energetic and full of practical information that will appeal to anyone – administration, marketing and sales, accounts, and CEOs. Justin does not disappoint! *(Let Justin ensure the success of your event.)*

Product List

Justin Herald's motivation and inspiration goes well beyond the stage. Further 'words of wisdom' can be gained from the following:

- 6 Best selling books
- 7 Motivational and Business CDs
- 2 Live Motivational DVD Recordings
- Weekly Motivational Newsletter



Some of Justin's Products

Justin's first book "Would you like Attitude with that?" was released by Allen & Unwin in April 2003 and hit the bestsellers list within just three weeks. The feedback Justin has received about the book has been phenomenal. The book still continues to sell like hotcakes world wide

".. I like that it is written in a non condescending way..."
- Keir Whitcher

His much anticipated second book, "What are you waiting for?" hit the stores in May 2004. It followed in the footsteps of Justin's first book and became another best seller!

His third book "It's all a matter of Attitude" was released in December 2004 and the anticipated fourth book "how to grow your business without spending a single cent" was released in August 2005. Since then Justin has released 3 more books.

Justin Herald has also created a series of motivational CD's focusing on how to get you towards reaching your goals and living your dreams. The CDs are incredibly popular as they provide motivation on an ongoing basis.

The **Motivate Me** newsletter, delivered to your inbox about once a month, is an excellent means of being kept up to date with Justin's public speaking appearances. The newsletter is motivational and regular features include Justin's theories, motivating slogans, business advice, and other tips and hints.

**All of Justin Herald's products are available for purchase on his web site:
www.justinherald.com**