

JON COOK

MANIFESTO . MARKET . MESSAGE



HELPING THOUGHT LEADERS CRAFT THEIR STORIES TO BETTER CONNECT
WITH AUDIENCES THROUGH POWERFUL CONTENT





“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 // Retained Search,
Talent Management Advisor &
Executive Career Transition
Consultant, Ignite Engagement at Work

JON COOK helps thought leaders craft and share their messages to change the world. As a double-comma copywriter (over one million words) and persuasion messaging specialist, Jon works with speakers, coaches, consultants, and powerful influencers to create life-changing impact.

Jon Cook's proprietary M3 Influencer framework focuses on:

- **Manifesto:** What fuels your passion for doing what you do?
- **Market:** Who needs to hear from you, and why should they listen to you?
- **Message:** How do you share your content in a way that creates a powerful connection with your audience?

The M3 Influencer framework and Jon's double-comma copywriting journey connects with audiences through storytelling, brain science-based persuasion, and proven action steps to grow influence without manipulation or 'sales sleaze'.

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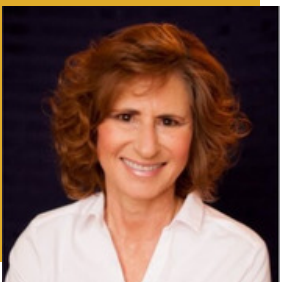
PEOPLE ARE TALKING ABOUT JON COOK...



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 // Freelancer Academy Business Coach



Jon Cook gave me extraordinary insight to deliver a powerful 45-minute speech to my audience of over 400+ thought leader coaches and consultants in the talent management industry. His message was worth far more than any other branding or consulting firm that wanted over \$50,000 to coach me.



Teresa Adams // Retained Search, Talent Management Advisor & Executive Career Transition Consultant

AS SEEN ON...



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MEET JON COOK

Jon Cook is the founder of Keynote Content, a content services and strategy agency for influencers based in Denver. Jon and his team help speakers, coaches, and consultants craft and share messages to change the world. He believes influencers have the power to shape every industry and rising leaders need a consistent voice to achieve lasting impact.

Jon connects with audiences as a featured speaker. He focuses on defining the value of an influencer's voice and the art and science of crafting elite-level insight into compelling content through brain science-based persuasion. Jon personally wrote over 1.4 million words creating content for influencers from 2011-2017. His previous background in copywriting and content strategy includes client work with Ford, JEEP, Chick-fil-A, Savile Row, iamsecond, Savile Row, and other internationally recognized ventures.

When Jon isn't on stage connecting with influencers, he takes any opportunity to be with his wife Kara and their daughter. As a Colorado native, Jon loves breaking free for a camping trip, fishing adventure, hike through the Rockies, or a slide down the slopes. He also enjoys playing several instruments, singing, reading, cycling, and cheering on his favorite sports teams. Fun fact: Jon and Kara visited all 30 Major League Baseball stadiums before turning 30.



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FEATURED TALK



THE M3 INFLUENCER MATRIX: THE THREE-STEP FRAMEWORK FOR CREATING POWERFUL IMPACT AS A SPEAKER, COACH, OR CONSULTANT

Speakers, coaches, and consultants are fighting harder than ever to break through the noise. Jon Cook shares his proprietary M3 Influencer Matrix for building influence in your marketplace. You will learn why the world needs more manifestos, how to win your audience's allegiance, and how to share messages that can change the world.

KEY TAKEAWAYS:

- Manifestos beat mission statements every day and twice on Sunday.
- Most influencers 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

3 PERSUASION PRINCIPLES FROM WRITING 1.4 MILLION WORDS IN SIX YEARS



Jon Cook wrote over 1.4 million words in six years mastering the art of persuasion. Jon's experience uncovered a proven framework for building instant influence as a speaker, coach, or consultant. This featured talk explores three key principles of persuasion and how to implement each principle for dynamic influence.

KEY TAKEAWAYS:

- True influence relies on three key principles to thrive, no matter your market or message.
- Boiling water and flamethrowers have a close connection to creating content.
- Our brains expect to be persuaded one way, but we **want** to be persuaded another way.

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FEATURED TALK



ONCE UPON A DOPAMINE: HOW BRAIN SCIENCE-BASED PERSUASION INFLUENCES STORYTELLING, SUCCESS, AND HUMAN SATISFACTION

"Storytelling is an art!" Spoiler alert: it's also a science, and science can be hacked. Jon Cook shares about four chemicals our brains crave and how to activate each chemical reaction through specific words and phrases. You will learn how to create a compelling connection in the minds of your audience as an influencer, no matter your industry.

WHAT YOU WILL LEARN:

- How to activate a chemical connection in the brains of your audience, which leads to faster sales, greater buy-in, and more influence
- How to leverage brain chemistry WITHOUT using manipulation or sales sleaze
- Over 100 words and phrases guaranteed to strengthen your message

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"Our greatest responsibility as thought leaders is to share content that actually helps people. Otherwise, we're wasting everyone's time and trust."

// Jon Cook, Keynote Content



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