



**“You Weren't Born to Be Background Noise**  
You didn't stumble into this by accident. You **CHOSE** to make a difference. You **DECIDED** that what you do matters. You **COMMITTED** to being someone who shows up when it counts.

And honestly? That takes guts.

**But here's what I've noticed working with people like you...**  
Having the courage to step up is just the first part. The bigger challenge? Getting the right people to actually notice what you're doing.

**And look, I get it. This part feels awkward for a lot of us.**  
You've got the passion. You've got the expertise. You've even got the track record to prove it works.



Keynoting in Bogota, Colombia.

But when it comes to standing out and getting recognized for what you bring to the table? That's where things get tricky.

**But if the people who need you most can't find you... if you're practically invisible in a noisy marketplace... if you're one of those amazing "hidden gems" nobody talks about...**

**Well, that's a problem we can fix.**  
I'm Creating Something Special  
This goes way beyond typical marketing advice.

Your Members  
Your Attendees  
Your Staff  
Your Team  
Your Leadership

All want the same thing:

**Be Heard  
Be Seen  
Be Chosen**

**“The Chosen Effect.”** is designed for people with something real to offer who just need the right framework to get noticed.

Let's show them how.”



*Jerry Fletcher*

**Be Heard  
Be Seen  
Be Chosen**



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# Uncover The Hidden Truth About Visibility

Most professionals think they need to be louder, pushier, or more "salesy" to get noticed.

## Wrong.

Your attendees will discover why the most successful experts actually do the OPPOSITE - and how authenticity becomes their biggest competitive advantage.



*"The virtual presentation went off without a hitch.*

*This guy is a PRO! And he was one of the highest rated speakers we've had in a long time.*

*I highly recommend you work with Jerry Fletcher."*

Dan Dominguez  
The WHY Institute

## They'll Learn the "Chosen Effect" Framework

This isn't theory. This is the exact system that helped:

- A business coach go from doing okay to tripling his revenue in one year.
- A financial planner stop competing with every "retirement specialist" and become THE go-to guy for creative professionals
- A wellness team build a six-month waiting list by becoming known as "the mindset masters"

## They'll Walk Away With Their Personal Positioning Blueprint

By the end of this session, every attendee will know:

- Exactly WHO their ~~ideal~~ best possible clients are (and why trying to help "everyone" is killing their business)
- The ONE thing that makes them different from every competitor in their space
- How to package their expertise so people seek THEM out

## The Real Result?

Your attendees will stop being the "best kept secret" in their industry and start being the obvious choice for the clients who need them most.

Because here's what I know for sure: Their expertise deserves to be seen. Their approach deserves premium pricing. And the people who need what they offer? They deserve to find them

A partial list of organizations that have profited from Jerry Fletcher's experience:

ADC Kentrox, Aol, ASTD, Automobile Service Association, American Marketing Association, Americas Empressarial, , Association of Accounting Marketing, Association of Legal Administrators, Bank of America, Breakthrough Mindsets, Bullseye Glass, Business Printing, C-3 Backflow, Cadet Manufacturing, Chuck Jones' Second Opinion, Conquent, Crawford Door, Creative Media Development, Country Grains, Digimarc, Direct One, Executive Officers Club, Filius Bonacci, Financial Planning Association, Floating Point Systems, Geffen Mesher, Graphic Media, The Grew Company, Hamers & Okawa, Hastings & Humble, Hoffman, Stewart & Schmidt, Honeywell, Institute of Management Consultants, Institute of Professional Care Education, Intel, International Association of Career Management Professionals, Kamind, Inc., KDi-Americas, Leo Law Offices, Leveraged Negotiations, Lewis & Associates, Maixner Group, Massage Temps NW, McGee Financial Group, Meetings Ahoy, Meeting Planners Int'l, National Association of Professional Organizers, NW Coaches Association, Northwest Airlines, , Pentax, Perkins & Co. P.C., Pentax, PGE, Portland Business Alliance, Puppo Insurance, Sales & Marketing Executives International, Rosen Brown Direct., Sprint PCS, Sumner Financial Group, Tektronix, The Alternative Board, The Grew Company, UniTrek, U.S. Bank, U. S. Department of Energy, VIE, Wavefront, WBH Financial Services, Wing Ventures, World West Investments, Young & Roehr

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Speaker Demo at: [NetworkingNinja.com](http://NetworkingNinja.com)

Call Today 503 957-7901