

INTRODUCTION FOR ARI

Ari Gunzburg is an award-winning speaker who knows we hold greatness within. He used his belief in the power of possibility to bring a pet frog "back to life" and to produce a 2 hour movie in 2 weeks.

Ari is obsessed with the outdoors, so he's probably wondering why we're in this plush, climate controlled room, instead of [sweating / freezing] our . . . [feet / butts] off on a trail. While HIS best moment may have been as a kid, reviving that frog, (pause for laughter), he believes our best moments are still ahead.

As Ari says, **"In total darkness, it only takes a little light to shine the way."**

[Pause, then play Introduction Video]

Pronunciation Notes:

-ARI is pronounced like the initials R.E. (say them quickly).

-GUNZBURG is GUNS + BERG.

Delivery Tips:

-For "back to life", use finger quotes. Or, for a small laugh, you can pause briefly, look at the audience, and raise your eyebrows or look confused.

-Choose sweating / freezing based on the season i.e. summer or winter.

-Feet or butts is at your discretion. Butts is funnier, but may be too risqué for some audiences. A pause before you say either will suggest the A word; if you look around room before continuing, it may get a laugh. Delivering the line with no pause, using feet, it will land as a light quip without raising eyebrows.

-For the (pause for laughter), you can either actually pause, if there is laughter, or you can say the words with no pretense and it will likely get a laugh.



ARI GUNZBURG