



**Can you afford to bring Gordon to your event? Better question: Can you afford not to? Use him to make your event a financial and informational success.**

**What Gordon Brings to Your Event: Excitement, Information, Analysis, and Fun!**

**Bottom line:** Gordon more than pays for himself. Gordon's goal is to make your event a success. His presentations will bring people to your event, encourage participation and contributions, and add credibility to your organization.

***How does this translate into accomplishing the objectives of your event? Let's see:***

**Excitement:** Gordon has years of professional public speaking experience before audiences of all sizes. He has a way of immediately identifying with each special audience and addressing topics in a manner that generates enthusiasm and excitement. His delivery is completely extemporaneous – Gordon speaks from the head and the heart, not from notes. He is a high-energy, vibrant speaker who occasionally rocks the house and always has audience engagement. *This means that when your audience leaves they leave highly energized and committed to the cause you are trying to promote. They are rarin' to go and will contribute and volunteer to help!*

**Information:** Some people think that there is too much information out there these days; others wonder if they are getting the right information. In some ways, both are correct. Gordon is a very bright and informed. Moreover he is a brutally frank and honest speaker: never harsh, rude, or profane, of course, but he speaks the truth as he knows it and does not sugarcoat unpleasant facts. If we are at war with an implacable enemy that is exactly what you will hear from Gordon. 'PC' is not a part of his vocabulary or mind set. Gordon is a person who has 'been there and done that' in a lot of places in the world and in many roles: soldier, analyst, diplomat, businessman, commentator, and historian. His frank, open, and inclusive style conveys solid information to audiences that they appreciate and value. *Your audience will leave feeling that they have received real informational value for their contribution and will be eager to continue their support for your programs.*

**Analysis:** Sure, you say, Gordon knows his stuff. So do a lot of people. What distinguishes Gordon from the crowd is that he has an almost uncanny ability to connect the dots, as the intelligence community says, and make sense out of a lot of complex, sometimes conflicting, information. You get a lot more from Gordon than a simple 'data dump.' What audiences appreciate is that they leave comprehending the intricate webs of deceit that our country's enemies are using against us. *Audiences finish a presentation with clarity of understanding that they have not had previously. This means more support for your organization and cause, and a more solid group of supporters.*

The logo for Gordon's Circuits features the text "GORDON'S CIRCUITS" in a stylized, bold font. The letters are white with a blue outline and are set against a background of colorful, glowing circuit lines in shades of red, orange, and yellow, suggesting a high-tech or electronic theme.

**Fun:** Gordon is spontaneous, irreverent, and entertaining. Even though the topics are deadly serious on most occasions, that is no reason that we can't relax and enjoy ourselves while we are learning. Gordon weaves a sense of humor into every presentation that keeps the audiences comfortable, alert, and relaxed. Gordon thinks that laughter is as necessary for humans as air and keeps a thread of good humor throughout his presentations. *When an audience leaves and feels smarter that is good; when they are chuckling and feel smarter, that is a solid win for your cause.*

**How Gordon can help build your audience:** Gordon is great on radio and TV. Use his expertise before and after your event. Do you have a local talk radio show? Then call them and get them involved. Get Gordon on the show days or even weeks before he comes into your area. Use his weekly columns and web site to generate interest among your audiences. Tie in his outside TV and national radio appearances so that it builds credibility and adds interest among your audience. Get him in town the day prior to the event and schedule a local TV interview and an in-studio radio appearance. Use his background, Green Beret, Vietnam veteran, Asia expert, as a draw. Many people like to meet him just for those reasons. Work with Gordon and his staff of experts to put together a smashing event!

**Think about Double-booking an exclusive Briefing Breakfast.** What are we talking about here? This is a clever innovation that Gordon offers to his clients that has not additional fee, is an added bonus, a frosting on the cake, and a way to increase fundraising. Gordon will speak at what we call a **Briefing Breakfast**, the day following the main event or, if you prefer, the morning of the main event. This **Briefing Breakfast** is usually arranged in a seminar format: small, exclusive audience; intimate surroundings; entirely off-the-record, non-attribution. At the **Breakfast** we have a gloves-off discussion of policy trends, political influences, foreign intrusion into American affairs, and the attacks made on America by the hard left both at home and abroad. This is like having a seat in the Pentagon or State Department for a briefing! The **Breakfast** event has proven to be extremely popular. *Event managers usually ask for a premium donation and limit seating so that it brings in a nice extra amount of contributions without added expenses (Gordon does not charge extra for the **Breakfast** but will include it in his overall fee structure.)*

**Publicity:** We will supply you with a basic press kit for you to promote the event. We will work with you to give you suggestions for gathering publicity. Your success is Gordon's success. Simple as that. Over to you.

BOOK GORDON TODAY – <http://www.colonelgordon.com>