

**Jerry Marlow, MBA—
I can help you
accomplish amazing things**

If your success depends
upon your ability to enlighten,
inspire and lead others,
I can help you
accomplish amazing things.

If your firm's success depends
upon an ability
to explain complex transactions,
strategies or services in engaging
and persuasive ways,
I can help you
get prospective clients excited
about your firm's capabilities,
your vision and your expertise.



I can interview the experts
you have on tap. I can synthesize
their knowledge and insights
into words and images
that engage, entertain, enlighten
and inspire.

I can create speeches,
presentations, pitch books
and other communications
materials that will help you
persuade your target audience
to take the path of action
that you advocate.

Whoever your target audience
may be, whatever you wish
to inspire them to do,
the more ambitious the goals
you set, the more powerful
the speech I will be able to write
for you. The more engaging
the presentation I will be able
to create for you.

I have helped
other business leaders
accomplish amazing things.
My work has made it possible
for many people
to master difficult subjects.

At Deutsche Bank,
JP Morgan Chase
and Sallie Mae, I wrote speeches
and created
organizational development
presentations for

heads of trading, technology,
trust services, money transfer,
securities processing,
cash management,
retirement services,
letter of credit
and collection services.

These speeches and
presentations
helped these leaders
energize their employees
and boards of directors
to embark on new directions
and implement new strategies.

At the end of a presentation
on how to manage opportunity,
a junior manager said,



“I went back to my office
and asked myself
what I could do differently.”

At the end of another,
a data-entry clerk
said to his manager,
“I never knew my job
was so important! I can't wait
to get back to work.”

To explain
new securities-settlement
requirements to a bank's clients,
I created a large, foldout
marketing brochure
that showed the flows
of instructions, confirms,
affirms and status reports.

When I saw
that an employee had pinned
the opened-up brochure
to the wall of his cubicle.
I asked what he thought of it.
Said he,



“I've been working here
for fifteen years.
Until I read this brochure,
I never understood
what we were doing.”

After a chief technology officer
gave a presentation I created
to his board of directors,
the Chairman of IBM
who was on the board,
exclaimed,



“That was the best presentation
I’ve ever seen!”

At a real-estate convention,
a real estate broker
gave a speech I wrote on how
the brokers and agents
in the audience could best
tap into the global market
for luxury residential properties.

Attendees gave him



a standing ovation.

A year later, my client told me that brokers who were in the audience were still telling him that his speech changed how they sell luxury residential properties to high-net-worth individuals and families around the globe.

The linguist Noam Chomsky argues that language evolved not to help people communicate; but to help us think.

In my writing, I use language in a way that not only helps people think but also allows them



to do things
they may have thought
beyond their ability.

To make options-pricing theory
easy to understand for
the mathematically challenged,
I designed and programmed
a simulator
that shows graphically,
among other things, that:



Every financial forecast is a probability distribution.

The value of any financial asset is the probability-weighted present value of its potential payoffs or cash flows.

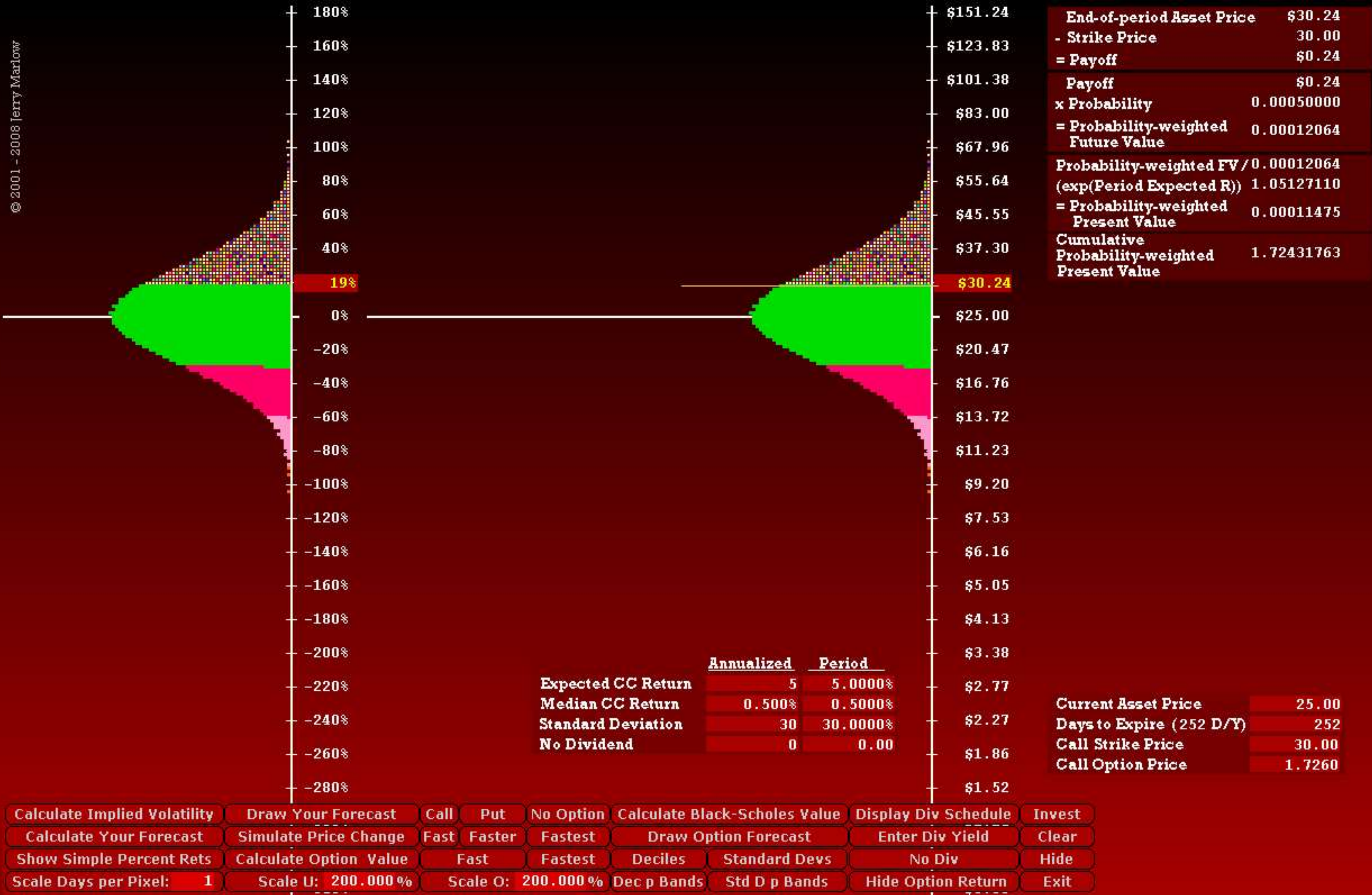
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The Black-Scholes value of a call option is the probability-weighted present value of all the potential payoffs in the probability distribution above the option's strike price.

To accompany the simulator, I wrote the book, *Option Pricing: Black Scholes Made Easy* (John Wiley & Sons).

Of the book, a sophomore at Tsinghua University in China wrote,

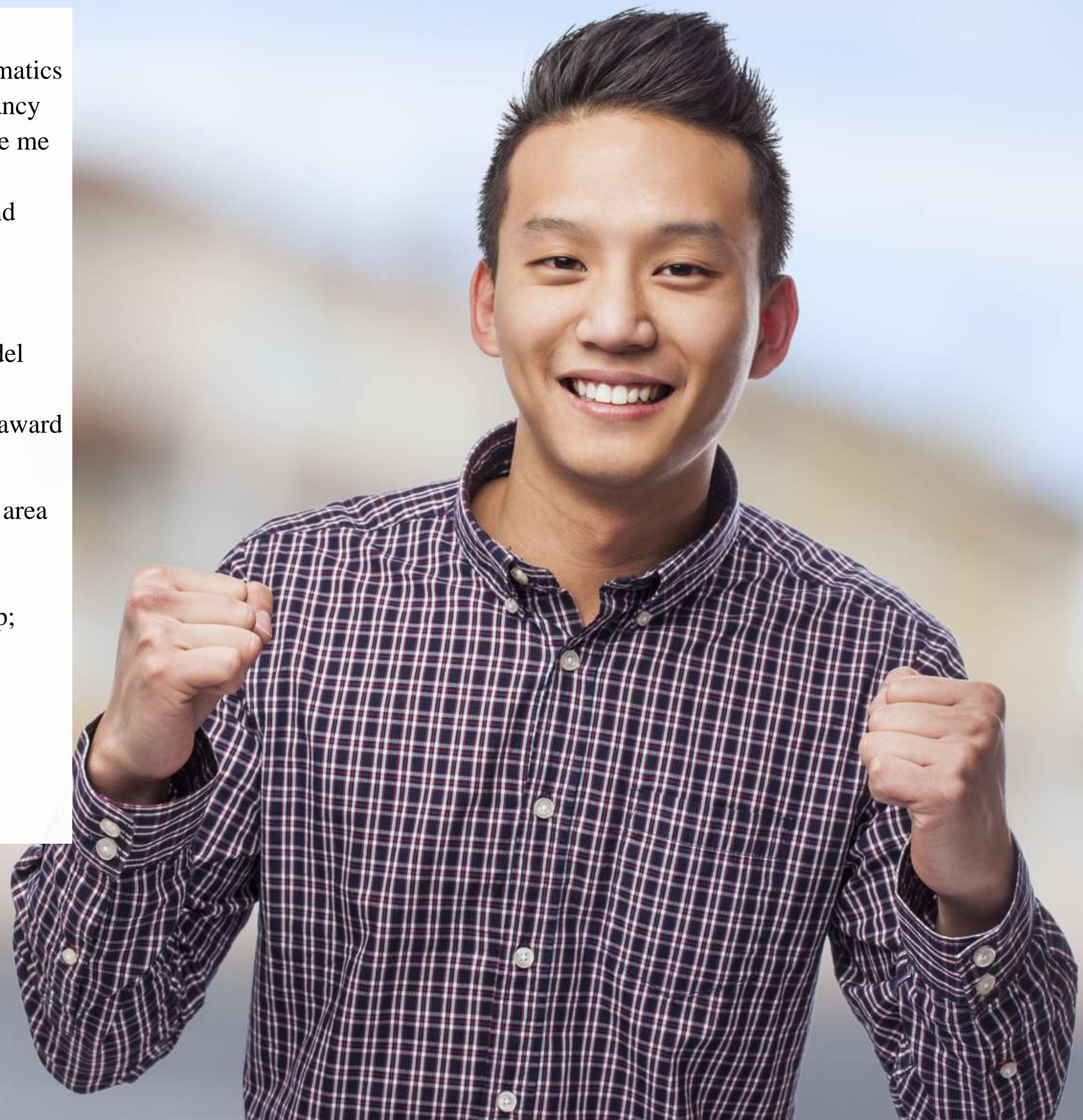


“Your book is friendly
and easy to understand.
I like your writing style.
You express complex ideas
in easy words.”

An accountant wrote,
“Having a degree in mathematics
and a professional accountancy
qualification did not prepare me
for the explanations
of Black Scholes to be found
in most text books.
They may have got
a Nobel Prize
for their option pricing model
but Black and Scholes
were never going to get an award
for clarity of explanation.

“Having grappled with this area
for a few months, I decided
I needed
a little more innovative help;
hence my purchase
of Jerry Marlow's
interactive tutorial.


“Two days later and I feel
I could go for the next





Nobel Prize myself!"
"So many things
click into place so quickly,
it's marvelous."

My approach to creating
websites, presentations,
marketing brochures
and pitch books helps firms

The background of the entire image is a composite graphic. It features a world map in a light blue color, overlaid on a dramatic sunset sky with orange and yellow clouds. The sun is a bright, glowing orb positioned centrally behind the map. In the foreground, the silhouettes of two men in business suits are shown shaking hands. The man on the right is holding a briefcase. The overall composition suggests a global business deal or partnership.

sell complex services
and helps fund managers bring
family and institutional wealth
under management.

At the end of a presentation
on derivatives-based investment
strategies that I created
for the head of a major bank's
wealth-management division,
an investor with no relationship
with the bank stepped forward
and said

he would like to put \$2 million
in family wealth
under management
with the bank.

A marketing brochure I wrote
for a money-center bank
changed its reputation
in SWIFT services
from that of a laggard
to that of a leader.

After problems with its
securities-processing services
damaged a major bank's
reputation, a brochure I wrote
helped it regain clients' trust.



If you have ambitious goals
that you would like to achieve;
if you have employees
you would like to enlighten,
energize and redirect;
if you have complex services
that you would like to sell;
if you have an investment
strategy you would like
pension fund boards of trustees
or high net worth individuals
to embrace;
if you have a board of directors
that you would like
to get excited
about the strategic direction
you advocate;
let me engineer your goals
against your audience's desires,
beliefs and decision criteria.

Let me help you
get your target audience excited
about your firm, your products
and your mission.

Let's get your audience excited
about you.

Let's see if we can get you



a standing ovation!

Give me a call today:
(917) 817-8659

Or email:
jerryanmarlow@jerryanmarlow.com.

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www.jerryanmarlow.com

