



...breathing *The Magic of Attitude*™
into meetings everywhere!

PROGRAM DESCRIPTION

30 to 120 minutes of a powerful and inspiring message on the attitudes that produce visionary leadership, great customer service, sky-rocketing sales, and high morale, all enhanced by *Las Vegas-quality magic and hysterical comedy!* You've seldom laughed so hard or learned so much as you will with this beautifully seasoned five star entertainer.

watch for
THE MAGIC OF ATTITUDE
coming soon to a
PBS station near you!



QUALIFICATIONS

- Over 1000 engagements

EVALUATIONS FOR THE PAST FOUR YEARS AVERAGE:

37% THE BEST I'VE EVER SEEN!

56% Excellent
7% Good
0% Average
0% Fair
0% Poor

- Nominated for **Motivational Speakers' Hall of Fame**
- Earned Certified Speaking Professional in 2000
- Illusionist featured on **12 cruise ships**
- **Two Master's Degrees**, both *magna cum laude*
- Founder and former pastor of a megachurch
- **90 minute TV special**, *The Magic of Attitude!*

Recommended program for service providers or their managers:

"Positively Magical Service!" – Successful businesses know that the fastest and least expensive way to distinguish their own company from competitors is to provide mind-boggling customer service. In a dazzling combination of magic, comedy and education, world class magician Billy Riggs illuminates the five essential attitudes that will propel you and your staff to new heights of *Positively Magical Service!*





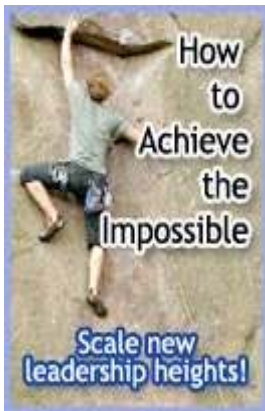
Recommended program for all audiences and mixed groups:

“*The Power of a PMA!*” - The most important factor in success is *attitude*. A positive attitude impacts your bottom line because it improves performance, reduces turnover, and decreases absenteeism. Best of all, a fabulous attitude is *contagious*. Help your staff embrace change with a smile, adjust to hardship with optimism, and strive to be their best each and every day by experiencing a “Positively *Magical Attitude!*”



Recommended program for sales groups:

“*Positively Magical Selling!*” – Stratospheric sales is the result of proper attitudes – attitudes about the marketplace, the client, and and self. Consequently, your greatest obstacle to selling success is misguided attitudes that lurk in the subconscious mind to lower self-confidence, undermine motivation, and reduce closing ratios. This fascinating combination of classic magic, comedy, and powerful sales training will light up your next sales meeting as never before!



Recommended program for managers and leaders:

“*How to Achieve the Impossible!*” - Extraordinary success is the result of extraordinary leadership. In this powerful presentation, magician Billy Riggs impresses managers with the core beliefs held by all remarkably successful leaders, and shatters the illusions that limit growth. An inspiring program that will leave your leaders with their hearts afire, ready to conquer new challenges!

NOTE: The above programs can be combined, if desired.

CLIENTS OF NOTE:

- Gas Compressors Association
- Caterpillar (multiple times)
- Mico, Inc.
- The New England Gas Association
- Tesoro Oil Company
- American Measuring Tool Manufacturers Association (March, 1999)
- Western Petro Marketing Association
- The Petroleum Club of Mississippi
- International Truck and Engine Corporation
- Flowserve (2x)
- Eaton Hydraulics
- Ames Tool Company
- Kansas Motor Carriers Association
- Nationwide Truck Brokers
- DuPont
- Georgia Pacific
- Chevron
- PBS & J Engineering

- Florida Public Transportation Association
- Vermeer (multiple times)
- FirstTransit
- Poulan
- Whirlpool
- Maytag
- Rapistan
- PFW Systems (multiple times)
- Alberta Asphalt Pavers Association
- North Carolina Asphalt Pavers Association
- Marathon Equipment Company
- Siemens
- Independent Sealing Distributors Association
- Florida Public Transportation Association
- National Fastener Distribution Association
- Florida Manufacturing Association
- Service Specialists Association
- Inst. of Electric & Electronics Engineers
- Fannie Mae
- DuPont
- State Farm Insurance (29 times)
- WalMart
- GTE
- The Hartford Insurance
- Land America
- The US Department of Defense
- Princess Cruise Lines
- BFI
- The American Red Cross
- Eckerd
- Wells Fargo
- Pulte
- Bank of America
- Kroger
- Sprint
- Waussau
- The US Department of Justice
- Burger King (8 times)
- The US Postal Service
- Coldwell Banker
- IBM
- Merrill Lynch
- Sea World
- The US Army
- General Mills
- BellSouth
- The US Department of Defense
- Highmark Life and Casualty
- Amway
- Walgreens
- Carquest Auto Parts
- The United States Postal Service
- Maytag
- Motorola
- Cox Target Media
- Bayer
- Georgia Pacific
- Pillsbury
- Hyatt Hotels
- The United Way
- Bass Resorts and Hotels
- Poulan International
- Siemens
- Kroger
- FiServ

REFERENCES

One of the best programs I've ever seen. Very funny and thought provoking. **Sri Srinath, Caterpillar**

Just what our company needed! You're the best I've ever seen. **John Zumwalt, President and CEO, PBS & J (Fortune 500 Company)**

The absolute best program I've ever seen! Rich Bare, Advanced Fluid Connectors, Inc., Philadelphia, Pennsylvania

I have sat through two of Mr. Riggs' speaking events. Because of the "Grand Illusions" message my sales and attitude have sky-rocketed! Cymynthia Rogers, Sales Manager, NFC Marketing, Dallas, Texas

*Made me open my eyes to a **new level of belief in myself and selling.*** Tyson Naylor, Seed Specialist, Corn Belt FS, Macon County, Illinois

Awesome!! The best motivational speaker I have ever seen or listened to. Kevin Dupont, Eaton Hydraulics

A very entertaining but thought provoking presentation. I will use this with our sales team. Harry McGill, Founder and **CEO**, McGill Hose and Coupling, East Longmeadow, Massachusetts

Great points that we all need to be reminded of... and do something about!! **Presentation of points with humor and magic – a great combination!** Barb Anderson, Mico, Inc.

*Billy will **light a fire under you that won't burn out**, using his suggested techniques in selling. He is wonderful. He is a master.* Gaylene Higgins, Salesperson, JPS Carpets

*The **best I have ever seen!** Very good – great – awesome – fun.* Sammy Lanier, Salesperson, Eaton Hydraulics, Eden Prairie, Minnesota

If this man's name is not a household word in sales training, he should be! I ACTUALLY - AFTER A LIFETIME – I GOT IT! No name given, PFW Systems

Makes me want to go out and sell, sell, sell! No name given, American Home Fashions, Los Angeles

*The absolute **best program I've ever seen!*** Rich Bare, Salesperson, Advanced Fluid Connectors, Inc, Philadelphia, Pennsylvania

*Compelling message woven in a fabric of great entertainment. **Memorable practical challenge for sales excellence.*** Mike Langdon, District Sales Manager, Southwest USA, Flowserve, Inc.

*Awesome! The **best motivational speaker I have ever seen or listened to.*** Kevin DuPont, Salesperson, Eaton Hydraulics

***Billy's a freakin' rock star!** Great stage presence.* Mark Leidheisl, Senior Vice President, Wells Fargo SBA Lending

*The combination of the material and presentation will impact me and everyone I encounter for the rest of my life, because **now I believe in myself!*** Deborah Giant, Collection Manager, State Bank, La Grange, TX

*This may be the first testimonial letter I've written in 15 years of picking speakers for our national meetings (we do three a year). You absolutely nailed it for us! The audience (after a late night and long day) was with you every step of the way, and **two curtain calls from 1000 people sums it all up.*** Joseph H. Bourdow, President, Valpak Direct Marketing Systems, Largo, Florida

*I have studied about every speaker in this industry, **and I cannot think of anyone who even comes close to [Billy Riggs'] skills.** He blew me away!* Stewart Ellis-Myers, Sales, North American Vermeer

*I have attended scores of motivational speeches. **WITHOUT A DOUBT, YOU ARE LIGHT YEARS AHEAD OF EVERYONE.** Thanks! Allen B. Pease, Attorney, Black and Veatch Consulting and Engineering*

*Billy, I have heard thousands of motivational speakers. **You are surely one of the best.** Stan Zeidell, Qualitec Professional Services*

*Thanks to your professionalism and knowledge, the 2006 Administrative Conference was a huge success! **YOUR KEYNOTE WAS THE HIGHEST RATED IN THE HISTORY OF OUR CONFERENCE!** Lou Suquett, Senior Regional Service Director, Boys and Girls Clubs of America*

*Hands down the **most incredible motivational presentation I have ever heard!** Jerry Mortimer, Placement Specialist, Texas Personnel Consultants*

*Terrific... very entertaining and motivational. Several of my key people who have been with me 8 or 9 years have sought me out to tell me that yours was **the best program we've ever had at our conference.** I'm not just blowing smoke -- I agree with them! Garry Pincock, CEO, American Cancer Society, Pennsylvania Division*

***I don't believe I've ever seen anyone customize a message as deeply as you did for us. A better presentation could not have been asked for!** Joe Berge, Manager, Meeting Services, Cruise Holidays*

*Excellent! Wow! **Best I've seen** -- maybe ever, anywhere. Inspiring! Scott Vaughan, Burton Auto Supply/Service Parts Warehouse, Brownsville, Texas*

*Mr. Riggs was an awesome, great, wonderful entertainer. I think **he should be seen worldwide** to enlighten customer service [providers] with excellence and professionalism. Ann McCowin, Asst. Director of Financial Aid, Mountain View College, Dallas, Texas*

*It is (hopefully) **impossible to fake the genuine passion** you have for your message. John Hobbs, Boys and Girls Club of the Sequoias*

*The message was awesome, the **illusions phenomenal.** Jill Johnson, Manager of Branch Support Services, RLI Insurance Company, Peoria, Illinois*

***Better than Vegas!** Great! I especially enjoyed the banter. It was truly an amazing evening. Ronald Gitterson, Supervisor, Batavia Township, Illinois*

*A combination of showmanship and **crisp lessons in the craft of selling** that keeps the audience receptive and alert. Ed Faddoul, Owner, Potential Enterprises*

*Great show and message! **Keeping the audience involved was key** to achieving a great show! Aaron Visgar, Sales, Stewart Title*

*The **most useful session I have ever been to.** Very capable of holding attention. Really feel like I learned something. Nicole Steel, Sales, Steel's Jewelers, Valdosta, Georgia*

*Billy, You did a great job. **One of the strongest messages I have heard at any sales rally.** Thanks a bundle. Dearic Jackson, Business Development Specialist, Stewart Title of Sacramento, California*

“Fantastic” magical and real. The best motivating, self improving, self-improving seminar I’ve ever seen. Judie Brooks, Sales and Marketing, Placer Title Company

*Very Entertaining. Really brought together **important points while keeping us laughing.*** Kayla Keck, Sales Manager, Fulford Homes, St. Louis, Missouri

*Very informative and entertaining! **Great Points! The time went by too quickly!** Would recommend to everyone!* Mike Nottingham, Direct Sales for new stores, Grocery Supply Company, Inc.

*I laughed and I cried! It was **the most moving 1.5 hours!** I highly recommend Billy to any organization.* Mary Ann Waite, Sales Recruiter, Burnett Staffing

*I was totally in stitches. **I laughed so hard my jaws hurt.*** Judy A. Miller, Administrative Director, Mason City Area Nursing Home, Mason City, Illinois

*Unlike any speaker I’ve ever seen! **Would lift anyone’s spirits and keep their attention.*** Sarah Marshky, Salesperson, Dimond Brothers Insurance Agency, Inc., Arcola, Illinois

*Outstanding!!! If you want to have people **roaring laughing** and never forget how to provide exceptional customer service, hire Billy Riggs!* Peg Jones, Administrative Contracting Officer, U.S. Department of Defense

*Wow! What a great program. It was **so funny, but so inspiring.** I went away encouraged to keep positive and not to let circumstances determine my demeanor.* Lori Burk, Chamber of Commerce, El Campo, Texas

So entertaining I forgot I was learning! Angie Morgan, Sales, Morgan Jewelers, Newnan, Georgia

“I laughed until I cried!” Martie Bickwermert, Director of Cardio Pulmonary, Memorial Hospital

*Fabulous! Energizing! Truthful! **A must for any business looking to grow!*** Susan Love, Banking Center Manager, State Bank, La Grange, Texas

*“Fantastic” magical and real. The **best motivating, self improving seminar I’ve ever seen.*** Judie Brooks, Sales and Marketing, Placer Title Company, California

*Billy Riggs is a professional. He is a professional illusionist who is really first rate. He is also a professional speaker, a **talented and articulate communicator** who say what he says really well, with lots of zip and humor and enthusiasm. But most of all, he’s a professional human being who really wants to help people. That’s why people benefit from his presentations. **Zig Ziglar, Author and Speaker***

Over the past 50 years I’ve heard and read almost every motivational speaker in America. I rate Billy Riggs as one of the top five speakers in America! He’s the only speaker whose recordings I’ve listened to more than ten times! **Charlie “Tremendous” Jones, Member of the Motivational Speaker’s Hall of Fame**

*I’ve had the pleasure of having Billy Riggs speak to our football team the past eight years. His ability to motivate and inspire, coupled with his use of magic, leaves our players spellbound, informed, and excited about life. **Mack Brown, Head Football Coach, University of Texas***

*Heaven sent... a breath of fresh air... **could not have been better**, practical "how-to" tips that seasoned and new distributors could use immediately, great. Entertaining and content-rich!* Doris Wood, President Emeritus, Multilevel Marketing Association of America

During my 16 years in the speaking industry, I've never seen so much talent rolled up into one person! Billy Riggs has the inspiration of Zig Ziglar, the content of Stephen Covey and the magic of David Copperfield! **Juanel Teague, Business Coach to the Speaking Industry**