



Be the Brand

Introduction for GARY HANKINS

(Please read exactly as written)

IT'S A PLEASURE TO INTRODUCE ONE OF THE COUNTRY'S TOP COMMUNICATION EXPERTS.

AS THE PRESIDENT OF PYGMALION, INC., AND AS AN ADJUNCT PROFESSOR AT THE USC MARSHALL SCHOOL OF BUSINESS, HE TEACHES CLIENTS HOW TO INFLUENCE THE DECISION, CLOSE THE DEAL, GET THE JOB OR WIN THE VOTE.

PRIOR TO FOUNDING PYGMALION, HE WAS A TOP PRODUCER IN THE COMPETITIVE FINANCIAL SERVICES INDUSTRY. AS A FINANCIAL ADVISOR, HE BUILT HIS BUSINESS BY GIVING INVESTMENT SEMINARS, HOSTING HIS OWN RADIO AND TELEVISION SHOWS AND PUBLISHING A NEWSLETTER.

THEN OVER 20 YEARS AGO, HE REALIZED HIS PASSION WAS SPEAKING AND NOT INVESTING MONEY FOR PEOPLE, AND THAT HIS CALLING IN LIFE WAS TO HELP OTHER PEOPLE BECOME POWERFUL COMMUNICATORS.

HIS CLIENTS INCLUDE DELOITTE, CASSIDY TURLEY, CITY NATIONAL BANK, JONES LANG LASALLE, UCLA AND THE NFL.

YOU'RE IN FOR A REAL TREAT AS HE SHOWS US HOW WE CAN "BE THE BRAND".

LET'S GIVE A BIG WELCOME TO...**GARY HANKINS!**