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He is internationally known as The Energy Addict.

Gordon

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Well, that's what it says on Jon Gordon's book jacket. But Gordon, owner of several local Moe's Southwest Grill Restaurants, jokes that when he started writing and speaking about energy -- and how you can get more of it -- the "internationally known" part was a slight exaggeration.

The Today show.

"I had a friend in London," he says.

Every Monday in October, there was the 33-year-old author/speaker/restaurant owner from Ponte Vedra Beach, chatting with Katie and Matt, giving "energy tips" to Ann, "coaching" three weary female viewers on how to increase their energy.

To explain how he ended up there, Gordon goes back about three years. Before the book. Before the appearances on local TV shows all over the country. Before his newsletter and Web site (jongordon.com).

Back to the day his wife threatened to leave him.

"We had moved here from Atlanta," he said. "I had allowed life to really wear me down. I hated my job. I was miserable. I was very controlling. I was waking up grumpy. She came up to me and threatened to leave."

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Gordon eventually said to his wife: "I will change."

He didn't decide to become a new person, though. He decided to become an old person, his former self.

"I asked myself, 'OK, when was I happiest?'" he said.

His answer went back to his mid-20s, when after graduating from Cornell University, he moved to Atlanta, invested in a nightclub and started an organization that raised money for youth charities. In 1996, when the Atlanta Journal and Constitution did a story on the Phoenix Organization, it focused on the 25-year-old founder.

"Full of energy," it said with a photo of Gordon.

These days, he travels the country, talking about exactly that. Energy.

The *Today* show appearance stems from a conversation he had with a friend last Thanksgiving while visiting his parents in Long Island. This friend knew a *Today* producer. Gordon contacted her and pitched his idea -- get energized *Today*.

She said she liked it. But, playing devil's advocate after reading about him and watching tapes, she said: "This all seems like basic stuff."

"I thought I was blowing it, then something clicked," Gordon said. "I said, 'That's the point. We're not doing the little things. That's why we're tired. We're not sleeping. We're not eating right. We're not exercising. We've gotten so busy that we're not doing the little things.'"

It worked. He ended up on the show. And although he didn't coach Katie Couric -- can you imagine her with *more* energy? -- he did get results with three viewers.

Book sales jumped to 1,000 a week. *Energy Addict* reached No. 17 on [Amazon.com](#). And when the *Today* show posted one of his seven-day energy plans on its Web site, more than 50,000 people downloaded it.

If anything, all of this seems to have energized Gordon.

He has big plans. A documentary called *Caffeine Nation*. The opening of an Energy Cafe. Another book and, maybe one day, another self-help breakthrough.

An appearance on Oprah.

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