

A black and white photograph of Don Chisholm, an older man with light-colored hair, looking off to the side. He is wearing a white collared shirt and a dark, patterned blazer. A small lapel microphone is clipped to his shirt. The background is dark and out of focus.

Don Chisholm

KEYNOTE SPEAKER &
BEST-SELLING AUTHOR

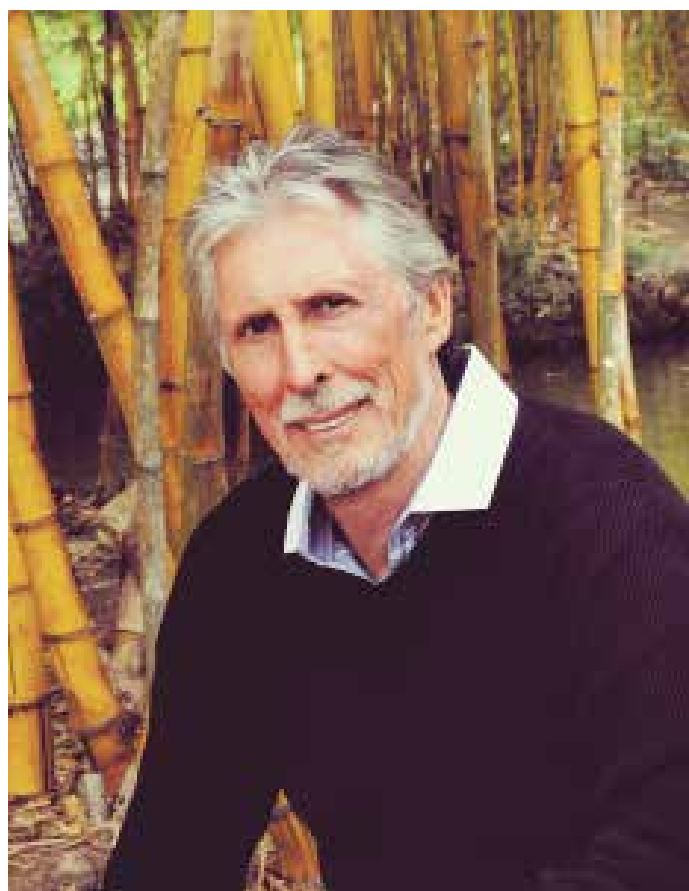
MEDIA KIT 2017



HAVE YOU GOT

THE GUTS TO BE REALLY

HEALTHY?



Meet Don Chisholm a.k.a The Gut Man.

Don Chisholm is an inspirational keynote speaker on health and author of the best-seller *Have You Got the Guts to Be Really Healthy?*

With not long to live at the age of 50, Don went on a mission to discover why some people heal and others do not. He travelled the world and his research led him to understand that the answer lies in the gut. Don is renowned for his statement, ***“We are not what we eat, we are what we absorb.”***

Don now shares his wisdom, passion and energy for life with audiences worldwide, and is invited to speak at many events and conferences each year. His engaging and thought-provoking presentations are honest, occasionally confronting and eye-opening.

Don is a passionate educator on a diverse range of health and longevity topics. He shares simple and practical ideas about what it takes to be *really* healthy—it’s easier than you think!

WHO IS DON CHISHOLM?

International Keynote Speaker

Best-selling Author

Creator of Probiotic Foods

Nuferm Brand Ambassador

Host of ‘Get Your Health Back’ video series

Husband, Father & Grandfather

Life changing presentation.

Don's presentations are lively, inspirational and at times confronting! He raises the audience awareness with thought-provoking questions, including:

1. *Why is our health still declining despite medical advances?*
2. *Why does everyone these days have a condition they would prefer not to have?*
3. *Why are diseases on the increase despite billions being spent on 'health care'?*
4. *The simplicity of health and living without disease.*

The audience will leave the event with contagious momentum, empowered to take steps towards better health. At the end of the event, Don is always available to meet the audience, answer questions and for book signings at his pop-up Probiotic Foods product stand.

Find out more about Don's approach to sustainable, better health as he quotes, "I have never seen a condition that cannot be improved!"

Presentation Duration

Don's content can be a 45-60 minute keynote presentation or presented as a 90 or 120 minute, half or full day workshop, suited to health retreats or conferences.

A not to be missed event on the vital role of good bacteria, gut health and living without disease.



KEYNOTE TOPICS

Living without disease

The simplicity of real health

Everybody has a condition

The vital role bacteria plays

Health myths debunked

BACTERIA ARE
OUR LIFE SOURCE.
THEY ARE OUR IMMUNITY
AND ASSIST IN BREAKING
DOWN OUR FOOD.

WE SIMPLY CANNOT LIVE
WITHOUT THEM.

THE MORE ALIVE AND
VITAL THEY ARE,
THE MORE ALIVE AND
VITAL WE ARE.

Don Chisholm

Education is key, for both your customers and staff.

Don loves road trips! He can be spotted roaming the countryside enthusiastically spreading his gutsy message with lively and practical training sessions for both customers and staff. Build and strengthen the connection with your customers and community—Don will deliver a presentation that will be long talked about after the event.

Customer Education Event

Minimum 25 participants.

Included in your investment, Don will arrange the projector and screen hire, bring along any props required and deliver his content in his personal animated style with Powerpoint slides.

Don will be available after the event to meet the audience, answer questions or for photographs and book signings.

The audience will also get access to his video series, *Get Your Health Back*, delivered by email to over 3,000 people.

Two packages are available depending on audience numbers, please contact **Belinda Rennie** for pricing on: (07) 554 66 086 or email belinda@probioticfoods.com.au.

Keep an eye out for the GUT MAN number plate, heading to a town near you!



DON'S EDUCATIONAL RESOURCES AVAILABLE

Keynote presentation

Best-selling book

30 day self-questionnaires

Get Your Health Back video series

Posters and brochures



SELF-CHECK QUESTIONNAIRE

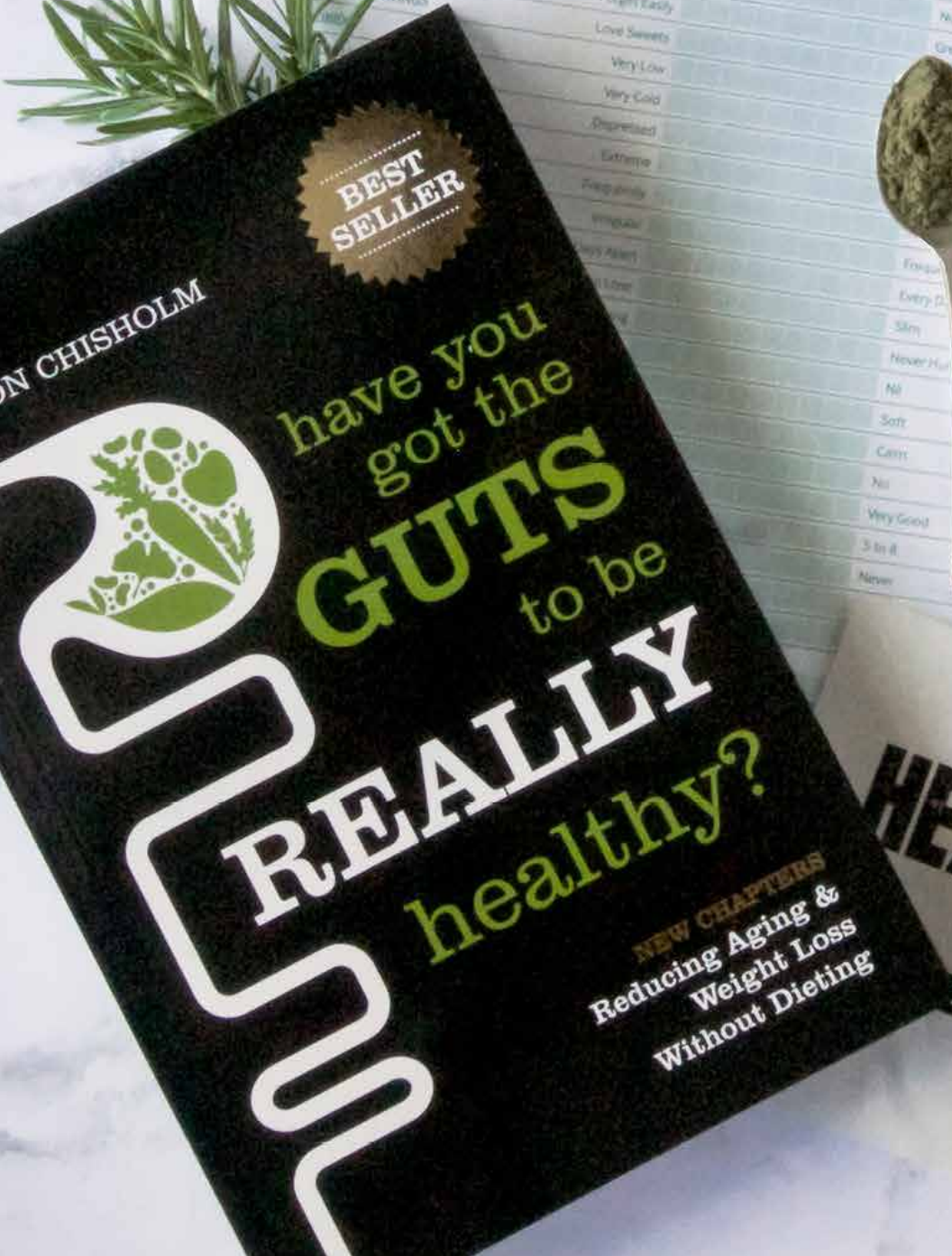
NAME _____

DAY 1

Rate your symptoms on a scale of 10 (extreme) down to 1 (minimal).
Place your score in the right hand column and add up your total.

SYMPTOM

SYMPTOM	SCALE										SCORE
	10	9	8	7	6	5	4	3	2	1	
DIRTY											
TEMPERAMENT	Extremely										
A LITTLE SNAPPY		Raucy									Never
A LITTLE EMOTIONAL		Very Bad Tempered									Calm
FOOD DOESN'T DIGEST		Highly									Flaccid
SHORT TERM MEMORY		Uncomfortable									Balanced
POOR SAVINGS		Forgets Easily									No Problem
		Love Sweets									Great Mummy
		Very Low									Not at Sugar
		Very Cold									
		Depressed									
		Extreme									
		Fragrantly									
		Impure									
		Very Acid									Ferrous
		Loose									Normal
											Every Day
											Slim
											Never Hungry
											Nil
											Soft
											Can't
											Nil
											Very Good
											3 in 1
											Never



TESTIMONIALS FROM AUDIENCE MEMBERS OR SHOPS

“We were lucky enough to host Don Chisholm talking about gut health, probiotics and healing last night. It was a great night—not just for beginners—but for long term health buffs alike.”

Organic Feast, NSW.

“Having the opportunity to meet and chat with this guru was amazing. Don’s knowledge was second to none when it comes to the gut.”

Mass Nutrition, NSW.

“I’ve just spent an hour listening to the very charismatic and wise Don Chisholm talk about the simplicity of health. Wow, talk about inspirational!”

Bianca, WA.

“Everyone loved Don’s presentation and got so much out of the information, everything from gut health, to mould and EMF’s. So many thank you’s!”

Naturally Healthy, NSW.

“We attended a gut health talk last week by the best selling author Don Chisholm and it was amazing! His book is a great read and we definitely recommend it.”

Camilla, Victoria

“Can’t wait to see Don Chisholm talk, his book is so interesting and his probiotic are amazing.”

Chelsea, NSW

“Products are now flying off the shelf!”

Mojo Health, NSW.

“Our sales really accelerated after the gut seminar and Probiotic Foods didn’t take a lot of selling. It’s on the counter and once we talk about allergies, immune system and probiotics, customers make the link and are ready to buy. We love the info and directions on the label—it’s really clear. Just as the name suggests. Our best seller!”

Lorenzo De Viriglio, Natures Health Traralgon



Subscribe to Don's Get Your Health Back series at:
bit.ly/DonsGYHB

Why this Book?

We all want to be healthy, but very few of us are achieving this goal. With disease and obesity ever increasing in our world, we have to stop and ask the question, *what are we doing that is not working?*

Have You Got The Guts To Be Really Healthy? offers the reader the truth behind why world health is still declining despite medical advances and how you can benefit from a truly unique approach to your life. One of the answers lies in a very simple phrase, *we are not what we eat, we are what we absorb.*

After years of illness in his own life, Don Chisholm travelled the world on a quest to find out why some people respond to treatment and others do not. The contents of this book provides a fascinating insight into Don's findings and why his approach to health really works.

Get Your Health Back Video Series.

Don understands there is a need for better education, and that what we are being told is not always in our best interest. The 3-5 minute videos contain information we should all have access to on topics that many of us could benefit from. Including are interviews with practitioners with amazing results; industry professionals, the truth about many procedures such as dentistry, drug use and natural approaches; and people who are cured from diseases which were supposedly incurable.

It could turn out to be life changing information for you or someone you love.

We are not what we eat, we are what we absorb.

Don's twenty years of research have led him to the conclusion that good health begins in the gut—and that is why he created a range of products to support what he believes is the first step to *real* health.

Probiotics at last have been recognised as being essential for good health and wellbeing. As more and more supplements come onto the market every week, the choice becomes more and more difficult. Especially when one looks at the variety of probiotics and food combinations that are now available. Don believes this range of Probiotic Foods delivers a complete package—even though everyone has different needs. Each blend contains a variety of specially selected organic wholefoods that have been broken down by a super-culture of probiotics and prebiotics to make the vitamins and minerals inside much more absorbable and super-functional. Certified Organic and Australian made for guarantee of quality.

Don's presentations to your customers explain the benefits of getting the good bacteria in the gut, and the benefits of nutrition at this level. Once customers know the advantages it has been proven to boost sales in ever increasing amounts.

As a stockist of Probiotic Foods, an extensive range of POS, educational and marketing support material is available.



Learn more about the Probiotic Foods range at:
www.probioticfoods.com.au



PROBIOTIC FOODS
 STOCKIST SUPPORT

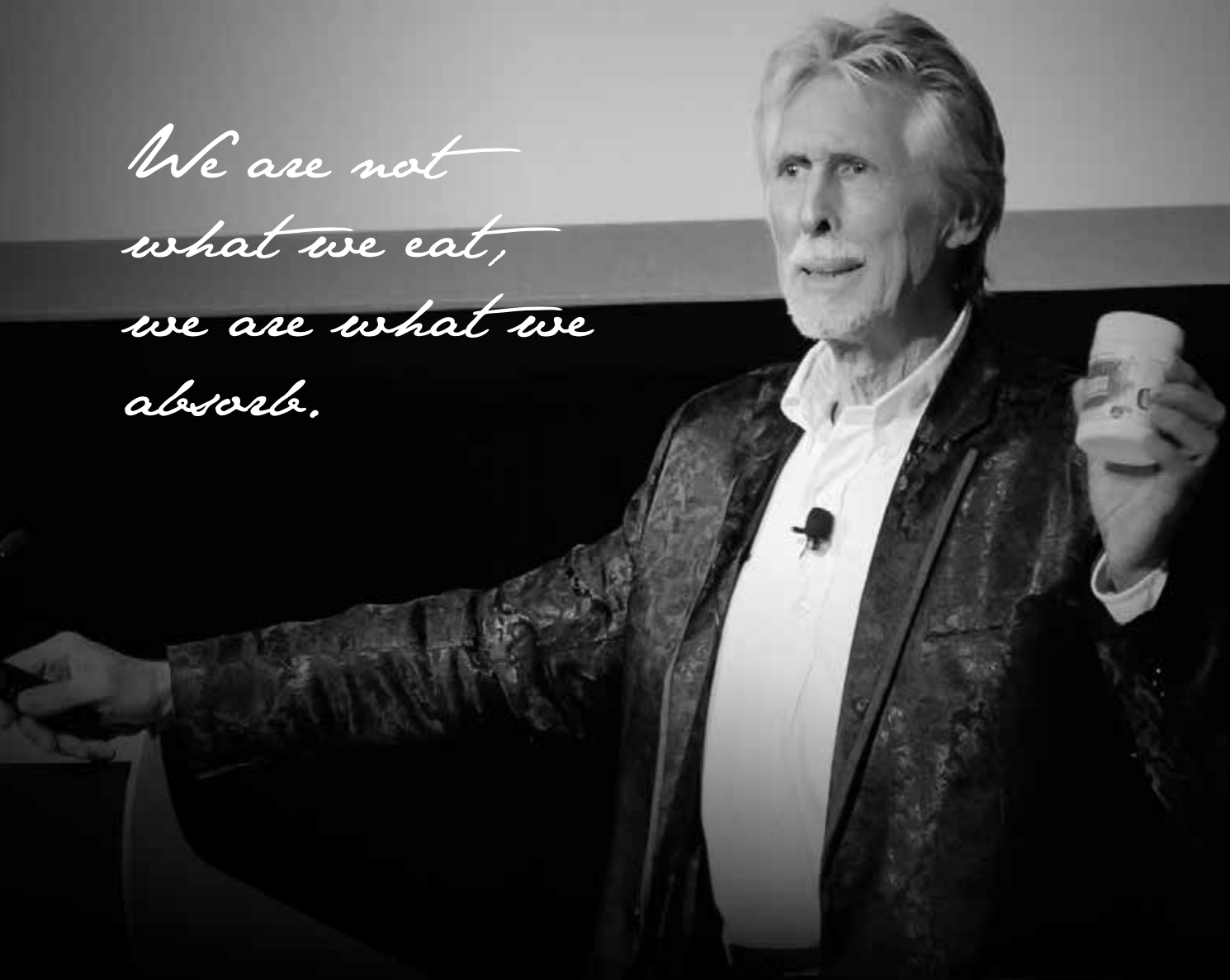
POS Product Display Stands

<i>Product Information Guide</i>	DOWNLOAD PDF	
<i>Self-Check 30 Day Questionnaires</i>	DOWNLOAD PDF	
<i>Product Posters</i>	DOWNLOAD	
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<i>Social Media Images</i>	DOWNLOAD	



*SCIENCE IS BEGINNING
TO APPRECIATE JUST HOW BIG
A ROLE GUT BACTERIA PLAYS
IN EVERY DAY HEALTH.*

*We are not
what we eat,
we are what we
absorb.*



TO BOOK DON CHISHOLM
FOR YOUR NEXT EVENT CONTACT:

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