



**Peter “The Reinvention Guy” Fogel** is an award winning and critically acclaimed corporate humorist who reinvented himself into a sought after promotional sales writer and marketing consultant.

It was because of this journey through reinvention that Peter effectively implemented a strategy that anyone can model for total success. Which is: ***Don't ever take yourself too seriously!***

Laugh in the face of adversity, and regardless of your fear of change, **ONLY** take action that can bring you measured results. Once you do— you can accomplish amazing things with your personal and professional life.

Peter's proven this by amassing many loyal multi-million dollar agency clients as *Cameron Advertising, Early to Rise, Strategic Profits, American Writers & Artists, Fisher Investments, Rightside Investors, 21st Century Investing, Thompson Cigar, Agora Publishing, Renaissance Health, Vital Max Vitamins, Bio Centric Health* (to name just a few.)

Besides writing for corporate clients and speaking across the country to many associations... “The Reinvention Guy” also works with entrepreneurs in helping them market their products/services and assists them with public speaking and humor techniques so “they can speak, sell and grow rich.”

In the world of advertising, you no doubt have heard Peter's his voice countless times on radio and television commercials for *Budweiser, Mazda, American Express, and Zima.*

In the entertainment world, Peter's made audiences of all shapes and sizes laugh for over 25 years and has had the good fortune of working along side such veteran celebrities as Shirley Jones, Harry Anderson, Jon Stewart, Lucie Arnaz, Dennis Miller, and Ray Romano. Not to mention improvising on the same stage with the legendary Robin Williams (and living to tell about it.)

As a Hollywood studio warm-up he's made audiences laugh on such sitcoms as *Whoopi, Hope and Faith and Married with Children.* It's because of this experience that “The Reinvention Guy” knows first hand the power of humor and how it can captivate, change, and motivate an audience to take positive action.

And Peter should know. He's the author of the amazon.com best selling book ***If Not Now... Then When? Stories and Strategies of People Over 40 Who Have Successfully Reinvented Themselves*** as well as ***Reboot Your Career: 27 Ways to Reinvent Yourself in the Workplace.***

His comedy material has been used in the *Comedy Quote Dictionary, I Killed: Real Road Stories of America's Top Comics.* Peter's also contributed to legendary copywriter Bob Bly's books: ***Careers in Writing, Persuasive Business Presentations,*** as well as Roscoe Barnes' book: ***Publicity Made Easy***

“The Reinvention Guy” is an improvisational speaker who is equally at home giving customized keynote speeches, seminars on copywriting and marketing, or emceeing banquets and tradeshow.

For booking information and availability please contact: [www.reinventyourselfnow.com](http://www.reinventyourselfnow.com)  
**561-245-5252**

## Just a Sample of "The Reinvention Guy's" Key Note Topics:

### How To Reinvent and Optimize Your Life For Total Success!

- The Secret to Prioritizing and Successfully Reinventing Yourself in Your Job or Career!
- YES! Let Your Fears Fuel You Forward To Reaching Your Goals!
- Your Past Performance Shouldn't Be Indicative of Your Future One (Unless You Want It To Be!)

### Strike While Your Irony Is Hot: How to Use Humor to Overcome Adversity in Business and in Life

- How You Use the Healing Power of Humor to release Your Stress!
- 3 Ways To Effectively Use Your Own "Funny Bone" To Get The Optimal Results You Want
- How Laughter Can Deliver You Optimal Health Benefits (With Out Having to Ever Diet or Go to The Gym!)

## What the experts are saying about Peter's book, *If Not Now... Then When?*

"Peter Fogel's *If Not Now... Then When?* is not only a book that'll make you smile with its humor and heart, but will also inspire and show you how other 'over 40' folks took control of their own destiny and created a life of meaning through their reinvention. It's a worthwhile book and that's coming from someone who doesn't like to read."

**-Ray Romano - Everybody Loves Raymond**

"I've known Peter since we were kids - And he's always overcome adversity with humor! This book is honest and truthful!" **-Jake Steinfeld – Body by Jake Enterprises LLC**

"If you're over 40 - get this book! I don't remember the last time I read a book cover to cover in one day. Peter Fogel's comedic background shines through and makes this one of the most enjoyable books I have read in a long, long time. 'If Not Now...Then When?' is inspirational, motivational and most of all, just plain fun to read."

**-Dr. Robert Anthony, author of Beyond Positive Thinking**

"If only I had this book many moons ago when I was forty-one and embarking on a new career. It's lighthearted approach and inspirational examples would have given me much needed encouragement. If you believe as I do, that life is too short, and boring, to do one thing, then this is the book for you...no matter what your age."

**-Allen Klein, author of The Healing Power of Humor and The Courage to Laugh**

## On Peter's speaking and performing:

"You're a very funny man. You made me laugh." **Richard Pryor, Comedy Store**

"It was motivational as well as entertaining, and I am certain that each member of the staff was encouraged to begin applying some of the principles you discussed into their work." **- Ellie Dvorkin, Regional Office Manager, Sylvan Learning Center**

"Your motivational talk and focus on the importance of humor was so inspiring to the group of men and women who attended these respective events. You made them laugh and feel good about themselves. Your session received the highest marks..."

**-Karen Dresbach, President National Multiple Sclerosis Society**