

Testimonials Praising Matthew Cossolotto

**Author, Guest Speaker, Speechwriter, Speech Coach ...
and Leading Authority on *PodiumPower!*, *HabitForce!*,
and the *Power of Making a Promise***

“Bravo! Matthew deserves a prolonged standing ovation for *All The World’s A Podium*. The insights he shares are original, incisive, creative, and refreshing. My message to all speakers about this book can be summed up in three words: Read, heed, and succeed!”

Jim Wright

Former Speaker, U.S. House of Representatives

“Matthew’s [speechwriting] work was always excellent. He was creative and thoughtful in helping develop key messages and then turning those messages into appropriate words. Having worked closely with Matthew for nearly four years, I am sure he will bring value to any client or employer. Accordingly, I give Matthew a wholehearted recommendation.”

Charles R. Lee

Chairman and CEO, GTE Corporation (now Verizon)

“I have spoken with Matthew about his project related to *The Power of Making a Promise*. He told me about ‘Make A Promise Day’ and his mission to highlight what he calls those two magic words: ‘I Promise.’ I agree completely with him that there is something uniquely powerful about making a promise that goes beyond traditional goal-setting. I was delighted to share a personal story with Matthew about a very special promise I made in my own life. I believe Matthew’s mission has the potential to be of enormous benefit to many others and I offer him my very best wishes for success in compiling these uplifting stories about promises made and promises kept. Put simply, Matthew’s project is very promising indeed!”

John Assaraf

Featured in *The Secret* and Best-Selling Author of *Having It All*

“I know Matthew’s work. I can attest to the world-class quality of his writing and the soundness of his ideas. I recommend his new book and his coaching programs to any executive looking to enhance his or her podium power.”

H. Brian Thompson

Chairman, Comsat International

“Matthew ... brings clarity to the reality of our behavior and how negative thoughts and behavior can overpower the positive ones. I highly recommend Matthew ... as a speaker.”

Linda Rey

Local Chamber of Commerce President

New York

“Matthew is the perfect guest speaker for your next event. In particular, I have found Matthew's "Make A Promise" message to be very motivating and empowering. So much so that we'll be featuring this powerful message in our future MDI Events. The Power of Making a Promise concept has helped me become more focused, motivated, and productive. It's very uplifting but it also produces tangible results. I encourage you to consider Matthew the next time you're looking for a guest speaker or coach. Matthew's a real pro ... a promise pro and a podium pro!”

Norm Lapalme
Founder, MDI Events
www.MDIEvents.com

“Whether you have an audience of one or an audience of thousands, the important thing is to get your message across *effectively*. In *All The World's A Podium*, Matthew Cossolotto packs a wealth of experience into a handy guide, enabling each of us to become a ‘Podium Pro.’ Well done!”

Lou Tice, Chairman
The Pacific Institute, Inc.

“Based on my personal experience, Matthew Cossolotto is a superb communications executive, a top-notch speechwriter, and a very talented speech coach. Matthew's powerful little book – *All The World's A Podium* – is jam-packed with keen insights and invaluable tips about effective public speaking. If you're in a leadership position – or if you aspire to any kind of leadership role – I highly recommend that you read Matthew's book and bring him in as a speechwriter or coach.”

Chris A. Sinclair
Former Chairman and CEO, Pepsi-Cola Co.

“Thank you for your entertaining workshop. Your F.A.I.L.U.R.E. and S.U.C.C.E.S.S. key words make it a simple-to-understand concept which is very helpful for staff at all levels.”

Beth Beck
Health Club President

“I heartily recommend *HabitForce!* to anyone and everyone. If you've ever had a goal you failed to reach or if you vaguely suspect that you have not lived up to your potential, this book is for you. Matthew Cossolotto has created an easily remembered structure, based on the acronyms of F.A.I.L.U.R.E. and S.U.C.C.E.S.S., that will help all of us identify and replace the habits of failure with their corresponding habits of success. If you want to succeed, don't fail to read this book!”

John B. Anderson, Independent US Presidential Candidate 1980
Former President, The Center for Voting and Democracy
<http://www.fairvote.org/>

“If the thought of speaking in front of a crowd of people gives you the willies, Matthew Cossolotto's *All The World's A Podium* is the right medicine for you—a healthier and more effective alternative to a stiff drink, a security blanket, and a bottle of Valium.”

Hendrik Hertzberg

Former White House Speechwriter

Author, *Politics: Observations and Arguments*

“Dear Matthew: Thank you very much for conducting your *HabitForce* and *Podium Power* workshops at our annual conference. You were a big hit! I also want to thank you for staying late to sign all of those books. Both presentations were extremely entertaining, informative and inspiring. You provided so many practical ideas for success ... on and off the podium ... we were talking about your information for days after the event. I would highly recommend you as a guest speaker to any organization that wants to avoid FAILURE Traps and get on the SUCCESS Track.”

David A. Gelinis

Director of Administrative Operations, National Legal Systems

“I've seen Matthew in action as a speech coach. I'm a big fan of his authentic speaking approach, based on the key notion that there's no such thing as *public* speaking. I believe the coaching concepts Matthew has collected in this little book are uniquely effective and powerful. ”

Ambassador Michael Samuels

Founder and CEO, Samuels International Associates, Inc.

“By focusing on the habits and mindsets that hold people back and then offering a system for adopting success habits, [*The Real F Word*] should be helpful to just about everybody who feels they aren't living up to their potential in life. And that category includes just about everybody. I predict this book will become a major force for positive change in the self help arena.”

Cathleen O'Connor

Founder, StoneWater Sanctuary

“I have found Matthew to be an extremely skilled individual. He is a superb writer and excellent coach. Matthew combines a high intellect with a broad knowledge of speechmaking and speechwriting to make him extremely effective in assisting senior management in all aspects of public speaking.”

Michael T. Masin

Vice Chairman and President, International
GTE Corporation (now Verizon)

"Over the past few years, Matthew has coached me on my presentation skills and worked with me on several speeches and videos. His expert insights and assistance, based on his innovative Podium Power! programs, have been extremely helpful to me personally. I have recommended Matthew's services to other executives within the company, and I enthusiastically recommend his services to any executive or organization looking for speechwriting or speech coaching support."

Jim Braselton
Senior Vice President, Marketing and Sales
Lafarge North America

"*HabitForce!* is a simple, but powerful, *tour de force*. It begins by helping people identify the most common habits and mindsets that hold them back. Then it offers practical suggestions for adopting positive habits and behavior patterns to turn things around. I found the book both enlightening and a real pleasure to read. Not only should you read this book ... you should make a habit of it!"

Granville Toogood
Author, *The Articulate Executive*
President, Granville Toogood Associates
<http://www.toogoodassoc.com/>

"*HabitForce!* offers clear, entertaining and well-articulated insights into the habits and mindsets that tend to keep us from achieving our potential. Importantly, the book provides easily followed guidance for kicking these bad habits and adopting more positive habits for success. "

Constance (Connie) Weaver, Former Executive Vice President AT&T

"Every once in a while a book comes along that conveys many important ideas in a deceptively simple, unthreatening way. My friend Matthew Cossolotto's *All The World's A Podium* is such a book. I highly recommend this book to any speaker interested in exploring the art – and the *heart* – of authentic speaking."

Lee Glickstein
Author, *Be Heard Now*
Founder, Speaking Circles International

"I've known Matthew for more than 15 years. We worked closely together during our days at GTE. More recently, Matthew has been working very successfully as a speechwriter and coach with several executives at MasterCard. I can attest personally to Matthew's professionalism, his creativity, and his effectiveness as an executive speechwriter and speech coach. I highly recommend Matthew's executive communication services to others without hesitation."

Harvey W. Greisman
Group Executive, Worldwide Communications
MasterCard Worldwide

“All The World’s A Podium stands head and shoulders above the typical public speaking primer. Matthew Cossolotto is a speaking guru's guru, the Anthony Robbins of public speaking.”

TJ Walker
President, Media Training Worldwide
Founder, The Speaking Channel

“HabitForce! should be recommended reading for the human race! I love this book. It’s very user-friendly to read. Clear and succinct. For anybody who’s interested in freeing themselves from negative habits and creating positive habits, this is must read material for you.”

Vaishali Vashali, Radio Host and Author of *You Are What You Love*
www.PurpleV.com

“Dear Matthew: Thank you for speaking to our corporate Toastmasters club on the subject of "An Audience of One." As we observed, it is a helpful guiding principle to make eye contact with one person at a time to unify the audience and let audience members experience themselves as One! We very much enjoyed your entertaining presentation, and several members of the Club have also benefited from reading your excellent and insightful book: *All The World's A Podium*. I am taking the liberty of recommending you very highly as a guest speaker for other Toastmasters clubs in the area. Many thanks again for being a guest speaker and sharing your keen public speaking insights with our club.”

Diane Miller
Vice President Education
Swiss Toast Corporate Toastmasters Club

“I strongly urge people of all ages, especially young people, to use this empowering book [*All The World’s A Podium*] as a how-to manual for enhancing their presentation skills.”

Leslie Jacobs
Founder and Executive Director
Derek Jacobs “You Are The Future” Foundation
www.YouAreTheFuture.org

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