

(Please read this as is! It is important to create the right tone for Jeff's presentation. Thank You!)

Speaker Introduction - Jeff Tobe

Most speakers ask you to turn your phone off. Our speaker asks that you leave your phone ON and any time you feel like tweeting how great he is—YOU GO FOR IT! His twitter name is **@JeffTobe**

Jeff began an illustrious advertising career in the Toronto, Canada area. After that, he moved to Dallas to begin his own successful promotional agency.

25 years ago, Jeff moved to Pittsburgh, PA, with his wife Judy and their two daughters, to pursue a full-time speaking career. Jeff is the author of the wildly popular book, Coloring Outside The Lines and the co-author of three other books. His newest book, ANTICIPATE: Knowing What Customers Need Before They Do is one of the hottest business books on the market. Jeff will be signing books at the back of the room immediately following his presentation if you are interested.

Jeff has spoken in 42 countries on 4 continents to over 100,000 people but he is counting on the fact that (*fill in the name of your organization here*) will be his best audience yet! Let's not let him down!

Before I bring Jeff up, could you please watch this short video?...(wait until music stops then finish with...)

Would you please help me in welcoming a man whom, when I asked him if he was ready and willing...he replied, 'WHERE THERE'S A WILL...I WANT TO BE IN IT...'

Please give a warm welcome to Jeff Tobe.