

1/2 Day Workshop
May 31st
10AM-2PM CST



"Let Your Light Shine"

— Felicia Slattery —

#1 best-selling author internationally-acclaimed
professional speaker & trainer

Your Signature Speech Become a Local Celebrity Your Credibility Factor

Welcome!

Hosted by
the **National Association of Christian Women
Entrepreneurs** May 2018

- **Our Mission**

- TO PROVIDE **CONNECTED COMMUNITY & INSPIRATIONAL AND EXPERIENTIAL EDUCATION** FOR CHRISTIAN WOMEN ENTREPRENEURS AS THEY HONOR AND GLORIFY THE LORD IN BUSINESS & MINISTRY!
- Visit us at <http://nacwe.org>



NATIONAL ASSOCIATION OF
CHRISTIAN WOMEN
ENTREPRENEURS



YOU Are Called:

“You are the light of the world. A city set on a hill cannot be hidden. Nor do people light a lamp and put it under a basket, but on a stand, and it gives light to all in the house. In the same way, let your light shine before others, so that they may see your good works and give glory to your Father who is in heaven.” Matthew 5:14-16

YOU Are Called:

“Having gifts that differ according to the grace given to us, let us use them: if prophecy, in proportion to our faith; if service, in our serving; the one who teaches, in his teaching; the one who exhorts, in his exhortation; the one who contributes, in generosity; the one who leads, with zeal; the one who does acts of mercy, with cheerfulness.” Romans 12: 6-8



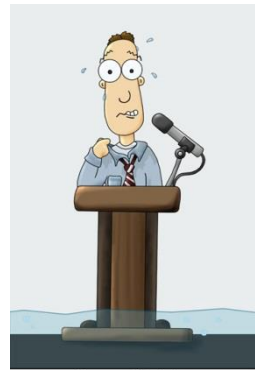
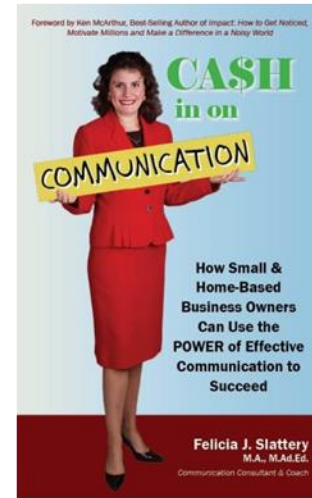
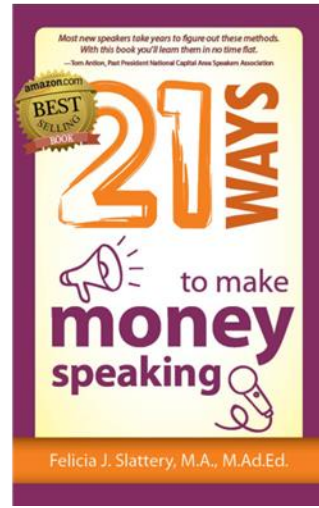
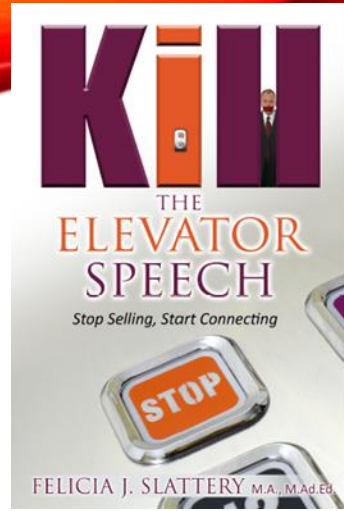
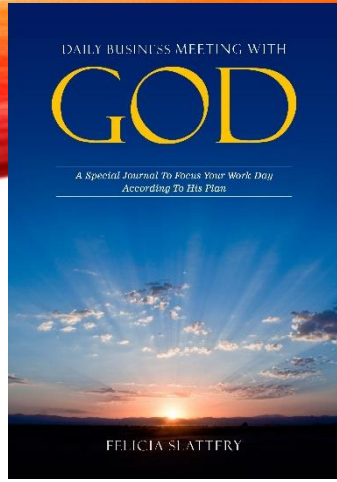
YOU Are Called:



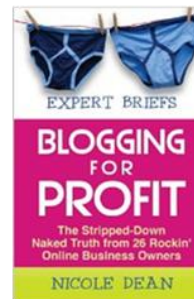
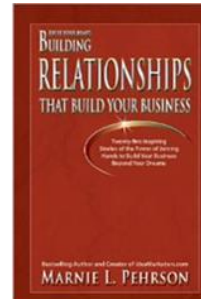
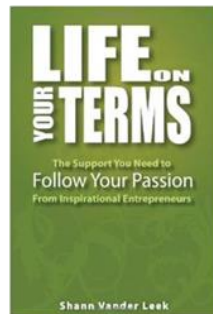
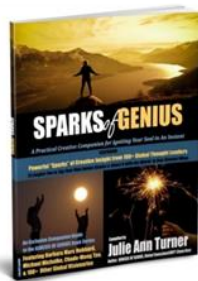
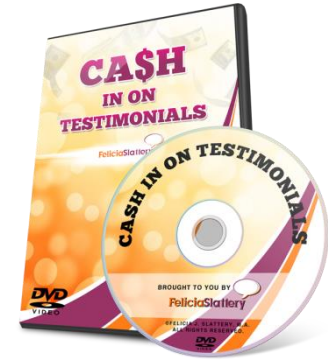
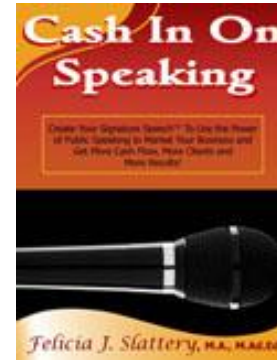
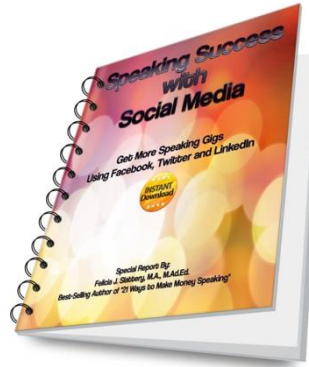
“As each has received a gift, use it to serve one another, as good stewards of God's varied grace: whoever speaks, as one who speaks oracles of God; whoever serves, as one who serves by the strength that God supplies—in order that in everything God may be glorified through Jesus Christ.” 1 Peter 4:10-11



MEET FELICIA SLATTERY



Nerves Kick In:
You have a slight perspiration problem.
© 2008 Felicia Slattery





Meet Felicia Slattery:

Paid to speak since age 18

Made more than \$3.6 million with speaking

Responsible for more than 8,000 speeches over 40 years (It's my 48th birthday on Saturday!)

Amazon #1 best-selling author, multiple times (both individually and as a collaborative author)

2 Master's degrees (communication & training)

Clients in 22 countries (so far!)

Former college professor of communication and public speaking

Wife, Mom, school, church & Girl Scouts volunteer, choir member

Who Are You?



- Christian women business owners (yay us!)
- **Want:** Greater cash flow and to serve clients/customers with your gifts.
- **Have:** Excellent services & products.
- **Wonder:** How to get more clients and cash flow while serving others for His Kingdom & glory

UP TODAY: WORKSHOP!

- **Your Credibility Factor:** You'll discover how to do a credibility check on your own business, and what you can IMMEDIATELY put into action to update, change, and improve. And in fact, during one of our breaks, you'll get the chance to make those changes and share those with the group for feedback!
- **Your Signature Speech™:** After you've positioned yourself as THE go-to expert, now it's time to kick it into high gear by becoming a speaker at events where your ideal clients will be attending. Felicia will reveal the top 5 places where you can get booked to speak, and how you can speak for free - yet still make money on the spot every single time! Don't miss out on this!
- **Become a Local Celebrity:** Of course, you're not becoming a local celebrity to boast about yourself or your business, but to make sure that those people in your own backyard who need your God-given skills and abilities that you offer through your business know about you. You'll hear all about it and be inspired to let your light shine.

YOUR CREDIBILITY FACTOR

Section One: Content + Workshop Time



Credibility = More Cash Flow & More People Served!

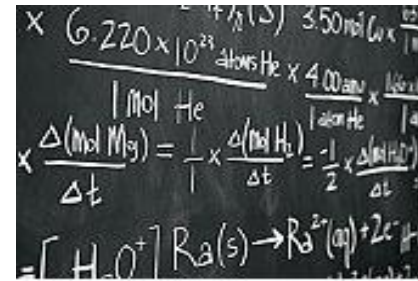
- Increasing sales comes from persuasion
- Persuasion = Motivation
- To persuade you need to be credible in all communication.
- Therefore, increased credibility will equal increased business.

In This Section:

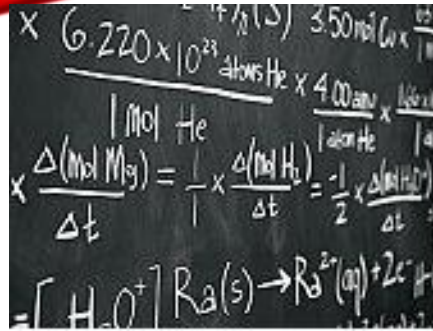
- ✓ Three “C’s” of Credibility
- ✓ How to Use Social Media To Build Your Credibility
- ✓ The Key to it All: **Understanding One, Important Component**
- ✓ Workshop Time

3 Cs of Credibility

- Competence
- Character
- Charisma



Competence



- **Definition:**
Your expertise on your subject area
 - **Consider:**
How can you can communicate your competence in social media?
- **Comment in the Chat!**

Source: *Understanding Human Communication, 10th Ed., Adler & Rodman*

Communicating Competence: PSA



Communicating Competence Kudos to Clients



Communicating Competence Share Your Wins! (once in a while)



Communicating Competence: Share Relevant Content

- Articles
- Infographics
- Blog Posts
- Videos
- Jokes 😊





Character

- **Definition:**

*Your audience's perception of your **honesty** and **impartiality***

- **Consider:**

How can you communicate your character in social media?

- **Comment in the Chat!**

Communicating Character

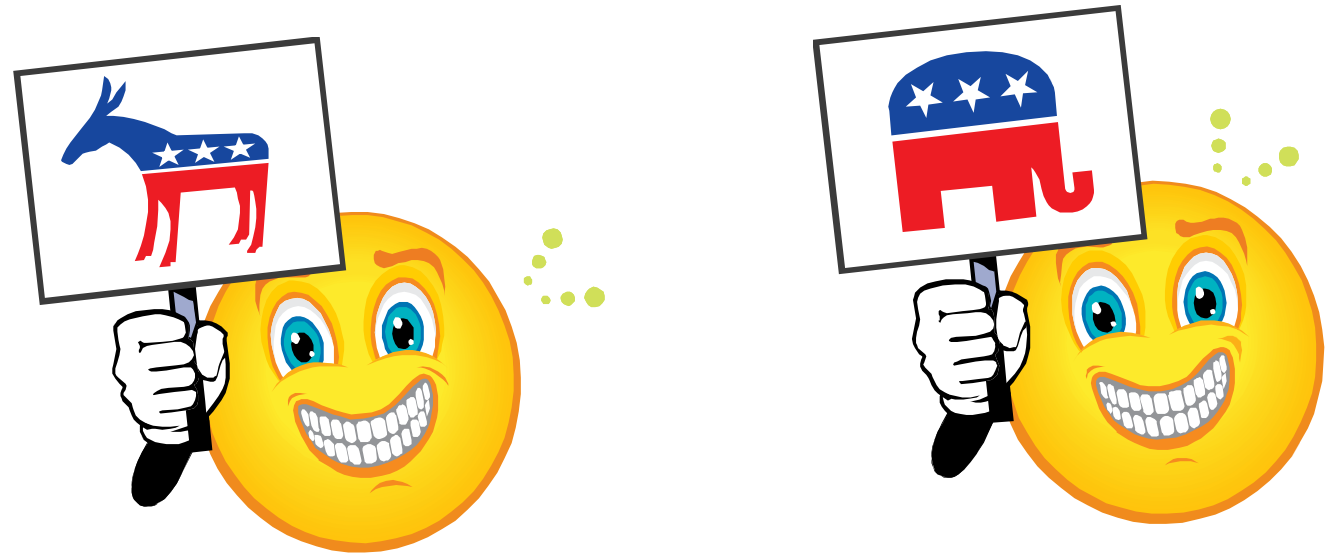
- Integrity: respond to problems and challenges up front, openly, and with transparency.



Communicating Character

- Avoid taboo topics – unless it's a conscious strategy

Sex ~ Politics ~ Religion



Communicating Character

In any
communication,
remain
professional at all
times.

SOCIAL MEDIA IS NOT PRIVATE

- ✘ “...assume that anything you post will be seen, read, and open for comment. Anything you say, post, link to, comment on, upload, etc., can and may be used against you by your peers, colleagues, employer, potential employers, fellow members, and so on.”

- ✘ APA <http://www.apa.org/about/social-media-policy.aspx>



Charisma

- **Definition:**

*The audience's perception of your **enthusiasm** and **likeability***

- **Consider:**

How can you best communicate your charisma on social media?

- **Comment in the chat!**

Communicating Charisma

- Talk about topics you love (food is ok!)



Communicating Charisma

- Be real, personal & friendly



Communicating Charisma

- Use your profile photo to smile and make “eye contact”





Felicia,

Hi Felicia!

Hope you're doing fabulous.
Love your updates on
Facebook. You're always like a
ray of sunshine on a cloudy
day.

- Sarah Bruns

Accept

View Profile

Coming Next...

The key to making it all come together...



...But first a gift for you...

My Gift for You

Visit www.CredibilityAndCashFlow.com:

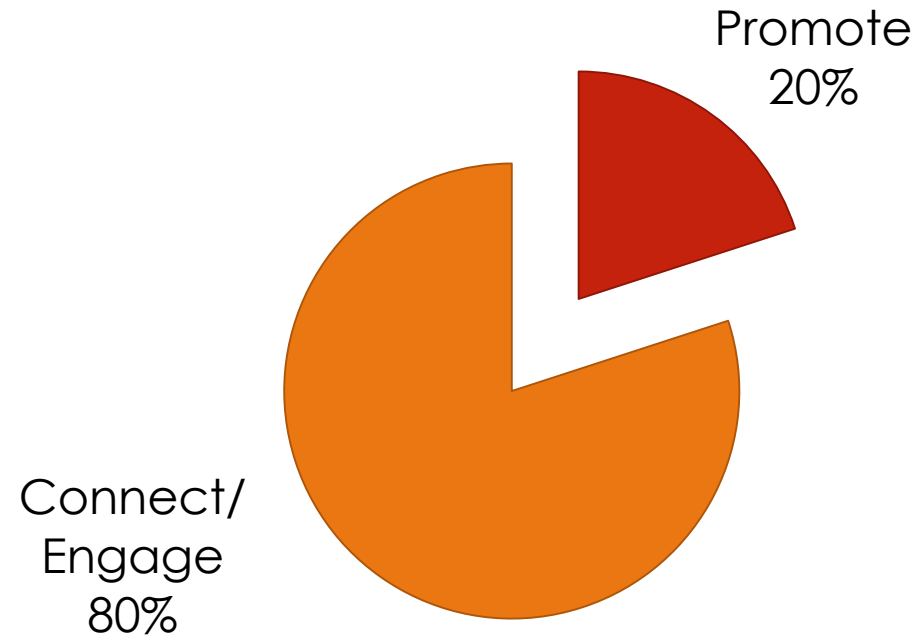


Sign up for your **free** 5-day e-course to develop YOUR credibility plan starting today!

<http://CredibilityAndCashFlow.com>

ROI: You Gotta Ask - OCCASIONALLY

- Your free offers
- Your sales pages
- Your book(s) on Amazon
- Your free webinars
- Your affiliate deals



ROI: Group's "Free" Ad Days



Felicia Slattery



★ Admin · May 25 at 8:24am

Hey! It's Free-For-All Friday! If you have something free or for sale you think our speakers might be interested in you may post it in this thread only. (All others will be deleted.) Enjoy and happy networking!

 Like

 Comment

ROI: STRATEGIC CONNECTION

- Like-minded people
- Same market
- Complementary offerings

*Join Us -
Tomorrow*

Prayer & Devotion

Thursdays | 9am CDT


Call: 712-775-8968
Code: 620259

ROI: Pay Attention!

Six motivational speakers + YOU = One Fabulous Day!



Join us
Friday, November 8
in Manchester



Tory Johnson of
Good Morning
America

MY Client:
Stacey Hylen



The Key: Know Your Audience!



It's all in your audience's
perception!

Know Your Audience: Fans, Followers, Friends

- Demographics
- Values
- Attitude toward your topic



Engage with Them!



How Do You Know It's Working?

- ✓ Get new followers / fans / friends
- ✓ Get more subscribers to your email list
- ✓ Get more likes/follows on your business page
- ✓ Sell more products / services
- ✓ Be asked to be guest on podcast
- ✓ Get invitations to present (I got you covered next... 😊)

WORKSHOP TIME: CREDIBILITY AUDIT

- Visit your main social media account.
- Look at your:
 - Profile Photo
 - Most recent 10 posts
- Make any necessary adjustments:
 - Upload a new photo?
 - Delete any snarky posts?
 - Remove things others have tagged you in?
 - Promote something of yours?

YOUR SIGNATURE SPEECH™

Section Two: Content + Workshop Time



In This Section: What / Why / HOW!

- What is the philosophy of “Service from the Stage” using your Signature Speech™?
- Why is a Signature Speech so **powerful to help small business owners build connections**?
- How to create your Signature Speech™ to market your business in **5 basic, simple steps**.
- 16 Forgotten Speaking Secrets Revealed!
- **Workshop TIME!**

What is a “Signature Speech™”?

Your Signature Speech™ is a **persuasive presentation** you prepare to **market** your business to a **live or virtual audience** filled with your **ideal target market..**

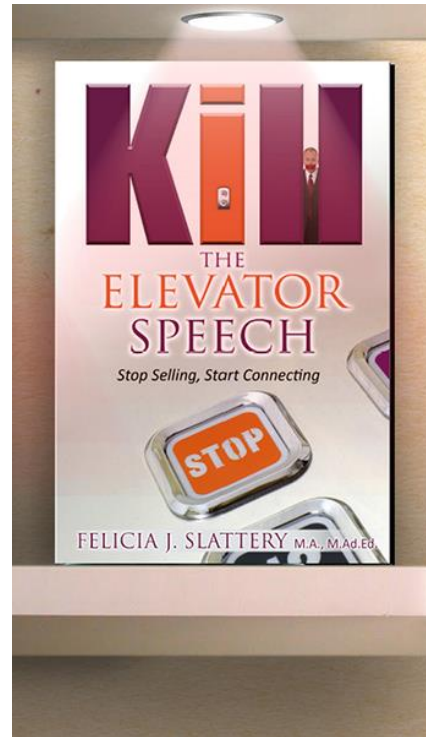


What is a “Signature Speech™”?

NOT Professional Speaking:

- Need significant experience
- Videos on stage
- One sheet
- Show up pro
- Pros could use a Signature Speech™

NOT an Elevator Speech:



**"Being helpful is
the first step in
being memorable."**



- Felicia Slattery
killtheelevatorspeech.com

graphics: upwardimage.com

“Service from the Stage”

- Yes explain the **what**, and the **why**
- But ALSO give people a little bit of **HOW**
- They BUY the in-depth or done-for-you
- Starting a hopefully long-term relationship
- Building connections

Speaking Forgotten Secret 1:

- There is a need:



Speaking Forgotten Secret 2:

- Cost? FREE!



Alternatives:

- BNI \$500/year
- Chamber: \$200-\$500/year
- Targeted Ads: \$500-\$5000/each
- PPC: \$200-\$500+

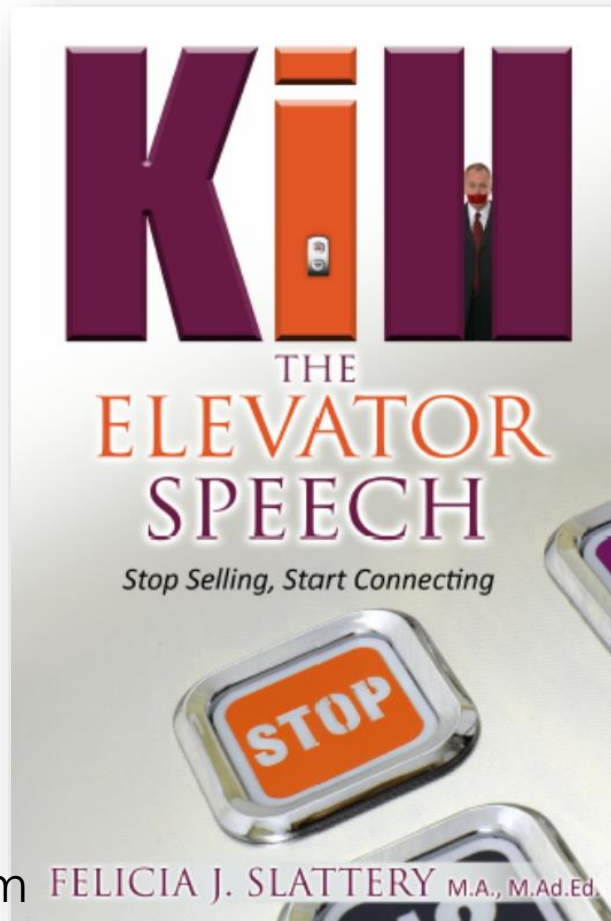
Speaking Forgotten Secret 3:

- Borrowed & Boosted Credibility



Speaking Forgotten Secret 4:

- Networking with a room full of people at once



Speaking Forgotten Secret 5:

- Great for introverts



Why Get Your Speech Ready Now Forgotten Secret 6:



■ **Other speakers cancel**

Why Get Your Speech Ready Now Forgotten Secret 7:

- Event planners get busy



Why Get Your Speech Ready Now Forgotten Secret 8:

- You get a call from a decision maker

**“Luck is what happens
when preparation meets
opportunity.”**

~Seneca

Why Get Your Speech Ready Now Forgotten Secret 9:

- Use at networking events



Why Get Your Speech Ready Now Forgotten Secret 10:

■ Multipurpose

Traffic Masters



Felicia Slattery
FeliciaSlattery.com

BusinessUniversity.com



ReLaunch

**The Secret to
Networking**

Felicia Slattery

[HTTP://DRIVINGYOURMARKETING.COM/94](http://DrivingYourMarketing.com/94)

**KILL THE ELEVATOR SPEECH:
STOP SELLING, START
CONNECTING**




**FEATURING:
Felicia Slattery**

Kick Your Marketing Into HIGH GEAR!
www.DrivingYourMarketing.com

EPISODE 14: The #1 Best Way to Market Your Business & Yourself

**B BOOKS
BUSINESS
& BEYOND**



with *Kristen joy* & *shelley hitz*



with Special Guest Felicia Slattery



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ENTREPRENEURS

"Let Your Light Shine"

Felicia Slattery
#1 best-selling author internationally-acclaimed
professional speaker & trainer

Your Become a Your

Why Get Your Speech Ready Now Forgotten Secret 11:

- The meeting planner markets YOU!
 - Email
 - Newsletter
 - Press release
 - Graphics
 - One-way links
 - Video

How did YOU get here today?

Multipurpose

Why Get Your Speech Ready Forgotten Secret



Traffic Masters
Felicia Slattery
FeliciaSlattery.com

Relaunch
The Secret to
Networking
Felicia Slattery

**3 BOOKS
BUSINESS
& BEYOND**
with Kristen Joy & Shelley Hitzel
with Special Guest Felicia Slattery

Driving Your Market
KILL THE ELEVATOR
STOP SELLING
CONNECT
FEATURING:
Felicia Slattery
Make Your Marketing Info
www.DrivingYourMarket.com

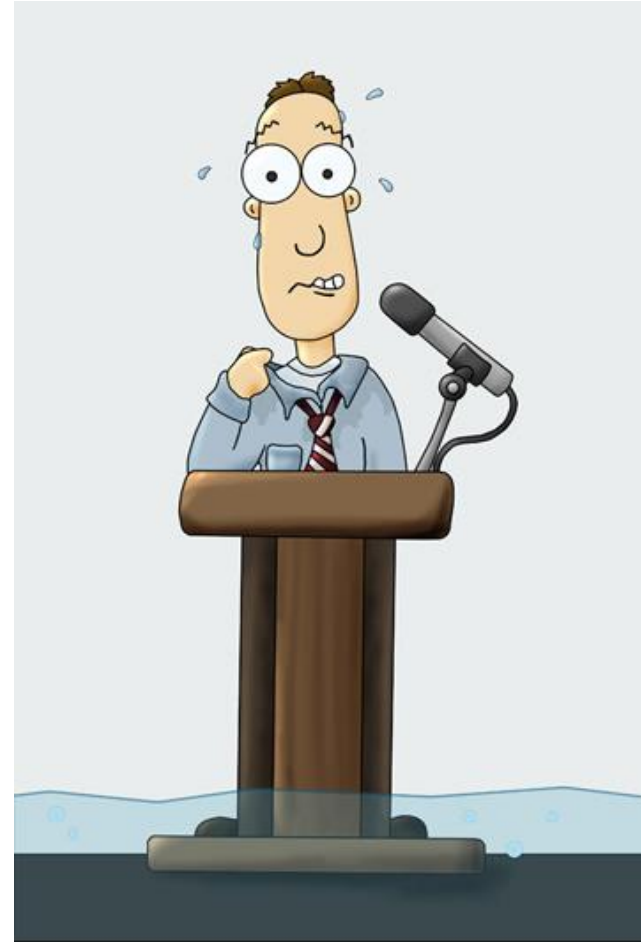
How to Get Started... TODAY

1. Get Over Your Fear.
2. Know Your Audience.
3. Start Powerfully.
4. Have 3-5 Main Points.
5. Finish Strong.

How to Get Started Forgotten Secret 12:

Step 1: Get Over Your Fear

- Be Ready
- Visualization
- Practice
- Believe in yourself
(I do!)



Nerves Kick In:
You have a slight perspiration problem. *FeliciaSlattery*.com
© 2008 Felicia Slattery

How to Get Started Forgotten Secret 13: **Step 2. Really KNOW Your Audience**



Demographics, Values, & Attitudes –
Find where they are & go there!

How to Get Started Forgotten Secret 14: **Step 3. Start Powerfully**

THIS:

Once
UPon a
TiME...

NOT This:

HELLO
my name is

How to Get Started
Forgotten Secret 15:
Step 4. Have 3-5 Main Points



How to Get Started Forgotten Secret 16: **Step 5. Finish Strong**



SIGNATURE SPEECH WORKSHOP TIME!

- Who is your ideal audience?
- When you meet people what do they almost always ask?
- What question do you get more than any others?
- Is there a question they SHOULD be asking?
- Write your 3-5 most FAQs now.

BECOME A LOCAL CELEBRITY

Section Three: Content + Special Offer!



The Power of Celebrity



The Power of Local Celebrity= MORE

- More credibility
- More local opportunities
- Can charge more
- People respect your time more
(if you're busy already type BUSY!)
- Get more clients
- Local celebrity leads to broader reach

Here's How I Know...



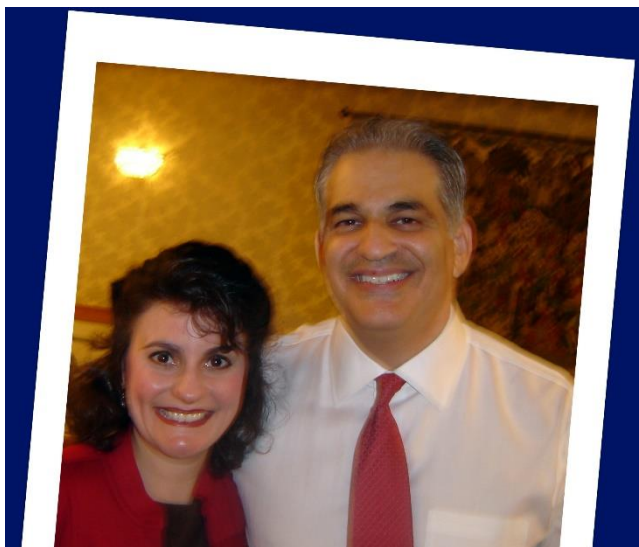
CHICAGO SUN-TIMES



... My New Town



Relationships with More Celebrities



The Power of Celebrity – Other Celebs!



Shelley Hitz ▶ **Felicia Slattery**

5 minutes ago · 🧑

In preparing for a webinar today, I was thinking of you and how thankful I am for you I'm so glad we are friends!

Have an amazing day! ✨🌟💥



Bob Burg ✓

@BobBurg

Following

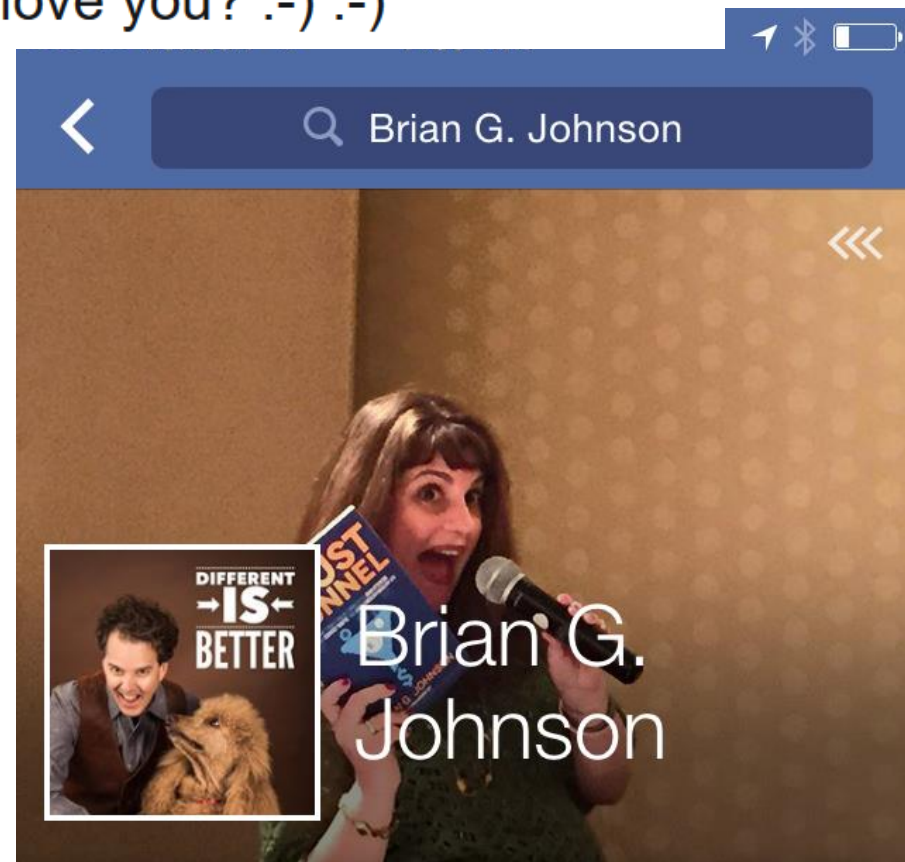
@feliciaslattery Thank you, dear friend. Have I told you lately...that I love you? :-) :-)



Mike Morgan ▶ **Felicia Slattery**

May 25 near Coeur d'Alene, ID 🌸

Hey **Felicia**, I finally got to listen to an edited video of Bob. You worked magic with my client! I can hear the cash register start to ring once we get it up. ;-)



What's Good About Other Celebs?

- They have an audience / list / fans / BUYERS
- They know and will intro you to other celebs
- Affiliate relationships
- Joint venture relationships
- Private conversations (help, suggestions, friendship)
- Subscribers, customers, clients
- Speaking gigs, podcast interviews, book deals, more...

Why Local:

- Convenient
- Less competition for celebrity status
- Plenty of business in any given local market
- Once you “own” local, it’s easier to expand

HERE'S HOW TO GET MORE CREDIBILITY
AND LOCAL CELEBRITY – FAST...



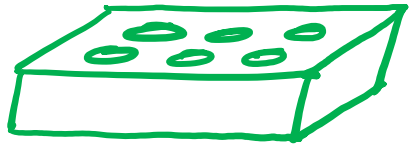
Get On Stages First – Here's Why

- When you are on stages, you can leverage other local media
- Build your business while you build your credibility
- Being on stage gets you more marketing assets
 - Photos
 - Videos
 - Testimonials

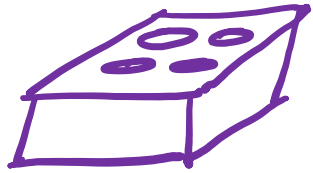
Get On Stages First

- Say yes to every invitation that even comes close to your niche
- Speak for FREE (costs you nothing)
- Use the Signature Speech™ method to get on stages and make money

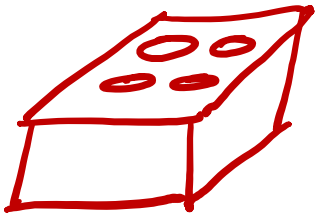
12 Building Blocks for Your Signature Speech™



Contact



Work & Edu

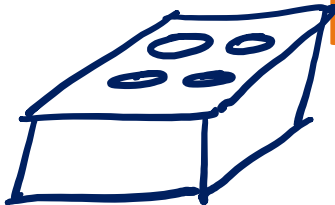


Earn the



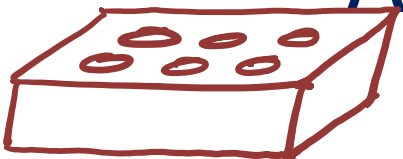
Right

Speech



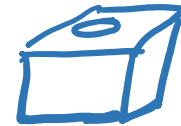
Thumbnail

Target

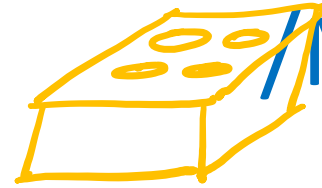


Audience

BIG Ideas



Jujitsu

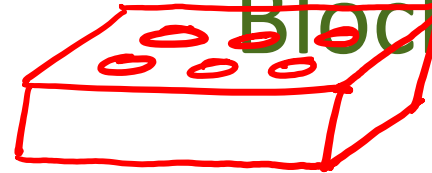


Myths

Speech Payoff

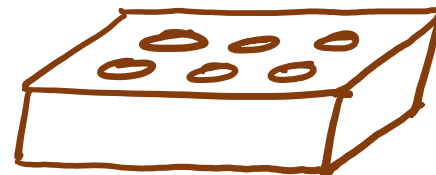


Freebie



Block

Paid Offer



Deliverables



BONUS

Hypothetical Question...

- What if I had a magic “Wizard” wand *YOU* could wave and it would *instantly*:
 - **Organize** all of the parts for your speech & promo
 - **Assemble** them in the correct order
 - **Create ANY and EVERY element for your speech or promotion you **EVER** needed**
 - Even **made the PowerPoint** ready-made for stage or webinar!
- Would you want that magic “Wizard” wand to use in your own business?

What If That Magic “Wizard” Wand Also Made

- Speech outline.
- PowerPoint slides.
- Audience hand-outs.
- Order form(s).
- Bullet points to describe speech.
- Email promos to run your own webinar / teleseminar
- Website/blog content
- YouTube Channel content
- Thank you for meeting planners.
- Social media posts, tweets, whatever....
- Sales copy for webinars/live events.
- Video content promoting your speaking/services.
- Written content promoting your speaking/services.
- Guest blog posts ideas.
- Interview questions for podcasters, radio show hosts, etc.
- Email copy to send to meeting planners.

Well, That's EXACTLY What I've Got!



Demo Time!

Signature Speech Wizard - jim-demo.ssw

New Open Save Build Support FAQ Tutorials

Question: 25 of 43

(2 of 3) What's the 2nd coolest RESULT your speech gives your target audience? (Starts with a VERB) (Ex: Instantly set yourself apart from every other speaker in your market; DOMINATE your market as the go-to expert in your field; Generate new sales as easily as hitting "send" on an email message)

DOMINATE your market as the go-to expert in your field

Signature Speech CERTIFIED Signature Speech Wizard Created by Felicia Slattery & Jim Edwards

Previous Next

Promises Delivered 😊

An iceberg floating in the ocean. The tip of the iceberg is visible above the water line, while the much larger, jagged mass of the iceberg is submerged below the surface. The water is a deep blue, and the sky is a lighter blue with some clouds. The text is overlaid on the image.

- 3 Cs of credibility
- All about local celebrity
- Becoming a local celebrity on rocket fuel with a Signature Speech™ and it's building blocks
- But you're only getting started...

The background features several flowing, wavy bands of color. At the top, a thick band of red and orange curves across the frame. Below it, more translucent and layered waves of red and yellow flow from the bottom left towards the right. The overall effect is dynamic and energetic, with a color palette dominated by warm tones.

THINK ABOUT THIS...

Here's How Much You Would Have To Pay To Get This Done:

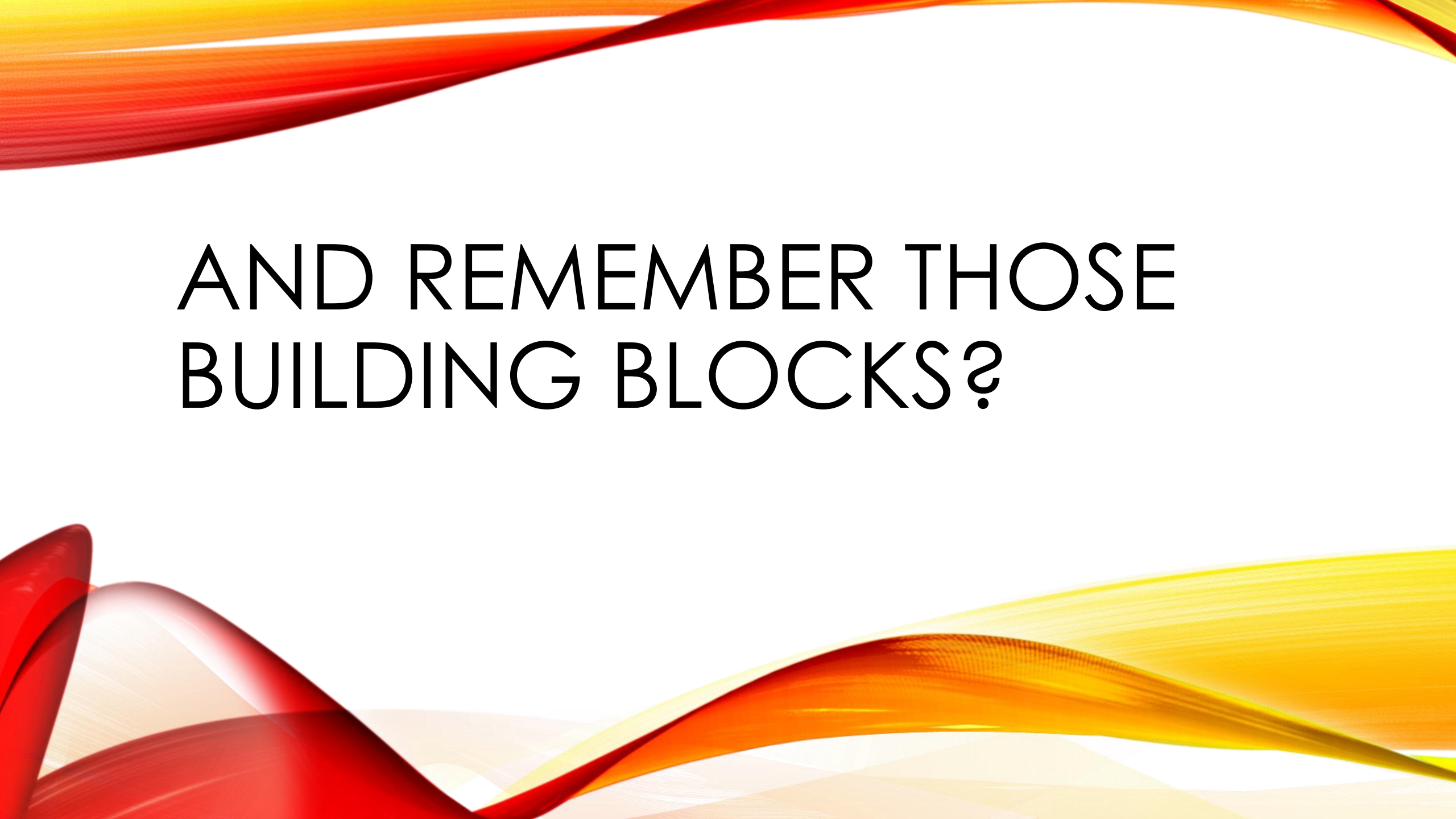
Do It Yourself...

- **8-16 Hours**
- Assume your time is worth \$25+ / hour (\$52,000 / year)
- COST: **8-16 hours of your life** to do it yourself EACH time you need just one Speech and supporting materials

Hire It Out...

- Speech writer: \$500 - \$1000
- PowerPoint slides: \$500 - \$1000
- Email copy: \$350 - \$750
- Webinar reg copy: \$100 - \$500
- Social media: \$100 - \$250
- Order form: \$100 - \$250
- Audience handout: \$50 - \$100
- Thank you notes: \$25 - \$50

GRAND TOTAL: \$1725 - \$4900

The background features several flowing, wavy bands of color. At the top, a thick band of red and orange waves across the frame. Below this, the background is mostly white. At the bottom, there are more waves, with a prominent red wave on the left side and a yellow and orange wave on the right side. The overall effect is dynamic and colorful.

AND REMEMBER THOSE
BUILDING BLOCKS?



Contact
Blocks



Jujitsu
Block



Target
Audience



Work & Edu
Block



Earned The
Right



Target
Audience

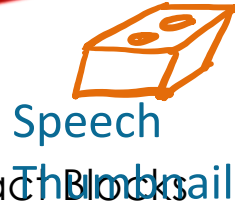


Jujitsu
Block



Speech

- Title Slide
 - Speech Thumbnail
 - Presented by: Contact Blocks
- Before We Get Started...
 - Jujitsu Block, OR favorite quote OR rhetorical question
- You're In The Right Place If...
 - You are / want Target Audience Blocks
- Why Listen To Me:
 - Work & EDU Blocks
 - Earn The Right Blocks
- The #1 Way I Help Target Audience Blocks
 - Target Audience Blocks
 - Jujitsu Block
- What Every Target Audience Blocks Should Expect From This Presentation
 - Speech Payoff Blocks



Speech
Thumbnail

- What We'll Cover (Preview)
 - Big Ideas Blocks
- My Gift To You
 - Freebie Block
- Let's get started...
- Big Ideas Blocks X 5
 - W, W, W, W, W, H for each block
- (Review) What You've Learned Today:
 - Big Ideas Blocks
- Introducing "Paid Offer"
- Paid Offer Blocks
- Deliverables Blocks
- Bonus Blocks
- Price Drop
- Guarantee
- Recap Paid Offer Blocks



BIG



Freebie
Block



BIG



BIG
Ideas



BIG

Ideas



Paid



Offer

Delivera
bles



BONU

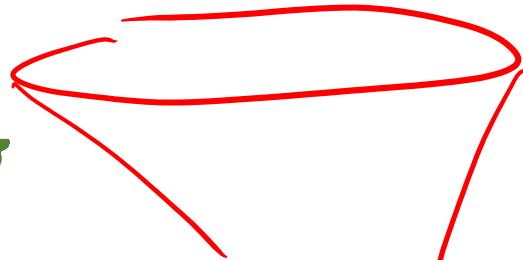
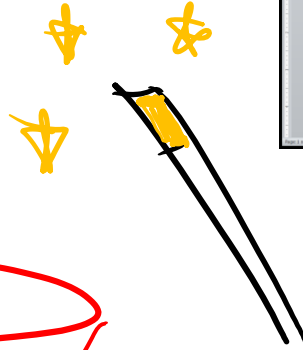
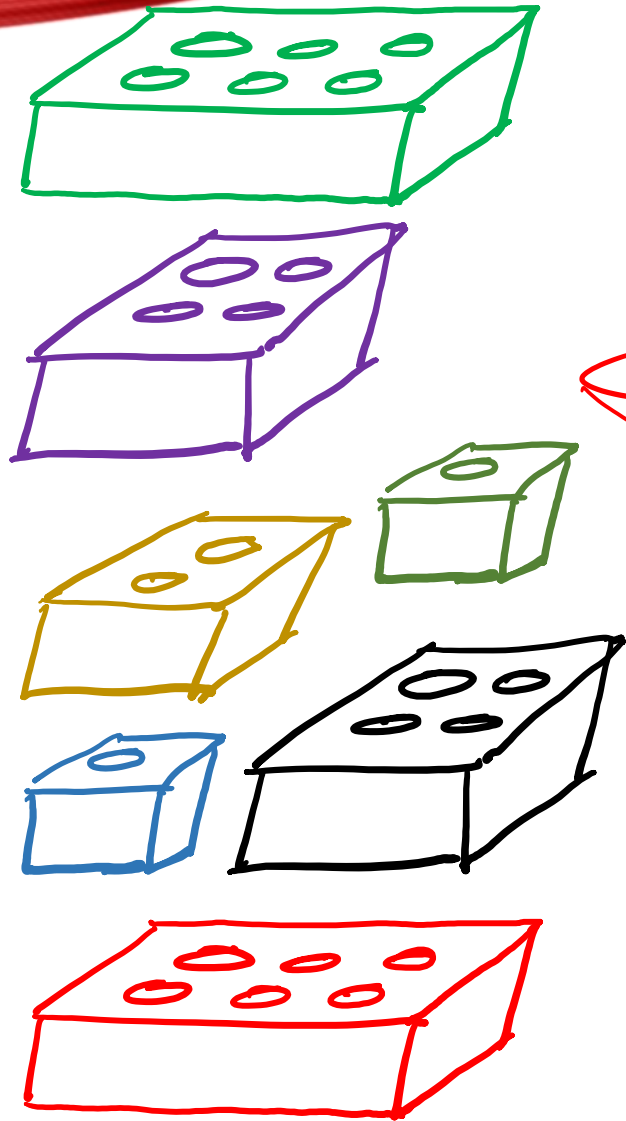
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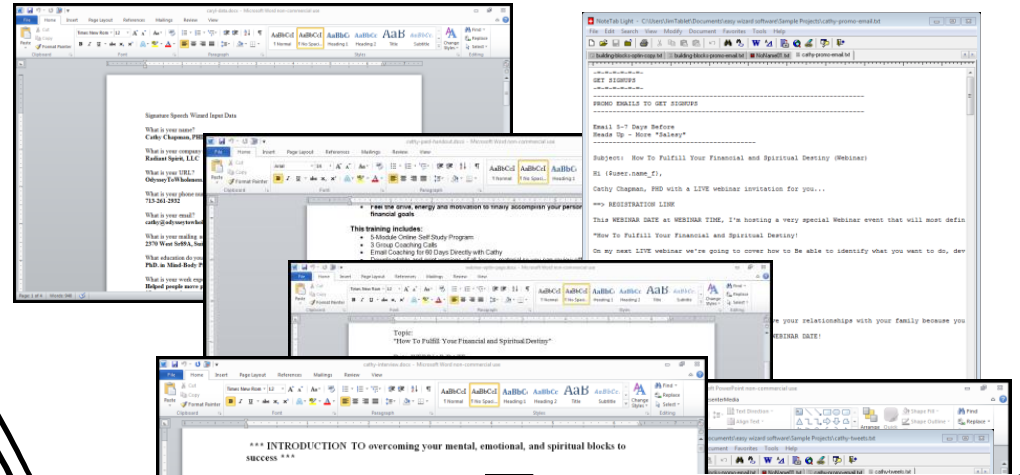
Paid

Offer

Just Wave The Magic "Wizard" Wand

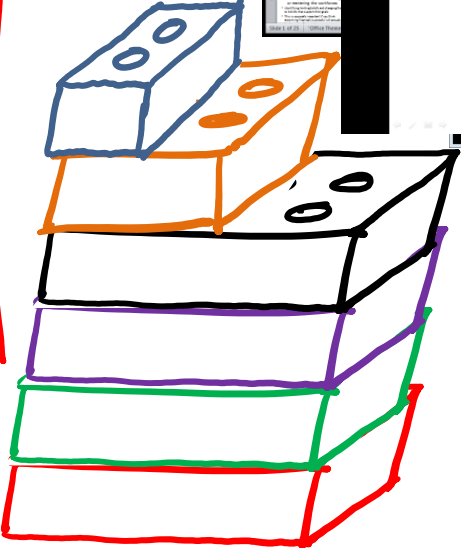


**Our
"Magic"
Wizard**



How To Fulfill Your Financial and Spiritual Destiny

Presented by:
Cathy Chapman, PHD
OdysseyToWholeness.com



Signature Speech™ Wizard

Creates Everything You Need To Create, Deliver, and Promote Your Speeches, Webinars and Teleseminars, including:



Fully Customized Signature Speech
"Core" Presentation



Fully Customized Signature Speech
"5 Steps" Presentation



Fully Customized Signature Speech
"Secrets" Presentation



Fully Customized Signature Speech
"Mistakes" Presentation



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Social Media Tweets, Facebook, G+, & LinkedIn Promo Posts



Complete PowerPoint Slide Decks of all speeches - PPTX format



Complete Follow-up Email Sequence for Teleseminars and Webinars



Audience Presentation "Notes" Handout



Paid Offer Handout For End-of-Presentation (Your "Pitch")



Complete Speaker Notes / Teleseminar Notes in Word DOCX format



Thank You Notes To Meeting Planners and Webinar / Teleseminar Hosts



... and much, MUCH More!

Your Choice:

- Take your valuable and already too-stretched time to FIND, hire, and manage the process of getting each piece individually done AND pay \$1725 - \$4900

OR

Get Signature Speech Wizard:

Just \$397

The background features several flowing, ribbon-like shapes in shades of red, orange, and yellow, set against a white background. The ribbons have a soft, glowing appearance and are positioned at the top and bottom of the frame, framing the central text.

BUT IF IT ONLY DID THIS
ONE THING...

- ✓ 100 questions.
- ✓ Use for interviews, podcasts, BTR shows, etc.
- ✓ Make videos answering each question to drive traffic.
- ✓ Write blog posts answering each question as content for your folks.
- ✓ Use as social media fodder.

***** business owner; sales professional FEARS, OBSTACLES, AND RED FLAGS WITH building relationships through better networking *****

What's the #1 fear business owner; sales professionals have when it comes to building relationships through better networking?

What would you say to a business owner; sales professional who was afraid that building relationships through better networking was a complete waste of time for them?

What's the single biggest obstacle a business owner; sales professional will face when starting out with building relationships through better networking and how can they overcome it?

What is the 2nd biggest obstacle a business owner; sales professional will face when starting out with building relationships through better networking and how can they overcome it?

How would you help a business owner; sales professional who is afraid of making a mistake with building relationships through better networking?

What would you say to a business owner; sales professional is afraid of looking stupid with building relationships through better networking?

What are some major red flags with building relationships through better networking every business owner; sales professional needs to watch out for?

**Just ONE output is worth the whole thing-
seriously**

THREE VALUABLE BONUSES:

- BONUS Video Training: “From Speaking for Free to Fee!”
- BONUS Report & Checklist: Speaking Success With Social Media
- BONUS Report & Checklist: How To Choose a Magnetic Topic and Create a Sexy Speech Title



<http://FeliciaSlattery.com/NACWE> 

That Means You Get

- Signature Speech Wizard Software (reg) \$397
- “From Speaking for Free to Fee!” \$97
- Speaking Success With Social Media \$97
- Magnetic Topic and Sexy Speech Title \$97

VALUE \$688

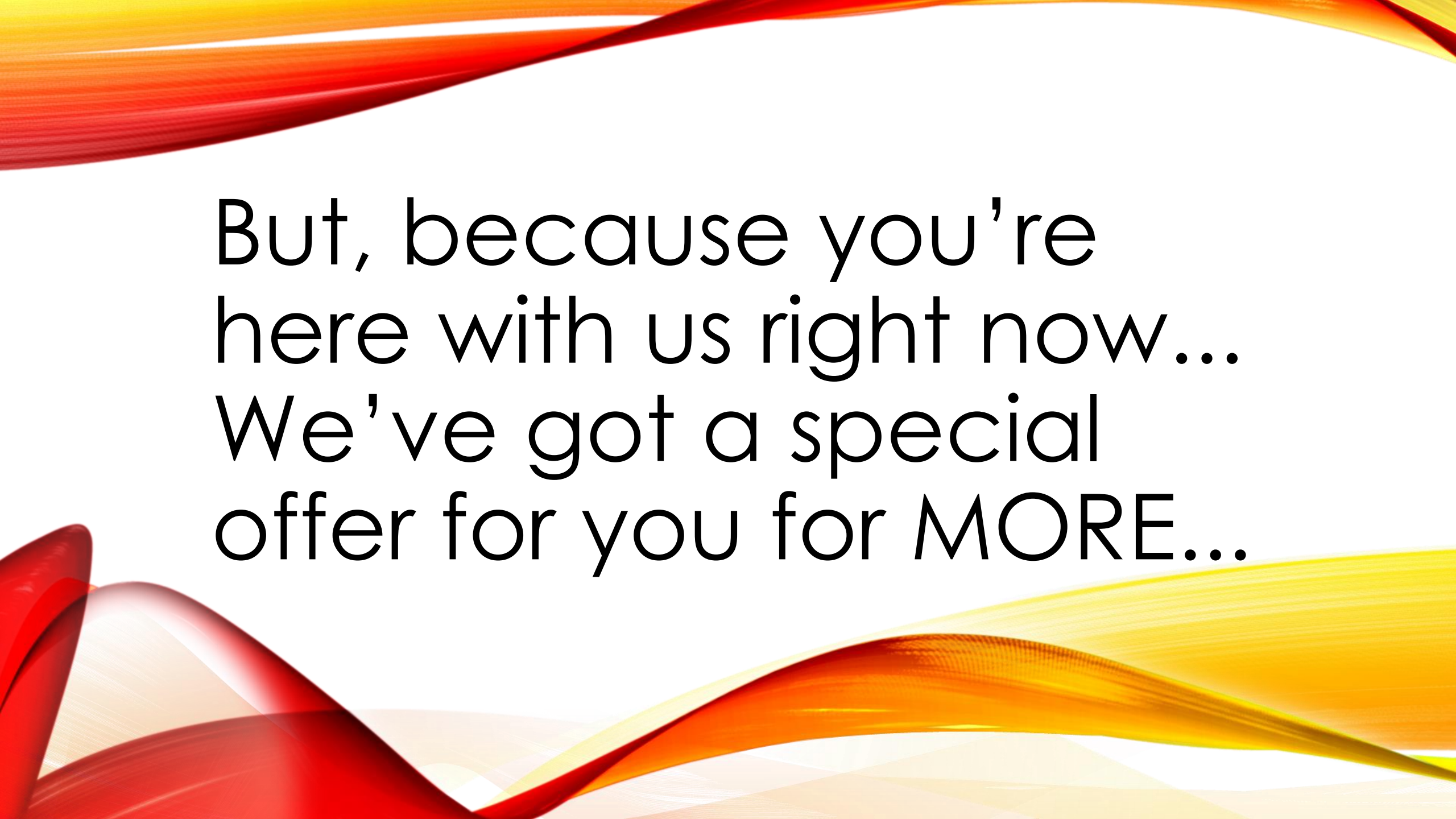
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ACT NOW And You Also Get:

**Fast
Action
Bonuses
!**

- “How To Create A Killer PPT In 60 Minutes Or Less” (2-part Training)
- “PowerPoint Theme” Files
- “PowerPoint Hacks, Secrets, and Shortcuts” (2-part Training)
- Q/A Audio – from Signature Speech Wizard customers like YOU!

<http://FeliciaSlattery.com/NACWE>



But, because you're
here with us right now...
We've got a special
offer for you for **MORE...**

It's 2 for 1 Day!

Felicia Slattery's

LOCAL CELEBRITY BLUEPRINT

Created By:

Felicia J. Slattery, M.A., M.Ad.Ed.

Felicia Slattery's

LOCAL CELEBRITY BLUEPRINT

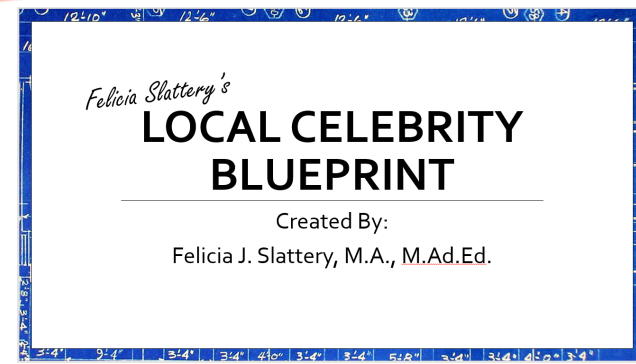
Created By:

Felicia J. Slattery, M.A., M.Ad.Ed.

9-Video Training Series Includes:

- The power of press releases
- How to get in the local papers
- How to get on local TV
- How to get on local radio
- Strategic use of social media for more local media

All broken up
into easy-to-
watch small
chunks



- How NOT to look like a deer in the headlights on TV
- What to expect in studio: Radio, Podcasts, TV
- Simple 4-step process to be a guest on local TV
- Who, when, and how to contact at the local TV station - including a word-for-word simple script so you know exactly what to say
- 2 Distinct ways to get on local radio, and how to find the exact kind of listeners you want to hear your messages
- The free and easy way to get your TV clip along with the safest way to ensure you definitely 100% get the video of your on-air interview
- Where and how to leverage your TV interview for years to come
- How to network in your town to become a local celebrity
- And SO MUCH MORE!



MORE USEFUL BONUSES!

- 3 Fill-In-The-Blank Press Release Templates
- Local Celebrity Business Card Checklist
- Press Release Checklist
- Samples and examples of what works
- 30-Minute Interview with Radio Producer
- And so much more!
- Total package value: \$497

That Means You Get TODAY...

- Signature Speech Wizard Software (reg) \$397
- "From Speaking for Free to Fee!" \$97
- Speaking Success With Social Media \$97
- Magnetic Topic and Sexy Speech Title \$97
- Killer PowerPoint in 60 Minutes \$97
- PPT templates to go with your slides \$47
- PPT Hacks from a master of PPT \$97
- Signature Speech Q&A Replay \$97
- Local Celebrity Blueprint 9 Video Training \$297
- 3 Fill-In-The-Blank Press Release Templates \$97
- Local Celebrity Business Card Checklist \$47
- Press Release Checklist \$47
- Samples and examples of what works \$47
- 30-Minute Interview with Radio Producer \$47

REAL WORLD VALUE \$1,608

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The background features abstract, flowing waves in shades of red, orange, and yellow, creating a sense of movement and energy. The waves are layered and semi-transparent, giving a dynamic and modern feel to the overall design.

BUT DON'T JUST TAKE
MY WORD FOR IT...

“An Easy- to-Use Program That Does Exactly What It Promises!”



~ Kat Sturtz, Award-Winning Author, Speaker, Practical Intuition Expert, Business Life Coach
RockingYourPath.com

“Holy cow! After months of embarrassing procrastination, I did it! In less than 3 hours start to finish, I completed an **impressive first draft of my new signature speech** thanks to your Signature Speech Wizard. It's not that I didn't know what to do or how to do it. The problem was I wasn't getting it done.

Signature Speech Wizard did the impossible. It **got me out of my own way**. The question prompts helped me **stay focused**, and the examples reminded me **to keep it simple, relevant and concise**.

Thank you Felicia and Jim for creating an **easy to use** program that **does exactly what it promises**. You put the magician's wand in my hands with the Signature Speech Wizard.”

<http://FeliciaSlattery.com/NACWE> 

“An Entire Program To Help Make Me Successful!”



~ Barry Schuster
Universal Seating
Company
UniversalSeating
.com

“I spent 30 minutes inputting the information for the 43 questions.

Not because I am a slow typist- but because the questions required me to think and **drill down into my content** to extract the best nugget to fit each answer.

I **especially love the 26 PowerPoint slides** it created- and the variations that I can use.

I am **most amazed** at the "Interview Questions based on speech"- as it has **opened up many multiple areas to expand** my speech and take my information in new directions.

Just having **all the options** to create multiple variations and presentations that would have taken me hours is remarkable. (I hate to say it, but I think it is smarter than I- as it frames the information better).

If you are thinking about how to **make your presentation life easier**, you have got to try this software.”

<http://FeliciaSlattery.com/NACWE> 

“It was easy and I got done in an hour what would have taken me an entire day!”



**Brian R. King, LCSW,
ADHD Coach**
brianrkingintl.com

"Wow! When my coach (Felicia!) suggested I teach a live webinar - this week! - to sell my new product, I was worried I might not be able to pull everything together, given my extra hectic personal life at the moment. But I accepted her challenge, anyway.

All I had to do was open the Signature Speech Wizard.

I just used the software to set up the copy for my new webinar and it's **incredible**. It was easy and **I got done in an hour what would have taken me an entire day!**"

<http://FeliciaSlattery.com/NACWE> 

"Exactly What You Need!"



Janis Pettit

Chief Results Coach,
Small Business Big
Results
*Smallbusiness-
bigresults.com*

"Felicia knows her stuff. Her content is always rock-solid and you will learn a lot from her.

*Her Local Celebrity Blueprint is **exactly what you need** when you want to **stand out among the crowd** locally - and if you want to **grow beyond**. I **highly recommend** this training and anything from Felicia Slattery. Get this now!"*

<http://FeliciaSlattery.com/NACWE> *FeliciaSlattery.com*

The background features several flowing, wavy bands of color. At the top, a thick band of red and orange flows from left to right. At the bottom, there are more complex, layered waves in shades of red, orange, and yellow, creating a sense of movement and depth. The central area is a plain white background where the text is located.

OF COURSE YOU'RE
PROTECTED!

LOVE THE SOFTWARE Guarantee



Use Signature Speech Wizard for up to 30 days. If the software does not perform the way we showed you in the demonstration and does not give you the outputs we promised, we will refund 100% of your money during that time.

If you experience trouble getting the Signature Speech Wizard to work properly, our expert help desk staff will do their best to resolve your challenges during normal work hours (Eastern time), Monday through Friday. If we find we cannot resolve your challenge, we will issue you a full refund.

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Felicia Slattery's Local Celebrity Blurprint AND Signature Speech Wizard With Jim Edwards Bundle

Here's What You Get:

Local Celebrity Blueprint:

- You Get This 9-Video Training Series PLUS Checklists, Templates, and Examples
- The true power of local celebrity and how it can benefit your business and your life
- The fastest way to begin building your local celebrity that you can leverage for years to come
- 3 most important marketing assets you need for building local celebrity
- The power of the local press which will propel you to local celebrity
- 7 reasons for writing and submitting a press release that the local media will want to print about you

PLUS, these bonuses:

- Successful Press Release Samples
- Fill-In-The-Blank Press Release Templates
- Interview with Radio Producer and Host Timothy D. Craggette
- Successful TV Pitch Documents Samples

Signature Speech Wizard:

- Creates Everything You Need To Create, Deliver, and Promote Your Speeches, Webinars and Teleseminars
- Fully Customized Signature Speech "Core" Presentation
- Fully Customized Signature Speech "5 Steps" Presentation
- Professional Sales Copy for Webinar / Teleseminar / Live Talk
- Complete Promotional Email Sequence
- Complete PowerPoint Slide Decks of all speeches - PPTX format
- Social Media Tweets, Facebook, G+, & LinkedIn Promo Posts

PLUS, these bonuses:

- Video Training: "From Speaking for Free to Feel!"
- Report and Checklist: Speaking Success With Social Media
- Report and Checklist: How To Choose a Magnetic Topic and Create a Sexy Speech Title

Yours For **ONLY \$197!**

Products	Price	Quantity	Total
Local Celebrity Blueprint/Signature Speech Wizard Bundle	\$197.00	1 <small>Update</small>	\$197.00
Subtotal			\$197.00

Order Summary	
Subtotal	\$197.00
Total Due	\$197.00

Pay with Credit Card



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Only \$197.00!

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NO MONTHLY

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WHAT YOU'RE GETTING:

- Local Celebrity Blueprint Training + ALL Bonuses - \$500+
- Signature Speech & Webinar Wizard +ALL Bonuses - \$500+

TOTAL VALUE: \$1608++

\$197

<http://FeliciaSlattery.com/NACWE>

\$197

NACWE Workshop Event Special
Questions?



“The Lord is my strength and my shield;
in him my heart trusts, and I am helped;
my heart exults, and with my song I give
thanks to him.”

Psalm 28:7



WHAT'S NACWE NEW?!!!

- Webinars – Community & Education
- “Happening” Pomodoro Sessions
- “Making it Happen”
Networking/Coaching Groups



NACWE DAILY @ [HTTP://NACWE.ORG](http://nacwe.org)



- Updated
 - NACWE Fan Page <http://www.facebook.com/NACWE>
 - NACWE Member Page <https://www.facebook.com/groups/NACWEmembers/>
- **OPEN to ALL** = Webinars – Tuesday 2pm CST Community & Education Webinars on the featured topic of the month!
 - <https://zoom.us/meeting/register/3e697aaa0304e3fe66858a512be5123a>
- **OPEN to ALL** = “Happening” Pomodoro Sessions
 - Links are different M, Tu, W so look in the pinned posts on FB pages above!
- **LOW CO\$T** = “Making it Happen” Networking/Coaching Groups
 - Mondays 3-4:30PM CST
 - Tuesdays 6:30-8PM CST
 - <http://nacwe.org/join> for more information!

