

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery

Print This Out and Have It Ready For The Webinar Workshop



Contact Blocks



Jujitsu Block



Target Audience



Earned The Right



Speech Payoff



BIG Ideas



Freebie Block



Paid Offer



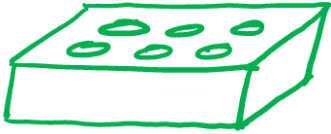
Deliverables



BONUS

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery



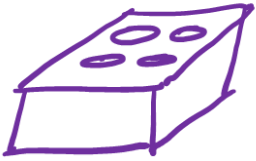
Contact Blocks

1. What is your name? _____
2. What is your company name? _____
3. What is your URL? _____
4. What is your phone number? _____
5. What is your email? _____
6. What is your mailing address? _____

NOTES:

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery



Work & Edu Blocks

7. What _____ do you have that is relevant to your target audience?

8. What is your _____ as it relates to your speaking?

9. What _____ , _____ , or _____ do you have that are relevant to your target audience?

NOTES:

Million Dollar Speech "Building Blocks Blueprint" Workshop

By: Jim Edwards & Felicia Slattery



Earned The Right

10. What is something about you or your experience that " _____
_____ " to speak to this audience?

11. What is something " _____ " or _____ about
you people would think was really interesting or shows your personality?

12. What is a _____ you've overcome in life?

NOTES:

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery



Speech Thumbnail

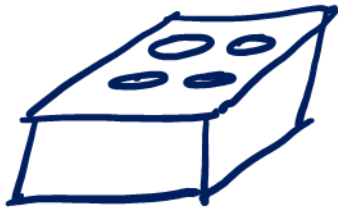
13. 2-5 word _____ of your speech and area of expertise

14. What is the _____ of your speech?

NOTES:

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery



Target Audience

15. Who is the _____ for your speech?

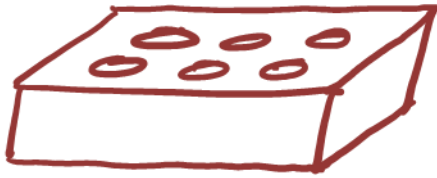
16. What is your target audience's #1 _____ as it relates to your topic?

17. What is the #1 way you help make your target audience's life or business _____ ?

NOTES:

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery



BIG Ideas

18.(1 of 5) What is the #1 _____ you want to get across in your speech?

19. (2 of 5) What is the 2nd _____ you want to get across in your speech?

20. (3 of 5) What is the _____ you want to get across in your speech?

21. (4 of 5) What is the 4th _____ you want to get across in your speech?

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery

22. (5 of 5) What is the 5th _____ you want to
get across in your speech?

NOTES:

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery

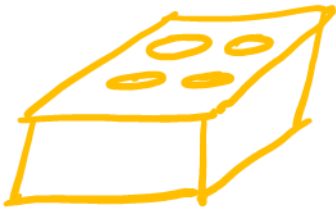


23. What's an idea your target audience believes is true, but is actually _____
_____ ?

NOTES:

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery



Speech Payoff

24. (1 of 3) What is the absolute #1 _____ your target audience gets from your speech?

25. (2 of 3) What's the 2nd _____ your speech gives your target audience?

26. (3 of 3) What's ANOTHER _____ your speech gets for people?

NOTES:

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery

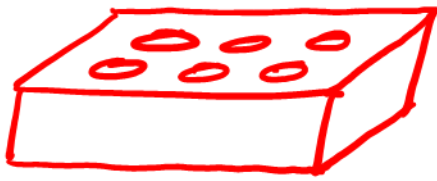


27. What is the title of the " _____ " you're offering them at the end of your talk?

NOTES:

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery



Paid Offer

28. What is the title of the _____ you're selling at the end of your speech?

29. What is the _____ of your paid offer?

30. What is the _____ you're giving them today?

31. (1 of 5) What is the absolute #1 _____ your target audience gets from your offer?

32. (2 of 5) What's the 2nd _____ your offer gives your target audience?

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery

33. (3 of 5) What's ANOTHER _____ your offer gets for people?

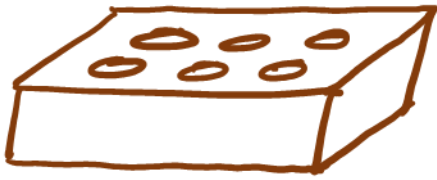
34. (4 of 5) And what is yet another _____ your offer gets for people?

35. (5 of 5) What is one more _____ your offer gets FOR your target audience?

NOTES:

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery



Deliverables

36. What do they get (_____) #1 of 5?

37. What do they get (_____) #2 of 5?

38. What do they get (_____) #3 of 5?

39. What do they get (_____) #4 of 5?

40. What do they get (_____) #5 of 5?

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery



BONUS

41. Act Now _____ #1 of 3?

42. Act Now _____ #2 of 3?

43. Act Now _____ #3 of 3?

NOTES:

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery

BLUEPRINT #1 – Speech Blueprint

Speech Blueprint



Contact Blocks



Jujitsu Block



Target Audience



Work & Edu Blocks



Earned The Right



Target Audience



Jujitsu Block



Speech Payoff

- 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

- What We'll Cover
 - 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
- (Recap) 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 Ideas



Freebie Block



BIG Ideas



BIG Ideas



Paid Offer



Deliverables



BONUS



Paid Offer

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery

BLUEPRINT #2 – Event Promotional Copy

Promo Copy Blueprint



Speech Thumbnail

- Topic: "Speech Thumbnails"
- Date: Event DATE
- Time: Event TIME



Speech Payoff

- Description:
 - On this event we'll cover Speech Payoff Blocks.
 - We'll also reveal how to Speech Payoff Blocks!



Speech Thumbnail

- You can use these techniques to quickly achieve success with Speech Thumbnail.



BIG Ideas

- In fact, here's just a sample of what we'll answer for you / cover on this incredible event:
 - Big Ideas Blocks x 5
 - ... and much, MUCH More!



Speech Thumbnail

- Don't miss this breakthrough webinar that will finally help you find the Speech Thumbnail success you want!

Million Dollar Speech “Building Blocks Blueprint” Workshop

By: Jim Edwards & Felicia Slattery

BLUEPRINT #3 – Event Promo Email Copy

Promo Email Blueprint



Speech Thumbnail



Contact Blocks



Speech Thumbnail



Speech Payoff



Contact Blocks



Speech Payoff

- Subject: Speech Thumbnail (Webinar)
- Hi {User.name_f},
- Contact Blocks with a LIVE webinar invitation for you...
- ==> REGISTRATION LINK
- This EVENT DATE at EVENT TIME, I'm hosting a very special event that will most definitely change the way you look at Speech Thumbnail forever!
- On my next LIVE event we're going to cover how to Speech Payoff Blocks and much, MUCH More!
- -----
Seating is LIMITED - REGISTER Now!
==> REGISTRATION LINK

- Contact Blocks :)
- P.S. - I'm also going to show you how to Speech Payoff Blocks and you need to be there if you want to get a jump on your competitors.
- Sign up now for the webinar and we'll see you EVENT DATE!
==> REGISTRATION LINK