

Marketing Ruben Tips to Win \$15,000

Note:

- 40% of Ruben's presentations are for Sales Kickoffs
- A couple of times a year Ruben presents in perfect **Spanish**.
In 2025, he did four sales kickoffs in Spanish in Mexico for NY Life.
- Sept 15 - Oct 15 is Spanish Heritage Month. Although this is a **very small** part of Ruben's business, he always books several live and virtual presentations then.
- **WARNING** - If you just put Ruben in the "Hispanic Speaker" box, you won't win this contest. Ruben's a very inspiring sales, leadership, business and change speaker similar to Rudy, Vince Poscente, Waldo Waldman, etc.
- Ruben's easy to work with. He's happy to do a 30 minute Q&A after his 60 minute presentation. He'll even do a meet-and-greet as long as he doesn't have to leave right away for another speaking engagement.

Soundbites about Ruben's Benefits

- Ruben uses his Olympic experience to inspire and equip people to produce more.
- He teaches what he had to do to make it to the Olympics and how you can achieve your goals faster by following the same principles.
- Winning attitude, stick-to-ive-ness, mental toughness, growing a backbone, how to fight and win in spite of your circumstances.
- Audiences relate to Ruben because he wasn't a great athlete.
He's like their neighbor, like the kid next door. He takes their excuses away and inspires them to fight for their goals and dreams.
- Ruben's presentation's an Olympic Experience you'll never forget.
- Ruben regularly receives emails from people who heard him speak in the past.
"I heard you speak 2 years ago and I... lost 50 pounds, paid off my credit cards, got a huge promotion, started my own business, etc.
- Encourage them to look at the client list page and testimonials page in my website.
OlympicMotivation.com

- His story could be a movie! **SpeedyTheMovie.com** Ruben was raised in hot and humid Houston, when he was 21 he decided he wanted to be in the Olympics, he took up the sport of luge, and four years and a few broken bones later he made it!
- Ruben illustrates all his points with Olympic stories that wrap around the themes of taking responsibility for your personal and professional success, developing a can-do attitude, and becoming unstoppable in the face of challenges.
- At the age of 47 he competed against 20 year olds in the Vancouver Winter Olympics. He was so much older than the other athletes, that almost every day someone asked him if he was a coach!
- The reason Ruben is so effective is because he walks the walk. Audiences love Ruben and buy into his message because he did it. Ruben's story takes all their excuses away. Ruben will inspire your people to go the extra mile.
- Ruben speaks from the heart. He doesn't deliver a canned speech. He has an intimate conversation with his audience and he tailors his program to fit your needs.
- Ruben doesn't use PowerPoint. If you want him to use PowerPoint, you need to pay him \$50,000 for his talk.
- Ruben's leadership TED talk has over a million views.
- The most common thing we hear from Ruben's audiences after his presentations is: "He's so real, he's so genuine."
- Bottom line is, people relate to Ruben because he's a common man who accomplished some uncommon things. Ruben gives his audiences HOPE.
- Ruben wants YOU to look like a hero for bringing him in. He wants the audience to be inspired and equipped to reach their goals.

Get them to Watch My Videos

This is huge. You have to get them to watch the demo videos.

My videos are so much better than most speaker's videos that after they watch them, you have a good shot in booking me.

Here's my video page - <https://ruben-gonzalez.com/demo-video/>

** Watch my videos so you see what I mean and so you become familiar with what I do.

Three-Way Call with Your Client

I'm always happy to do a quick 10-15 video call to answer your client's questions so they'll know if I'm the best fit for their event.

Goal and Challenge Questions

I ask them what they want their people thinking and doing after my talk (goal).

Then I ask them what's holding them back? What's the challenge?
I had to overcome many challenges to make it to the Olympics.

If I know their challenges, I can work them into my talk.

Then I tell them the short version of my stories that fit what they need.

*** I'll combine up to three topics in a single presentation.

EX. Teamwork, Change, Overcoming Challenges
or Safety, Leadership, Change, or Sales, Focus, Leadership, etc.

After the call, I always leave them thinking, *"Ruben would be a great fit for our event."*

***"We've been booking top speakers for our annual event for over 20 years...
Terry Bradshaw, Lou Holtz, Joe Theismann, Johnny Bench, and more.
Ruben's the best investment we ever made."***

National Association of Health Underwriters

***"Ruben weaves more wisdom, humor and inspiration into one talk than
any speaker I've ever heard in my life, and I've heard hundreds.***

***His extremely high-energy presentations eliminate all excuses
regardless of age, personality or industry.***

***Ruben is by far the greatest bang-for-the-buck speaker
in the United States today."***

Commander David E. Stevens, F-18 pilot and bestselling author