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Contact: Bob Garner - 888.811.8465

Motivation with a Magic Touch

As a young boy, Bob Garner was fascinated by magic and interested in ESP, as well as other psychic phenomena. He was also enamored by the lives of successful people. He dreamed of being able to speak in front of people and amaze them with his magic and mindreading skills. Today, that is exactly what Bob Garner does.

Over 150 times a year, the 43 year-old Garner can be found jetting to some location in the world to provide a motivational presentation for one of his many Fortune 500 clients. A successful entrepreneur for more than 20 years, Garner's company, Motivative & Communicative Concepts, specializes in creating and producing business presentations that feature content reinforced with amazing demonstrations of sleight-of-hand, mindreading, and psychic phenomena, plus plenty of clean comedy and audience participation. Garner has trained 7 associates to handle the demand for his company's services, while he spends more of his time delivering presentations on entrepreneurship, sales psychology, and motivation – three areas in which Garner is a nationally recognized expert.

Garner grew up in Lorain, Ohio - a tough steel town west of Cleveland. At age 16, Garner got a job as a weekend disc-jockey at a local radio station. "Radio was a tremendous training ground," says Garner. "I worked my way up to morning drive and then I got interested in the business side of radio." Garner became the Production Director, a position where he learned to write thousands of commercials, and later was promoted to the station's manager. It was at this post where Garner became educated in the art of running a business.

Over the years, Garner never gave up his love for magic and comedy. Using the business knowledge gained on radio, Garner – without the use of an agent – began to book himself at comedy clubs and colleges across the country. After years of struggles and triumphs, Garner began headlining at those same venues, as well as on cruise ships and in the show rooms of Vegas and Atlantic City.

"One day after a show, a guy said he was planning a meeting for his company and asked me if I could include some sales messages in my act," recalls Garner. "I said, 'Sure,' and that opened a whole new door."

Garner is a favorite among those who plan meetings and events. "He keeps the audience on the edge of their seats," says Debbie Frank, Events Manager for Psion Teklogix. "Even the sales people who typically receive motivational speakers in a negative manner took notes and lined up to thank Bob at the end of his presentation."

On stage, Garner blends his business acumen and his client's objectives into a dynamic presentation. He uses his talents of magic, mindreading, and comedy as a creative way to reinforce specific points of his message. Garner strives to make sure that everyone in his audience is left with information that they can immediately put to use. Garner notes, "The audience will hear information that will definitely help them professionally and personally. I know that it can, because I am living proof!" With his future financially secure, and a newly released book from Sunday & Weiss Publishing called *Masters of Motivation*, Garner not only makes a living "making the magic happen" – his life is testament to what can result...when you believe in it.

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Email: bob@bobgarner.com Website: www.bobgarner.com

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