RICHIE ROTTEN



# MEDIA KIT

KEYNOTE SPEAKER · HALL OF FAME WRESTLER

Everything your event team needs to introduce, promote and host Richie Rotten.


01 BIOS
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04 KEYNOTES
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# ABOUT RICHIE ROTTEN

Use the length that fits. All three are in third person.

### SHORT BIO
EVENT APP · PROGRAM · ABOUT 50 WORDS

Richie Rotten is a keynote speaker and Hall of Fame professional wrestler. After more than 30 years performing under pressure in the ring, he now helps leaders and their teams build a Champion's Identity™, so they perform under pressure instead of folding when it counts.

### MEDIUM BIO
WEBSITE · REGISTRATION PAGE · ABOUT 150 WORDS

Richie Rotten spent more than 30 years in professional wrestling. He was told he would never make it, and he rose anyway: thousands of matches, television, streaming and pay-per-view events, and induction into multiple halls of fame.

Today Richie is a keynote speaker who helps leaders and their teams build a Champion's Identity™, who you choose to be under pressure. Built on four parts (Belief, Perspective, Choice and Response), it changes how people see themselves, think and show up when the pressure is on. The change holds long after the event ends.

Richie speaks at sales kickoffs, leadership events and conferences, and every keynote is built as a Main Event Experience. He also coaches individuals one on one and runs workshops for teams.

### LONG BIO
PRESS · SPEAKER PAGE · ABOUT 300 WORDS

Richie Rotten fell in love with professional wrestling at seven years old, watching Championship Wrestling from Florida at his Uncle Abe's house. People told him he was not big enough and would never make it. He trained at the Iron Mike Sharpe School of Professional Wrestling under former WWE wrestler Iron Mike Sharpe, and he went on to a career of more than 30 years, with thousands of matches, television, streaming and pay-per-view appearances, and induction into multiple halls of fame. He never missed a booking.

Richie later coached professional wrestlers and ran his own wrestling school. Wherever he traveled, he visited children in local hospitals, bringing the championship belts with him. Those visits taught him the lesson at the heart of his work: life is about moments, and you cannot always control what happens to you, but you can always control how you respond.

Today Richie helps leaders and their teams build a Champion's Identity™, a lasting change in who they believe they are and how they show up when the pressure is on. His keynotes are built as a Main Event Experience for sales kickoffs, leadership events and conferences, backed by more than 30 years of performing under pressure in the ring. He also offers one-on-one coaching and team workshops.

Richie writes the Unshakable Mindset newsletter on LinkedIn and has been a guest on The Presentation Whisperer podcast. He has also been featured in radio interviews. He is a foster parent and lives by the line he has said for years: no matter who does or does not believe in you, always believe in yourself.

02 · INTRODUCTION

# FOR YOUR EMCEE

Read as written, about 60 to 75 seconds. Richie walks on to his entrance music right after the last line.

> Our next speaker was told he would never make it. Not big enough. Not built for it.
>
> He made it anyway. For more than 30 years he performed in the professional wrestling ring. Thousands of matches. Television and pay-per-view. Multiple halls of fame.
>
> Along the way he learned something that has nothing to do with wrestling and everything to do with us. You cannot always control what happens to you. You can always control how you respond.
>
> Today he helps leaders and their teams build a Champion's Identity, so they rise when the pressure is on instead of folding when it counts.
>
> **PLEASE WELCOME HALL OF FAME WRESTLER AND KEYNOTE SPEAKER, RICHIE ROTTEN!**

**30+**
YEARS IN PROFESSIONAL WRESTLING

**1000s**
OF MATCHES, NEVER MISSED A BOOKING

**Multiple**
HALL OF FAME INDUCTIONS

### QUICK CREDENTIALS

- Hall of Fame professional wrestler
- 30+ years, thousands of matches
- Television, streaming and pay-per-view events
- Trained under former WWE wrestler Iron Mike Sharpe
- Former pro wrestling coach and school owner
- Guest, The Presentation Whisperer podcast
- Featured in radio interviews
- Author, Unshakable Mindset newsletter (LinkedIn)
- Foster parent

# CHAMPION'S IDENTITY™

Who you choose to be under pressure. Under pressure, people fall back on who they believe they are. Every keynote, workshop and coaching session Richie delivers builds the same four parts, so the change lasts after the room clears.

PART 1

## BELIEF

You believe in yourself first, no matter who does or does not believe in you.

*"No matter who does or who does not believe in you, always believe in yourself!"*

PART 2

## PERSPECTIVE

Say "I get to" instead of "I have to." See challenges as stepping stones instead of roadblocks.

*"When you change your perspective you can change your life."*

PART 3

## CHOICE

At any moment, you have the power to make a different choice. Every choice helps develop who you will become.

*"I believe life is a series of choices you make."*

PART 4

## RESPONSE

When you get knocked down, you control what you do next. You get up and take the next step.

*"You can't always control what happens to you, but you can control how you respond."*




THE IMAGE RICHIE USES

## KICK OUT BEFORE THREE

You are flat on your back and the referee starts the count. A champion kicks out. In that moment, Richie teaches teams to reset, choose who they are going to be, and respond with the next forward step. It is something your people can use on Monday morning, not just on the day of the event.

# THREE KEYNOTES, ONE CHAMPION'S IDENTITY™

Every keynote teaches all four parts and is delivered as a Main Event Experience, so your team leaves with a shared language they keep using after the event.

01 · SIGNATURE TALK

## CHOOSE TO BE A CHAMPION

*How champions get up when the pressure puts them on their back.*

**Your people perform under pressure instead of folding when the number is on the line.**

IDEAL FOR

Sales kickoffs, sales meetings and team events.

YOUR TEAM WALKS AWAY WITH

- What to do the moment they get knocked down: reset, choose, respond
- A clear identity that holds when the pressure is on
- A team that bounces back faster from every setback

02 · LEADERSHIP TALK

## LEADERSHIP IS AN IDENTITY

*Your team won't rise until you rise first.*

**Leaders learn to reach every person they lead, including the ones wired nothing like them.**

IDEAL FOR

Leaders, managers and leadership offsites.

YOUR TEAM WALKS AWAY WITH

- How to become a leader your team believes in when the pressure is on
- A team that chooses accountability over excuses
- How to reach every person you lead, including the ones wired nothing like you

03 · PERSPECTIVE TALK

## KEEP LIFE IN PERSPECTIVE

*What terminally ill children taught a Hall of Fame wrestler about what matters.*

**People stop carrying it alone and see what they still have.**

IDEAL FOR

Association conferences, all-hands meetings, and wellbeing and burnout programs.

YOUR TEAM WALKS AWAY WITH

- The shift from "I have to" to "I get to"
- A way to see what they still have to work with when things go wrong
- Why life is about moments, not possessions

TOPICS RICHIE SPEAKS ON

- Performing under pressure
- Getting back up after a setback
- Sales team mindset
- Leadership identity
- Perspective and burnout
- Belief and confidence
- Presence and holding a room

ALSO AVAILABLE Team workshops and one-on-one coaching that carry the keynote into the weeks after your event.

05 · PROMO COPY

# READY TO POST

Swap in your event details and post as is. Tag **@rrotten** on Instagram, **@_RichieRotten** on X and **Richie Rotten** on LinkedIn.

> **SOCIAL POST 1 · ANNOUNCEMENT**
>
> We're bringing a Hall of Fame wrestler to [Event name]. Richie Rotten spent 30+ years performing under pressure in the ring, and he's coming to help our team build a Champion's Identity™. Get ready for a main event.

> **SOCIAL POST 2 · COUNTDOWN**
>
> Pressure doesn't create identity. It reveals it. Hear Hall of Fame wrestler Richie Rotten live at [Event name] on [date].

> **SOCIAL POST 3 · DAY BEFORE**
>
> Ever been knocked flat on your back? Richie Rotten has, thousands of times. Tomorrow at [Event name], he'll show us how champions kick out before three.

> **EMAIL TO ATTENDEES**
>
> This year's keynote is Richie Rotten, a Hall of Fame professional wrestler with more than 30 years in the ring. Richie was told he would never make it, and he rose anyway. At [Event name] he'll show us how to build a Champion's Identity™: who we choose to be when the pressure is on, so we rise instead of folding when it counts. You won't want to miss this one.

06 · STAGE & AV

- **Microphone:** wireless lavalier or headset preferred, handheld as backup
- **Entrance:** Richie walks on to entrance music and may supply a recorded ring-announcer introduction. Please have house audio ready to play both.
- **Screen:** projector or LED screen with HDMI input, plus a wireless clicker if slides are used
- **Stage:** clear stage space to move, and steps or a ramp into the audience if possible
- **Walkthrough:** 20 to 30 minutes on stage before doors for sound and lighting
- **Briefing call:** Richie asks for a short call before the event about what is happening in your organization, so the keynote speaks to your people

# APPROVED IMAGES

High-resolution files are available on request from booking@richierotten.com. Please do not crop the logos, recolor them or stretch them.



### HEADSHOT

Speaker bios, event app, press



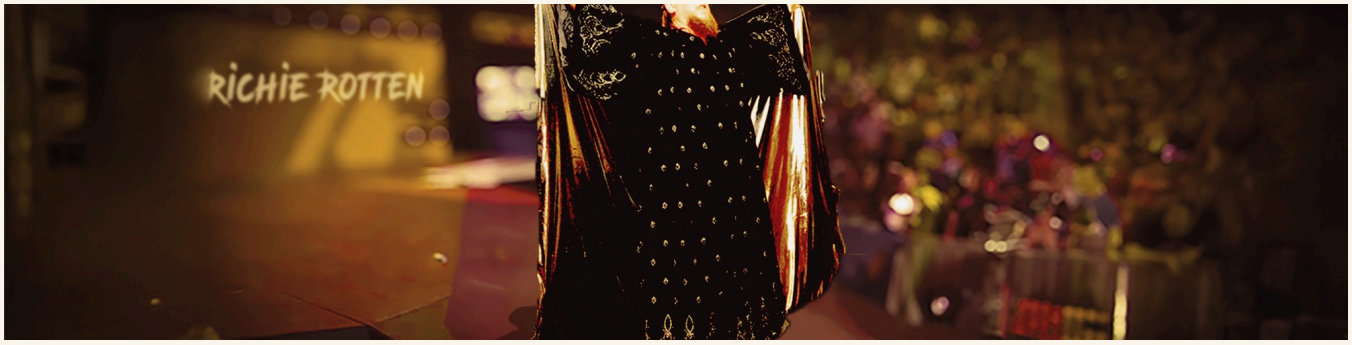
### RING ENTRANCE, PORTRAIT

Event app, program, speaker page




### CHAMPION'S IDENTITY™ BELT PLATE

Promoting the framework




### RING ENTRANCE, WIDE

Banners, email headers, stage screens




### RR MONOGRAM, GOLD

Dark backgrounds




### WORDMARK, GOLD

Dark backgrounds




### WORDMARK, BLACK

Light backgrounds and print

RICHIE ROTTEN

08 · BRING RICHIE TO YOUR EVENT

# BRING A MAIN EVENT TO YOUR NEXT EVENT

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