

# The Presenter's Presenter

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Mission: "wellness without walls"

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# My Presenter Template

1. Presenter Name and Working Areas
2. Presenter USPs
3. Possible Take-Aways
4. My Overall Purpose

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# My Presenter Template

5. Caveats: *to get on this list, you can't just be a great presenter I'd even take @ events and NOT all are friends*
6. The big difference between a CV and Social
7. My Platinum Standards

-not 100% self  
-team player  
-more than revenue  
-humanitarian involvement  
-philanthropy  
-"in-demand"-ness  
-what presenters do  
between session onsite

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# WHAT ABOUT YOU?



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# Universal Standards



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# Apittiya ("Bom") Soma

1. Name & Area: Bom Soma, Bangkok
2. USPs:
  - ☒ leading expert in her area for consumers
  - ☒ leading trainer in her area for pros
  - ☒ team player with colleagues
  - ☒ runs small box NICHE gym
3. Possible Take-Aways
  - ☒ how to be a name in your arena in your area



Socials: @bom.apittiya FB: robybom

## Ann Gilbert

1. Name & Area: Ann Gilbert, Florida, USA

2. USPs:

- ☑cancer survivor
- ☑industry veteran
- ☑versatile: pre-choreographed to individual
- ☑media personality
- ☑land and water specialist
- ☑runs small box NICHE gym

3. Possible Take-Aways

- ☑be versatile. be kind. be fearless.

Socials: @annfitt FB: AnnDGilbert



## Benjamin Siong

1. Name & Area: Ben Siong, Australia

2. USPs:

- ☑humble yes-guy
- ☑team player
- ☑family guy
- ☑really stepped up during pandemic

3. Possible Take-Aways

- ☑smile & have time for everyone

Socials: @benperformancecoach FB: benjamin.siong.52



## Dave Liow

1. Name & Area: Dave Liow

2. USPs:

- ☑takes sessions between his own
- ☑jumps in and offers to assist
- ☑always a team player

3. Possible Take-Aways

- ☑take others' sessions at home
- ☑ask to "shadow" a pt or group ex

Socials: FB Dave Liow Insta: daveliow101



## Fabio Comana

1. Name & Area: Fabio Comana

2. USPs:

- ☑super qualified + industry connected
- ☑impeccable CV

3. Possible Take-Aways

- ☑mover and lecturer
- ☑kind
- ☑lectures research-based info

Socials: FB Fabio Comana Insta: inactive



## Kukuwa

1. Name & Area: Kukuwa, Africa

2. USPs:

- ☑authentic, cultural, relevant
- ☑brings esoteric to the masses

3. Possible Take-Aways

- ☑study your unique connection to your interest
- ☑connect your culture to your craft

Socials: FB Kukuwa Kyereboah Insta: kukuwafitness



## Dr. Len Kravitz

1. Name & Area: Dr. Len Kravitz

2. USPs:

- ☑only presents compiled research
- ☑co-authors with up-and-coming student
- ☑a mentor of mine

3. Possible Take-Aways

- ☑always report a research study
- ☑learn and use google scholar
- ☑quote sources, not "they say"

Socials: none but <https://www.unm.edu/~lkravitz/>



## Manuel Velázquez

1. Name & Area: Manuel Velázquez, Puerto Rico

2. USPs:

- ✓ always supporting colleagues
- ✓ always tagging colleagues
- ✓ content & delivery rhyme in song
- ✓ team player for volunteer events
- ✓ home visitor

3. Possible Take-Aways

- ✓ see how he posts his movement experiences
- ✓ study his teaching methodology of purpose

Socials: FB Manuel Velazquez Insta: manuelvelazqz



## Mark Fisher

1. Name & Area: Mark Fisher of MFF

2. USPs:

- ✓ irreverent and smart; TedTalker
- ✓ successful small box owner
- ✓ posts social takeaways
- ✓ a mentor of mine

3. Possible Take-Aways

- ✓ study his social approach; YouTube
- ✓ follow his staff

Socials: @markfisherhumanbeing @mffclubhouse



## Michael Piercy

1. Name & Area: Michael Piercy, New Jersey

2. USPs:

- ✓ respectful, smart, humble, modest
- ✓ team player for volunteer events
- ✓ great self and family quotes

3. Possible Take-Aways

- ✓ google your area events & offer yourself
- ✓ be soundbite-ready

Socials: FB Michael Piercy Insta: michaelpiercy



## Petra Kolber

1. Name & Area: UK and USA

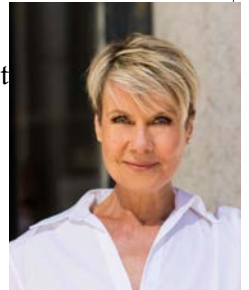
2. USPs:

- ✓ always, A L W A Y S effervescent
- ✓ positive
- ✓ different English accent to mine
- ✓ gets tons of interactions
- ✓ home visitor

3. Possible Take-Aways

- ✓ study her emails and socials

Socials: @petrakolber



## Mindy Mylrea

1. Name & Area: Mindy Mylrea, Florida

2. USPs:

- ✓ incredible team player
- ✓ wisdom from both sides of camera
- ✓ has a methodology for delivery
- ✓ team player for volunteer events
- ✓ home visitor

3. Possible Take-Aways

- ✓ study her content and delivery
- ✓ study her cueing methodology and have 1

Socials: FB Mindy Mylrea Insta: mindymylreafitness



## Dr. Rick Richey

1. Name & Area: Dr. Rick Richey NYC

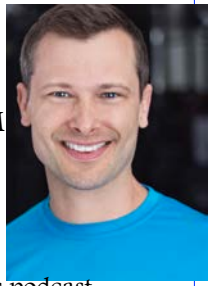
2. USPs:

- ✓ research-based
- ✓ super popular podcaster for NASM
- ✓ presents NASM and independent
- ✓ generous
- ✓ takes sessions between his own

3. Possible Take-Aways

- ✓ follow his content and delivery from his podcast

Socials: FB Rick Richey Insta: dr.rickrichey and nasmm



## Steve Feinberg

1. Name & Area: Steve Feinberg

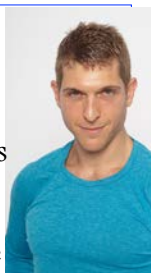
2. USPs:

- ✓rhymes his custom well-sung cues
- ✓versatile
- ✓super supportive of events & scholarships
- ✓generous in presenter gatherings

3. Possible Take-Aways

- ✓attend others' events if asking for a trade
- ✓develop a few "if/then" rhyming cues

Socials: FB Steve Feinberg Insta: steve\_fein\_fit



## Suzanne Hosley

1. Name & Area: Suzanne Hosley, Thailand

2. USPs:

- ✓cites stats from the certifying bodies
- ✓exemplifies an engaging technique
- ✓never presents at her own events

Socials: FB Suzanne Hosley Insta: @hosleysuzanne



## Tony Stone

1. Name & Area: Tony Stone

2. USPs:

- ✓philanthropic & time generous
- ✓yes-person
- ✓jovial
- ✓story teller

3. Possible Take-Aways

- ✓attend your colleagues' sessions
- ✓gather and practice stories

Socials: @tonystonedance FB: tony.stone



## Yury Rockit

1. Name & Area: Yury Rockit, Belarus

2. USPs:

- ✓authentic & sustainable
- ✓perfect attendee: bows, takes, bows
- ✓supportive socials
- ✓modest & humble in presenter gatherings
- ✓home visitor

3. Possible Take-Aways

- ✓stories and tags someone would want

Socials: @yuryrockit



## Presenter:

### CONTENT

research articles on foam rolling

### DELIVERY

demos each position from article onstage

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## Summary

Home-Work:

Final Take-Home Message:

Resources:

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