

# ~JT TRAN~

Motivational Speaker & Social Coach  
Founder/CEO - ABCs of Attraction



*Pictured: JT speaks to Yale University students at its famed Master's Tea (2011). JT joins a distinguished list of luminaries, such as Denzel Washington, who've been invited to the Master's Tea.*

“If we don't see ourselves being positively represented in the media, then it behooves us to create such positive social change in and around ourselves; to be a role model for our brothers, sons, and future generations.”

- JT Tran

## ~ ABOUT JT TRAN ~

Once self-proclaimed “nerdy” college student with no social skills, motivational speaker and social coach Jerry “JT” Tran has found himself in places he never imagined he would be. After enduring years of racial discrimination, struggling to fit in and dealing with the social stigmas of being an Asian-American male in the South, JT answered a calling and unmet need that has taken him around the world.

From New York and LA to Australia and London, JT has been called upon to speak before both large and intimate audiences to present his acclaimed motivational program – a program that has been celebrated for inspiring thousands of Asian-American and minority students who have faced similar plights.

JT has been invited to make presentations at national events, conferences and Ivy League schools, such as Yale, Harvard, the University of Chicago and the University of Pennsylvania. During his world-renown presentations, JT masterfully provides his audiences with life-changing tools and tips. Helping them to recognize, reclaim and repair deflated self-confidence and inadequate social skills often adopted by those who struggle with cultural and ethnic disparity.

His efforts have garnered him international media attention, including appearances on ABC’s Nightline and NBC News. He’s also been featured in some of the nation’s most notable publications such as New York Magazine and AsianWeek Magazine.

JT embarked on his mission after realizing that, like himself, many Asian-Americans and other ethnic minorities historically bury themselves in academic success while avoiding the realities of low self-esteem, stereotypes and social isolation.

After receiving a degree in aerospace engineering, JT discovered that intelligence alone was not enough to



help him obtain true success and happiness. Through much research and trial and error, JT adopted the belief that confidence and strong social skills were some of the most sought out qualities in both personal and business relationships. After putting his newfound beliefs into practice, JT experienced an eruption of social and business success. Since then, he has been dedicated to sharing his experiences and knowledge with other minorities.

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### CONTACT:

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# ~ ABOUT JT TRAN ~

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“When I graduated from college, I moved from Florida to California and suddenly realized that while I had been busy succeeding in academics, I hadn’t taken the time to simultaneously develop my social skills,” JT recalled. “I help my students to build social confidence, and make time-tested strategies and their own personal attributes work for them.”

The impact of JT’s mission can be exemplified by a phone call he received from a Chinese-Canadian mother one day. She flew him hundreds of miles to help socialize and motivate her son, who developed a low self-esteem after being bullied by local Neo-Nazis. In three days, with coaching, encouragement and support from JT, the boy’s life was changed forever.

In 2005, JT founded the ABCs of Attraction, a multicultural training and development program that hosts boot camps, seminars, interactive experiences and provides multi-media educational material designed to not only empower others with confidence and social skills, but also to provide revolutionary advice on subjects such as self-acceptance, physical presentation, self-expression and networking.

For nearly a decade, JT, who is also an author, columnist (LA Weekly) and television personality, has provided an empowering and holistic approach to instilling self-identity, charisma, self-worth, refinement and perseverance while sharing his insights on overcoming personal and social limitations.

From college students and celebrities to professionals and politicians, JT Tran is quickly becoming one of the most requested speakers and coaches of our time, already making his mark in more than 20 U.S. cities and five continents. ■



*JT speaks at the Wharton Business School, the University of Pennsylvania about breaking the Bamboo Ceiling.*



*JT speaks to Harvard students about self-improvement techniques and breaking down stereotypes.*



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# ~WHAT PEOPLE ARE SAYING ABOUT JT~

“What an amazing experience. I was surprised at the amount of information I didn’t know.”  
- Sam (Sydney, Australia)

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“The class was basically a life-changing event. People just do not respond to me the same way. The massive positive changes in my personal and emotional maturity I’ve experienced are related to the class.”  
- Len (Dallas, Texas, USA)

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“He is engaging and he is thought-provoking. I found that all that he taught can be applied to ANYTHING. JT is a lifechanger.”  
- Kevin (Chicago, Illinois)

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“JT is outstanding in his lectures. He really pushed me and showed me how much potential I have”  
-Dave (Las Vegas, Nevada)



*JT Tran speaks to students at the University of Chicago about socializing with confidence.*



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# ~MORE ABOUT JT~

## MEDIA APPEARANCES

- ABC's Nightline
- New York Magazine
- Gawker.com
- Yale Daily Times
- Her Campus
- The Daily Pennsylvanian
- Vancouver Examiner
- Harvard Crimson
- NGUOI VIET
- Flash News
- AsianWeek
- D Magazine
- Columbia News Tonight
- Chicago Philippine Report
- ABC News-KCVB 5

## UPCOMING TOUR STOPS

### Jan. 2013

Seattle, Washington  
Los Angeles, California

### Feb. 2013

New York City, New York  
London, United Kingdom

### March 2013

San Francisco, California  
Austin, Texas  
Houston, Texas

### April 2013

Las Vegas, Nevada  
Washington, D.C.  
Atlanta, Georgia

### May 2013

New York City, New York  
Sydney, Australia

### June 2013

San Francisco, California  
Chicago, Illinois

### July 2013

Los Angeles, California  
Boston, Massachusetts

### Aug. 2013

Seattle, Washington  
New York City, New York

### Sept. 2013

Miami, Florida  
San Francisco, California

### Oct. 2013

Phoenix, Arizona  
Philadelphia, Pennsylvania

### Nov. 2013

Sydney, Australia  
San Francisco, California

### Dec. 2013

Dallas, Texas

Bring JT to your campus,  
group event or conference  
today!

Exclusive training courses,  
themed and custom  
presentations are  
available!



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