



JON COOK

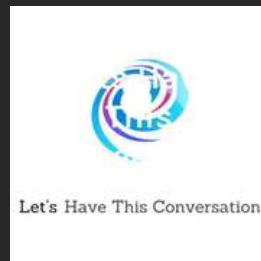
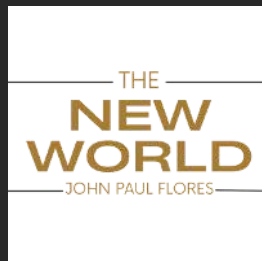
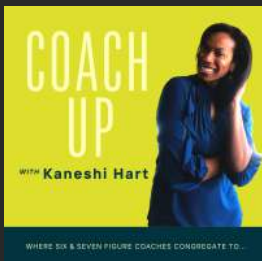
Founder, Husband, and Dad

Jon Cook is the founder of Keynote Content® and Advisor Story®, the creator of the Neurempathy Symbiotic Messaging Approach™, the Expert Elevation Method™, the Advisor Story Model™, a student of behavioral neuroscience, and an author, speaker, and investor.

He's worked with over 1,400 different business coaches, consultants, and advisors, and close to 1,000 public speakers one-on-one across 40+ industries, helping clients stand out as preeminent experts in their space. Jon's previous background as a Senior Copywriter and recovering 'Mad Man' includes working with Ford, JEEP, Chevrolet, Chick-fil-A, Learjet, the Gatorade Sports Science Institute, Savile Row, and other internationally recognized enterprises.

FEATURED APPEARANCES

(Icons are linked to recordings featuring Jon Cook)



BOOK JON COOK AS YOUR NEXT SPEAKER



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“DON'T JUST TAKE MY WORD FOR IT. HERE'S THE LATEST GOSSIP...”

“I landed two new retainer clients worth over \$310,000 annually thanks to investing my time with Jon Cook and Keynote Content. He is one of the smartest people I've ever met, their process is comprehensive without being overwhelming, and I'm confident you will get full ROI plus significantly more by going through their program.”

JESSE M., DATA ARCHITECT CONSULTANT

“Working with Jon Cook and Keynote Content doubled our revenue within the first year and we're on pace for an even better year this year. He is excellent and brilliant at bringing out what you truly want to say. Run, don't walk to work with Jon!”

RANDY WHITMAN, ONLINE COURSE CREATOR

“I teach copywriting and marketing, so I know that Jon Cook is the real deal. Jon gave me several "aha moments" today. He is the real deal.”

BRAD COCHRANE, THE STORY FIRST SPEAKER AND NSA MEMBER

AS SEEN ON



FEATURED ACCOLADES

“Jon Cook's extraordinary insight was worth far more than any other branding or consulting firm that wanted over \$50,000 to coach me.”

TERESA ADAMS, THE TALENT MATCHMAKER

“If you are looking for actionable, insightful, and practical content insight, Jon is your man. He did a great job of understanding our audience and making sure his presentation catered to them. Everyone walked away with a 'to-do' list of items to put into practice in their businesses. I highly recommend Jon!”

MIKE RUMAN, PEAK STARTUP WEEK



FEATURED TALK



NEUREMPATHY™: HOW THE HUMAN HEART AND MIND ARE WIRED FOR STORYTELLING, SUCCESS, AND MEANINGFUL CONNECTION

What if every speaker could anticipate the exact emotions and unspoken desires of their audience? This is the profound responsibility of Neurempathy™. In this science-grounded, experiential talk, neuroscience student and former mental health counselor Jon Cook introduces the power of behavioral neuroscience and the compassion of empathy to show you how to create a stronger, more meaningful connection with the right audience.

KEY TAKEAWAYS:

- Storytelling is not simply an art but also a science.
- The human brain is automatically programmed to detect variances in influence mechanisms on the X-Y axis of trust and influence.
- In a highly generative world, organic connection from stage is the currency of meaningful persuasion and action.

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FEATURED TALK



THE EXPERT ELEVATION METHOD™: RISE ABOVE YOUR INDUSTRY AS A PREEMINENT COACH, CONSULTANT, OR ADVISOR

Coaches, consultants, and advisors are fighting harder than ever to stand out in the 'sea of sameness'. Jon Cook shares his proprietary Expert Elevation Method™ for creating an indelible impact with your message, purpose, and expertise. You will learn why the world needs more lines in the sand, the secret to winning your audience's attention, and how to share messages that cause true distinction in your marketplace.

KEY TAKEAWAYS:

- Differentiating yourself as a true expert in your space is one of the best investments you will ever make in your business.
- Most coaches, consultants, and advisors don't truly understand their target market.
- You can double your message impact (and sales) using one simple formula.

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FEATURED TALK



GENERATIVELY ORGANIC: HOW TO CHAMPION H2H CONNECTION IN AN INCREASINGLY ARTIFICIAL MARKETPLACE

Mainstream AI adoption is causing massive disruption for industry experts in every industry, but at what cost? Coaches, consultants, and advisors have a generational opportunity to leverage AI's generative conveniences while preserving organic connections. Jon Cook, founder of Keynote Content®, shares key concepts, ideas, and what's working within the expertise space regarding AI technologies and growing your impact and income.

KEY TAKEAWAYS:

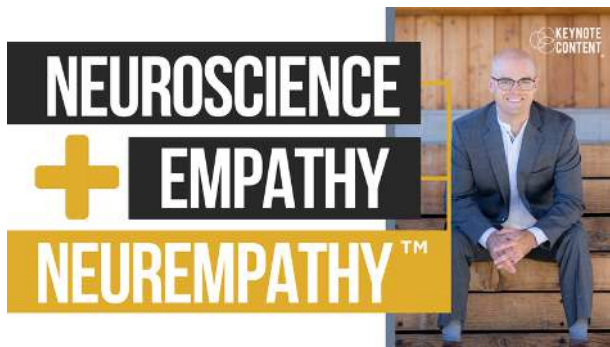
- AI integration does not have to come at the cost of human-to-human connection.
- Coaches, consultants, and advisors who don't have a solid plan for integrating AI into their businesses will face extinction within the next 12 months.
- The new digital landscape provides greater abundance and opportunity, not scarcity and fear. Your response to these changes telegraphs your current mindset, not your potential.

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SOME OF JON'S YOUTUBE VIDEOS...

(Yes, these are hyperlinked. Tap the thumbnail to watch a video.)



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