

## John Jacobs & Bert Jacobs

Co-Founders of "Life is Good"

**The Life is Good Story.** In this heartwarming, funny, and refreshingly human keynote, Bert and John tell the story of how their \$100 million lifestyle brand Life is Good came to be—mistakes, missteps, and all, including an unlikely and humble beginning. Interwoven into this story are deeply impactful anecdotes from real Life is Good customers who've faced adversity, and tapped into the power of optimism. Bert and John show audiences the real ways that choosing to have an optimistic mindset can help us all lead more fulfilling lives, have more rewarding relationships, and gain more success in our careers. Bert and John have inspired audiences of all sizes, from intimate groups of 100 to crowds of over 20,000. Listeners laugh, cry, and leave with practical tools to use to see their lives through more optimistic eyes. In today's world, where negative and divisive headlines dominate the news cycle, this uplifting message is more important than ever.

**The Power of Optimism.** In this heartwarming keynote, Bert and John use their natural story-telling abilities to examine what it means to conduct meaningful business. By way of personal anecdotes, inspiring customer stories, and maybe a little bit of frisbee (you'll see), Bert and John share their tips for developing an optimistic mindset that leads to success. They'll probably make your audience laugh, they *might* 'em cry (have tissues on standby), but they'll definitely inspire the room to uncover a deeper purpose in both business and in life. Bert and John are sure to leave your audiences united, connected, and ready to spread the power of optimism.