



Forbes

10 Top Keynote Speakers Tell How Presenting Advances Their PR Success

By Cheryl Conner, 2016

(Ruben Gonzalez' portion of the article.)

Ruben Gonzalez, "The Olympian Speaker"

"I've been speaking professionally full time since 2002," Ruben Gonzalez, a 4-time Winter Olympian, says. "I fell into the speaking profession by accident. A kid in my neighborhood asked me to be his 'show and tell' project after the Salt Lake City Olympics (2002).

I went to his school expecting to show my sled and luge gear to a classroom of kids. Unbeknownst to me, show and tell became a 45 minute presentation for 200 kids.

Afterwards the principal said I needed to speak professionally. I quit my job selling copiers three days later and never looked back..."

The best thing about speaking is that when a corporation hires me to speak for one of their meetings or events, I get to meet the VIPs of the corporation and deal with them as an equal.

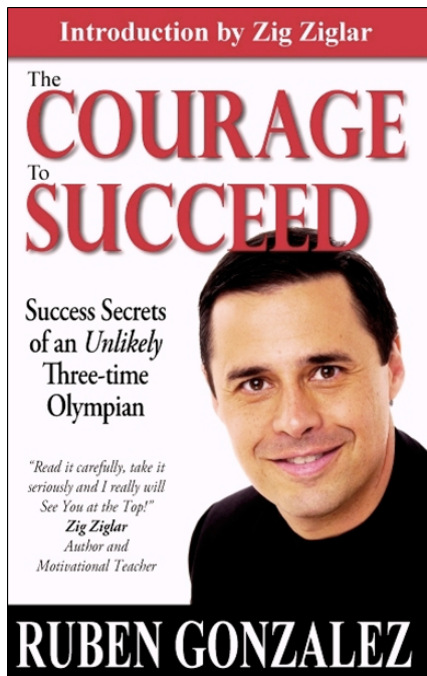
I immediately have access to the top level of the leadership. I'm able to create relationships with C-level people. I'm sure there are many people who have worked for those Fortune 500 companies for 10, 15, 20+ years that don't have an opportunity to meet those people directly.

That creates a huge opportunity for business.



Four-time Olympian Ruben Gonzalez is one of the country's leading keynote speakers.

He's the only athlete to compete in Winter Olympics in four different decades.



The bestselling book "The Courage to Succeed" is a manual on how to become a high achiever.

"Every success you've ever had or will ever have is the product of your courage to act and the courage to endure."

- Ruben Gonzalez

My books also open up opportunities for me all the time.

I just spoke in Poland because a seminar promoter there read the Polish translation of my book and loved the story. He's building my brand in Poland and I'll be going back this summer."

The same thing is happening right now in India. If I had known that speaking could open so many doors I would have gotten into the business earlier.

I realize every public speaker will not be able to do this at my level. After all, the Olympic hook and my unique story sets me apart. And I'm very entertaining and powerful on stage which I believe it's something you either have or you don't.

But I believe that anyone—a plumber, gardener, architect, lawyer, anyone—can easily come up with a 20 minute presentation they can give at a chamber of commerce, a Lion's Club, a Kiwanis Club or any business luncheon to position themselves as an expert in their field.

And if an entrepreneur is smart, he or she can write a short book on 10 secrets of success and 10 things to avoid in their profession and use them to set themselves apart from the competition.

It's really simple to do, but so few people are willing to do it."

To watch a video filled with highlights of Ruben's most popular presentation visit:

www.FourWinterGames.com

832-689-8282