



## Introduction for John Sileo (Pronounced Silly-O)

**Important Note:** The introduction is a crucial part of John's presentation and is meant to be tongue-in-cheek. Done properly, it establishes credibility while lightening up the atmosphere. John will refer to parts of the introduction in his speech, so please read it verbatim. Also, please do not tell any part of his identity theft story during your introduction as that is a central piece of his presentation (and please do not tell the audience that we provided this introduction (it's much more entertaining if it's comes directly from you). Thanks.

Our next speaker is named John. I'd say more... but that's all he'd tell me. (Smile.) So I did my research!

John Sileo is an award-winning author and has appeared recently on 60 Minutes, Rachael Ray and Fox. His clients include the Pentagon, Visa, Homeland Security and his all-time favorite, *of course*, **[Insert Your Event/Company Name Here]**!

John is the founder of four successful startups, and the primary reason why two of them successfully..... failed. He has embezzled from his clients, declared bankruptcy, and faced jail time. (Look at me skeptically)

With a record like that, you may wonder why we are trusting him to speak to you. Essentially it was because everyone else was already booked. (Laugh with the audience)

Please help me welcome... Mr. John Sileo!