

## J. Loren Norris

- ›To book Loren to speak at your next event call him directly at 214-783-9854
- ›To see excerpts of the book or other writings visit [JLNorris.blogspot.com](http://JLNorris.blogspot.com).
- ›To hear sample audio files of Loren's presentations [www.ThatGuySpeaks.com](http://www.ThatGuySpeaks.com)
- ›If you need a DJ that is more than a DJ visit [www.ThatGuyRocks.com](http://www.ThatGuyRocks.com)



J. Loren Norris was a victim of the recent economic collapse. After investing ten years with a fortune 50 company, the changes of 2008 left him looking for work.

While this is not a unique story, as many people would be left without work over the next eighteen months and many are still searching. What Loren did with his situation is what sets him apart.

This is what makes his story unique. Loren took his part time job and added his passion for entertaining, inspiring and motivating people. He blended it with his marketing knowledge, outstanding customer service skills, and sales experience, then mixed in a dash of determination. Within twelve months he built [ThatGuyRocks.com](http://ThatGuyRocks.com) into a budding DJ business that grossed in the low six figures in year one, *with no debt*. It also proved to be a \$40,000 raise over the last year's salary in corporate America.

Loren is no stranger to overcoming adversity.

- His parents divorced when he was only four years old
- He experienced the death of his step father before his twelfth birthday
- He was raised the only son of a struggling single mom of three
- He would spend the next twenty plus years over coming an addiction

As he puts it, "I came from potato soup and food stamps. I am determined to never go back."

It was that vow that promoted him to a new career.

Loren began performing for crowds as early as junior high school. His public speaking career began when he was twenty and a fire fighter in the U. S. Air Force where he volunteered to deliver fire safety speeches to large crowds.

In corporate America, Loren has spoken to everyone from newly hired sales reps to senior executives. He has lead sales planning meetings, trained new sales reps, provided market analysis, created new sales channels and developed innovative advertising vehicles. At one company he negotiated more than \$13,000,000 in media exposure. He turned around two different magazines from the brink of closing and positioned them to thrive.

In his personal life, Loren and his wife Karin have volunteered their time to provide advice to couples who are struggling in there relationships with everything from communication issues to sexual addictions and abuse.

Loren is now a full time speaker and entertainer and an active member of Toastmasters International. He spends most weekends emceeing a wedding or providing entertainment for everything from retail-tainment to corporate parties and private events. He spends his weekdays researching material for the book he is authoring: "Live a More Excellent Life"

*"Live a More Excellent Life" addresses ways to face adversity and build on it. Focusing on not only accepting change but seeking it out, "overcoming becomes not a have to issue but a want to passion." Issues range from relationships, to personal and professional development, leadership skills and achieving success as you define it. "Live a More Excellent Life" is to be released in early 2011 and will be followed closely by a workbook and seminar workshops.*