



**Communicate with more Clarity, Confidence, and Connection**

### **The What**

**Communicate with more Clarity, Confidence, and Connection on any stage.**

### **The Who**

**The premier experience for professionals who have a message to share and an audience to serve.**

### **The Why**

**Communication has always been essential to work and life. Today, the stakes are even higher. In our world of digital distraction, getting people to pay attention is both an art and a science. By applying our proven process, you'll increase your influence, impact, and income through the spoken word.**

### **The How**

**We unlock your purpose on stage through our 3P Process©: Passion, Preparation, and Presentation.**

# MODULE 1

# Passion

Do you love your message enough that you're willing to suffer for it?

The ancients measured passion not by how much you loved something but by how much you were willing to suffer for it. This is why Jesus' crucifixion was called "the Passion." He didn't necessarily love pain. Rather, he loved what the pain would ultimately achieve. His cross became a critical step in the process of securing his crown.



PASSION

Developing a message that moves your audience to action involves pain. Think of the most powerful speeches of all time. They all have something in common. Passion! These messages originated from a place deep within the speaker. Clarity came through intense effort. They gave us a piece of their heart. And we, the audience, remember it forever.

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1. **Message:** What is your product, message, or service?
  2. **Motivation:** Why do you want to share it?
  3. **Messenger:** How can you communicate your passion?
  4. **Mastery:** What is your VPS (Value Proposition Statement)?
  5. **Mission:** What is your Passion Impact Statement?
  6. **Muscle:** How do you strengthen your speech?
  7. **Match:** Who is the perfect match?
  8. **Mindset:** How can I make it be about them?

## MODULE 2

# Preparation

You don't have to be MLK or JFK to be memorable. In fact, all you need to be is yourself! This doesn't mean "speaking off the top of your head."


Rather, Speaker Academy Elite shows you how to internalize your message so you can communicate with confidence. By preparing for the moment, the moment is prepared for you.



PREPARATION

Whether you're speaking live or virtually, in a small group or a large stadium, preparation leads to a payoff with many benefits.

The masters of any craft have one thing in common—preparation.

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9. **Solve:** What problem do you solve?
  10. **Step:** What do you want your audience to do?
  11. **Simplify:** Don't sabotage your talk with this common mistake!
  12. **Strategize:** Brainstorm message points/ideas
  13. **Story:** Why are you the expert to talk about this subject?
  14. **Strengths:** List your credentials, experiences, talents, traits
  15. **Stats:** Prepare facts, stats, and consumer interest
  16. **Shine:** Let your personality shine through

## MODULE 3

# Presentation

The best speakers don't merely want to communicate information. Rather, they long to ignite transformation within the hearts and minds of their listeners.

This is possible through the Passion Presentation Framework©.

Speaker Academy Elite helps you architect an unforgettable message that connects with your audience.

In this final module, you'll put all the pieces together to create a powerful presentation that achieves your identified outcome.



PRESENTATION

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17. **Recap:** Intro

18. **Recipe:** Passion Presentation Framework

19. **Reward:** Benefit-Driven Title

20. **Reach:** Strong Opener

21. **Reduce:** Create Message Points

22. **Review:** Stories

23. **Resource:** Integrate Ideas and Visuals

24. **Restate:** OVERVIEW

25. **Response:** Nail The Close

26. **Revisit:** Pull It All Together

27. **Rescue:** Outline/Cheat Sheet

28. **Rehearse:** Practice, Practice, Practice

29. **Remember:** Video yourself

30. **Rules:** Time Frames

31. **Reprioritize:** Presentation Time

32. **Ready:** Test Your Talk



### **The Where**

**Speaker Academy Elite takes place within its own private community. Members have one-year access to the curriculum. In that time, most members will develop three or more killer keynotes.**

### **The When**

**Speaker Academy Elite founding membership closes on November 1, 2020. Founding members receive two months of early access. Speaker Academy Elite officially begins on January 1, 2021, and ends on December 31, 2021.**

**Speaker Academy Elite includes weekly coaching calls that help identify your passion, develop your preparation, and hone your presentation.**

# BONUSES



## For Founding Members Only



**Qualify for a Spark Speech at ISC 2021**



**9-Step Guide to Getting Gigs**



**S.T.A.G.E. Mindset Training**



**General Admission Ticket ISC 2021**



**2021 Professional Photo on stage\* to use on your personal website**

*\*If event is live. If not, we will create five SAE graphics for social media sharing.*



**Strategically showcase videos inside the Tribe page**



**Opportunity to apply for ISSB and be chosen to appear on 2021 main stage**



**1 PAYMENT  
of  
\$1,997**

**3 PAYMENTS  
of  
\$697**

**12 PAYMENTS  
of  
\$197**