



The Purpose of Life is not to avoid every potentially harmful situation. We need to get our hands dirty, to build calluses for the hard work ahead. To learn to fall and get back up, knowing that you're probably going to fall again, but understanding that each time you do, you get up stronger. Barry Farber will interview the world's most fascinating and extreme humans that push the limits and gain from their pain and FOCUS.

Host Barry Farber will dig deep into the minds of these extraordinary guests to see what makes them excel and perform under pressure. Barry will get the story that lies underneath the highlights by not just asking the tough questions but doing massive research and sharing his real work experiences that will fire up the guests enthusiasm.

## BARRY FARBER

# A BIT OF HISTORY

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Barry Farber is an entrepreneur, award winning radio and television host, agent for athletes and entertainers, inventor and bestselling author.

He is the president of Farber Training Systems Inc. and The Diamond Group. He's a Sales Strategist for Business Leaders, Sports Legends, Entertainers and Fortune 500 Corporations.

For over 25 years he's generated millions of dollars of new business for clients by gaining access to National Retailers and Major Accounts like Six Flags, QVC, Jets and Giants Stadium, Comcast and much more. What makes Barry's consulting and training programs unique and practical are the real world applications he shares from his day-to-day activities.

Farber has trained and consulted fortune 500 corporations, business owners, professional athletes and entertainers helping them market their products and generate more business.

He has trained over 500,000 salespeople and helped companies increase their sales by over 50% while helping them gain access to millions of dollars of new business. Some of his clients include AT&T, American Express, BMW, Chase, ESPN/ABC Sports, Novartis, Nestle Waters, State Farm Insurance, Toshiba, UPS and Verizon.



BARRY FARBER

# A BIT OF HISTORY

Television & Radio Personality • Sales & Marketing Strategist • Entrepreneur • Speaker • Best-Selling Author

Barry lives in the trenches everyday as a Sales and Marketing Strategist for over 25 years.

He is an award winning and syndicated host of several television programs including Breakthrough with Barry Farber and Mind Your Business.

Barry hosted over 500 Radio and Television shows in New York City, Washington and on the Comcast Television Network

In addition to hosting his own show Farber has been interviewed on CBS, NBC, ABC, FOX, CNBC and CNN. He has also been featured in Ad Week, Investor's Business Daily, Newsday, U.S. News & World Report, Variety and The New York Times.

Barry's radio program, "**Breakthrough with Barry Farber**" is carried on BlogTalkRadio, StitcherRadio, iTunes, TuneIn-radio, PodcastOne, Player.fm, Apple, MixCloud, Listen Notes, and Chartable.

Previous interviews have included New Jersey's own Senator Bill Bradley, NBA power forward Kenneth Faried, Music Legend Dionne Warwick, Grammy - Award winning hip - hop violinist Miri Ben - Ari as well as other special guests such as former boxing heavyweight champion Evander Holyfield, skateboard legend Tony Hawk, ESPN creator Bill Rasmussen, and many more!

Barry has been a columnist for Inc. magazine and has written over 500 columns for publications like Entrepreneur and Sales and Marketing Management and also a best selling author of 14 books in over 30 foreign languages with over one million copies sold.







BARRY FARBER

# AWARDS & ACHIEVEMENTS

Television & Radio Personality • Sales & Marketing Strategist • Entrepreneur • Speaker • Best-Selling Author

- ★ Winner of 3 Telly Awards and Emmy nomination
- ★ Winner of 2016 JAM Award for best television interview Talk Show
- ★ Breakthrough with Barry Farber on Blog Talk Radio - Over 1.5 Million Listeners
- ★ Rated the #1 show on the network out of 16,000 programs
- ★ Best Selling Author - 14 books, 30+ languages and over 1 million copies sold
- ★ Host of over 500 Radio and TV shows in New York, Washington and on the Comcast Television Network
- ★ Monthly columns in Inc. and Entrepreneur magazine for 10 years
- ★ Rated #1 in Entrepreneur Magazine based on content ratings from reader surveys
- ★ Ranked among the top speakers of the year in "Successful Meetings" magazine

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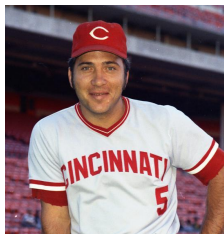
**Some of Farber's previous interview guests include** the world's best-known athletes and entertainers as well as intriguing minds of our time: Hall of Fame catcher Johnny Bench; Indianapolis 500 winner, Buddy Lazier; world heavyweight champion, Evander Holyfield; Bill Rasmussen, founder of ESPN; astrophysicist and Nobel Prize winner, Dr. Adam Riess; Doug Ellin, who created the hit TV show, "Entourage"; country superstar Barbara Mandrell; inventor of Post-it Notes, Art Fry; and famous comedian, Don Rickles.



BARRY FARBER

# PREVIOUS INTERVIEWS

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## Johnny Bench

Hall of Fame catcher, World Series MVP and 14-time All-Star with 10 Gold Glove Awards



## Dr. Adam Riess

Astrophysicist and Nobel Prize Winner in Physics



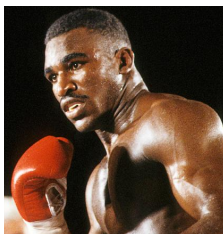
## Doug Ellin

Creator and producer of HBO's hit show Entourage and movie



## Bill Bradley

US Senator, Olympic Gold Medalist, and two-time NBA Champion



## Evander Holyfield

Heavyweight World Champion



## Kenneth Faried

"The Manimal" NBA 6 ft 8 power forward for the Houston Rockets. NCAA all-time rebounding leader.





### **Nik Wallenda**

King of the Highwire with his live historic walk across the Grand Canyon without using a harness.



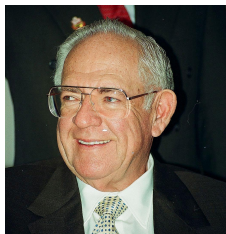
### **Barbara Mandrell**

Country Superstar, 3 Gold Records, 9 People's Choice Awards



### **T. Boone Pickens, Jr**

Founder and Chairman of Mesa Petroleum



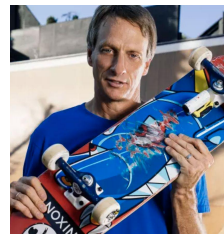
### **Dave Thomas**

Founder of Wendy's



### **Heather Henriksen**

Director of the Office for Sustainability at Harvard University



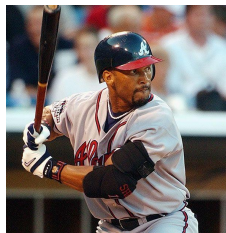
### **Tony Hawk**

Skateboarder who is one of the most recognized action-sports figure in the world.



### **Dionne Warwick**

Five-time Grammy Award winning music legend



### **Gary Sheffield**

Former MLB player, nine time All-Star and one of the top 25 all-time homerun hitters with 509 home runs.



### **Rita Rudner**

Comedian, Winner of the American Comedy Award.



BARRY FARBER

# WORKING WITH THE WORLD'S LARGEST BRANDS







BARRY FARBER

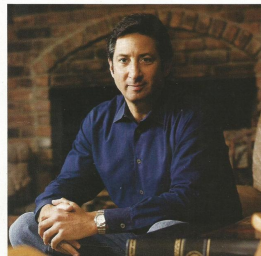
**FEATURED ON**  
THE WORLD'S  
LARGEST MEDIA  
PLATFORMS



**INTERNATIONALLY  
PUBLISHED BEST-SELLING  
AUTHOR & COLUMNIST**



[Learn how to sell it like you mean it]



## By Barry Farber

1. **Start off strong:** Give new contacts a firm handshake and look them in the eye. An upbeat attitude and a sincere eagerness to meet them will be reciprocated.

2. **Listen more than talk:** You can't really start to build a relationship until you're locked into the other person's hot buttons and listening to what

4. **Find common ground:** Doing so allows you to connect with contacts on a deeper level, whether it's sports, hobbies or family interests. When my customers start talking about their

5. **Do your homework:** When the customer sees you've invested time into

Barry Farber ([barryfarber.com](http://barryfarber.com)) is rated as one of *Wings Magazine* and is the bestselling author of 1 achievement. He is also a black-belt weapons

6. **Sell what they sell:** You know who your customer is, but do you know who your customer's customers are and how you can help sell more to them? Help your customers build their businesses, and they'll end up building yours.

7. **Offer outside help:** Can you offer a resource—say, a personal trainer or a good book—that assists them in an area outside of what you sell? Going out of your way to help can get you in

8. **Keep your network strong:** Surround yourself with people your contacts would want to meet. I am always thinking about the company my contacts

9. **Be true to who you are:** People cannot connect with you when you're trying to be someone else. Being honest about what you do, who you are,

**10. Follow up and follow through:** In the world of networking, connections and building relationships, this is the glue that holds it all together.

Nothing really new here—it's common sense. And guess what? Common sense isn't so common anymore, but it's what the best salespeople have.

the top speakers of the year by *Successful Meetings* on sales, management and personnel art and a regular on QVC as the marketer and

**Inc.**

**Barry Farber**  
Sales Energy



Barry Farber is the president of Farber Training Systems Inc. and The Diamond Group. He's the co-inventor and marketer

of the FoldzFlat<sup>®</sup> Pen.

@BarryFarber1

Barry Farber



5. You've seemingly done a bit of everything. What do you consider yourself?

[illegible]

**2** Has it been a challenge for you to operate in so many fields?

His parents, like wedding photographers, planning, building projects, writing and, at one point, even wedding with Sue (which is just his name on a letter carrier) — that was a



4. Is there a universal recipe for success?

Technology is amazing, right? – and sometimes many people say that our smartphones – but people forget what you missed in order to have that stuff, like our really large computers. For instance, I recently saw an associate who was interested in buying the new iPhone 4S, and I was thinking about how to discuss this. And during this time, I was thinking, discussing this, the big thing I talked about was how we saw our use of drugs and how I adopted a drug that was focused on being flexible. I thought the cheapest one was said: "No, not even more, and I have decided." There is a saying: "Be sure about things that you know until they know how much you need about their customers." So here is the drug I said and the drug-challenging. It allowed internal calen-

also, if what you are doing isn't going to allow it, tell them you forward. If what you're doing doesn't have input, that's what ultimately counts.

### 3 Your new TV show focuses on "breaking through." Can you outline that concept?

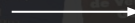
You can be working on something and just not a wall is going down. You start to say, "Why don't we start this? What are we doing?" When starting my company in 2006, I used to receive customers on a tape recorder. I started to reach from those customer experiences. Because this content was not with

with finding people who had had moment  
what they bring through to their work.

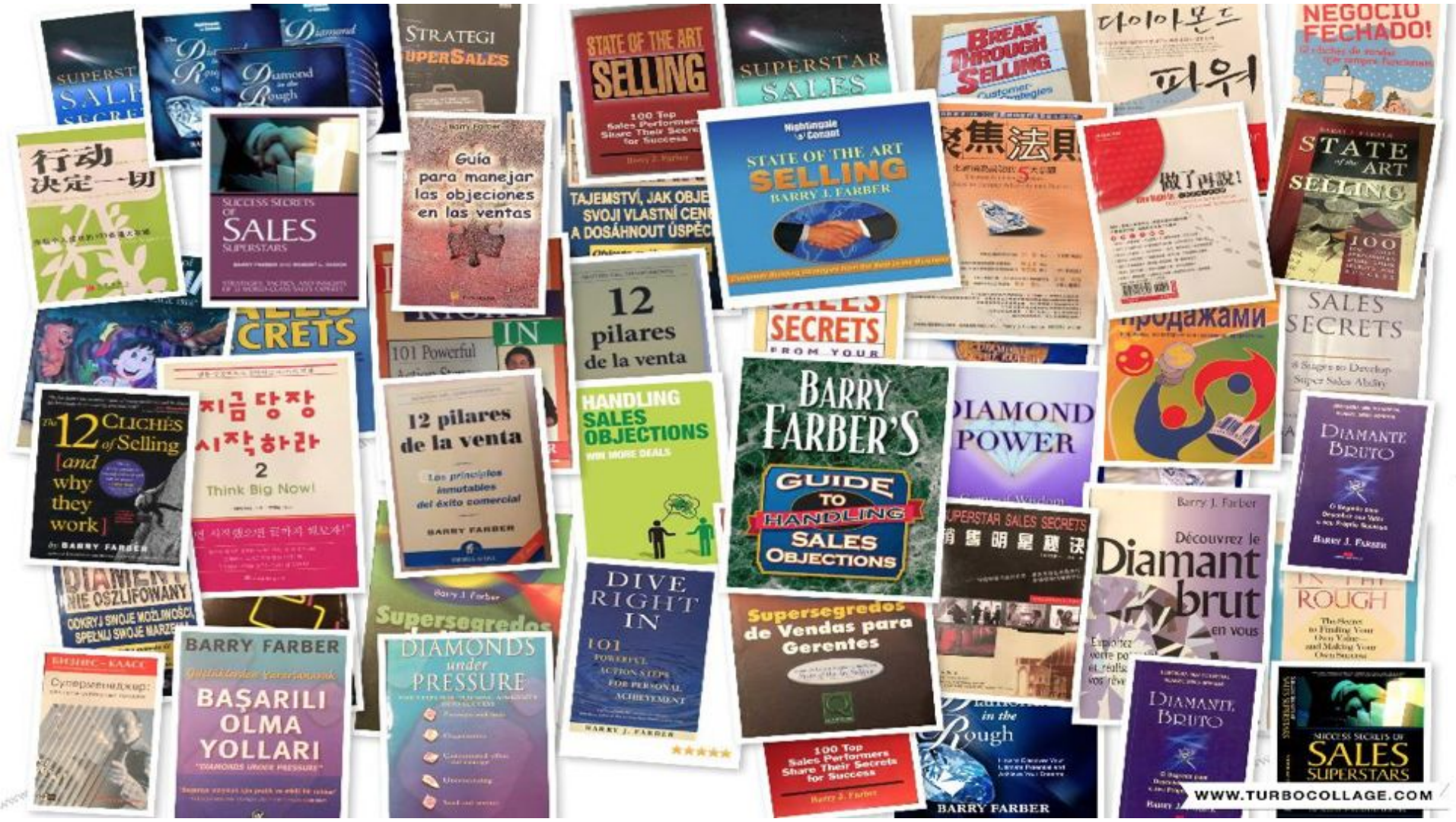
... *Michael Vincent*

**Next month:** Does your culture still

**INTERNATIONAL BEST SELLING**  
**AUTHOR** 14 BOOKS IN OVER 30 FOREIGN  
LANGUAGES AND OVER 1 MILLION  
COPIES SOLD.









BARRY FARBER

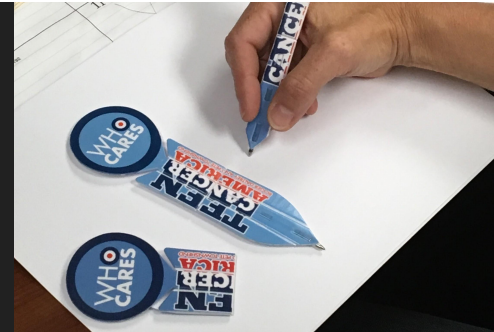
# CO-INVENTOR & MARKETER:

## FOLDZFLAT® Pen

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**3 Million+**  
Products Sold



**PROMOTIONAL.  
DIRECT RESPONSE.  
RETAIL.**

Market Focus



BARRY FARBER

# SPORTS & ENTERTAINMENT AGENT



## ANDY MACDONALD

Literary agent for Andy Macdonald, crowned skateboarding's world champion 8 years in a row and owns 19 X Game medals - more than any other skater



## GARY SHEFFIELD

Consultant for Gary Sheffield - Former MLB player, nine time All-Star, and one of the top 25 all-time homerun hitters



## EVIL KNieVEL

Agent and broker for the \$7 million Evil Knievel roller coaster that Six Flags Theme Parks launched summer 2008



## JACKIE MASON

Winner of 3 Telly Awards and nominated for an Emmy as the Executive Producer and Marketer of the Jackie Mason Television Show