

# **Signature Speech Wizard:** Every Element You Need to Build Your Content Marketing

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**Daniel Hall**

Replay and Offer Expire Soon - Watch Now -  
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## Introduction

### Did You Know:

- 88% of business people attend at least one webinar per week.
- What Engages People on a Webinar:
  - 38% interesting and relevant content
  - 32% passionate & energetic speaker
  - 15% interaction
  - 15% slides and visual elements

Source:



Did you know that 88% of business people attend at least one webinar per week? This is why you may want to start doing webinars yourself. So, let's talk about a few more statistics, like what engages people on a webinar? According to GoToWebinar's statistics, people are engaged by the following:

- 38% interesting and relevant content
- 32% passionate & energetic speaker
- 15% interaction
- 15% slides and visual elements

Almost as important as having interesting and relevant content, you want to be passionate and energetic when you speak. That's easy to do when you are speaking on a topic that's interesting and exciting to you. Of course, providing some interaction and engaging slides with great visual elements is important as well. You are about to learn how you can start presenting the information that you love in such appealing ways.

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Felicia Slattery and Jim Edwards have been working together for some time now, and they are the ones sharing this expert information today. You've probably heard of Jim Edwards before. He's the guy who "broke" GoToWebinar. More details about this story will be shared later on in this lesson. He's also a #1 bestselling author for both fiction and non-fiction books. In addition, he spent 10 years as a syndicated newspaper columnist. Probably the most important thing that he has done, which most of us would like to do, is gain his personal and financial freedom through speaking and Internet sales, although Jim might argue that his biggest accomplishment is being a proud grandpa, dad, and husband.



A slide full of some of Jim's book titles is shown above. He definitely knows how to put content together for his books and presentations. As previously stated, he once "broke" GoToWebinar. You see, Jim has been online for a long time now, and he was actually one of the original beta testers for GoToWebinar. Well, they got 4,000 people to sign up for a webinar, even though the limit was only 500 or something at the time. Jim actually ended up helping them to redesign some features with GoToWebinar.

Felicia is pretty awesome too. She is a consultant, a speaker, and a #1 best-selling author. She is also a Master of Communication. Another one of her accomplishments is that she has shared the stage with Zig Ziglar. Furthermore, she has coached, wrote, and critiqued more than 7,000 speeches. Jim says that although he has done well over 1,000 different webinars and presentations, Felicia has taught him some things that have really revolutionized his ability to produce great webinars, specifically when it comes to having the right balance of content. She is also a wife, mother, and a faith-filled, happy person.

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In the screenshot above, you can see that Felicia has created quite a bit of content herself on the topic of speaker training and communication training. Jim highly recommends her book, *Kill the Elevator Speech*, which basically teaches a formula for creating a 15-30 second commercial for yourself that you can use when you're talking to people. These other books are awesome too, and you should definitely pick some of them up when you get the chance. Felicia also points out that she has taught Public Speaking at the University level, and although she has accomplished a lot in her life, she feels that she is a teacher first and foremost.

Now that you know a little about who's sharing this information, let's discuss what you are going to learn by reviewing this training and some of the things that you're going to be able to do with what you've learned. Specifically, the following topics are going to be covered herein:

- The number 1 reason why people struggle to put together a speech or webinar
- The top 7 critical elements that you need to deliver
- The list of tools and promo materials you need to sell your speech to event planners and webinar hosts, as well as making money from your speaking
- The fastest, easiest way to help you write a speech, teleseminar, or webinar using a revolutionary NEW tool

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## What's Holding You Back?

### 7 Critical Speech Elements Overview

1. Attention getter.
2. Audience relevance.
3. Earn the right – why you?
4. Content that brings value, answers questions, provides resources.
5. Call to action.
6. Preview/Review.
7. Clarity and strategic organization.

Most people struggle when it comes to putting together speeches or webinars that are:

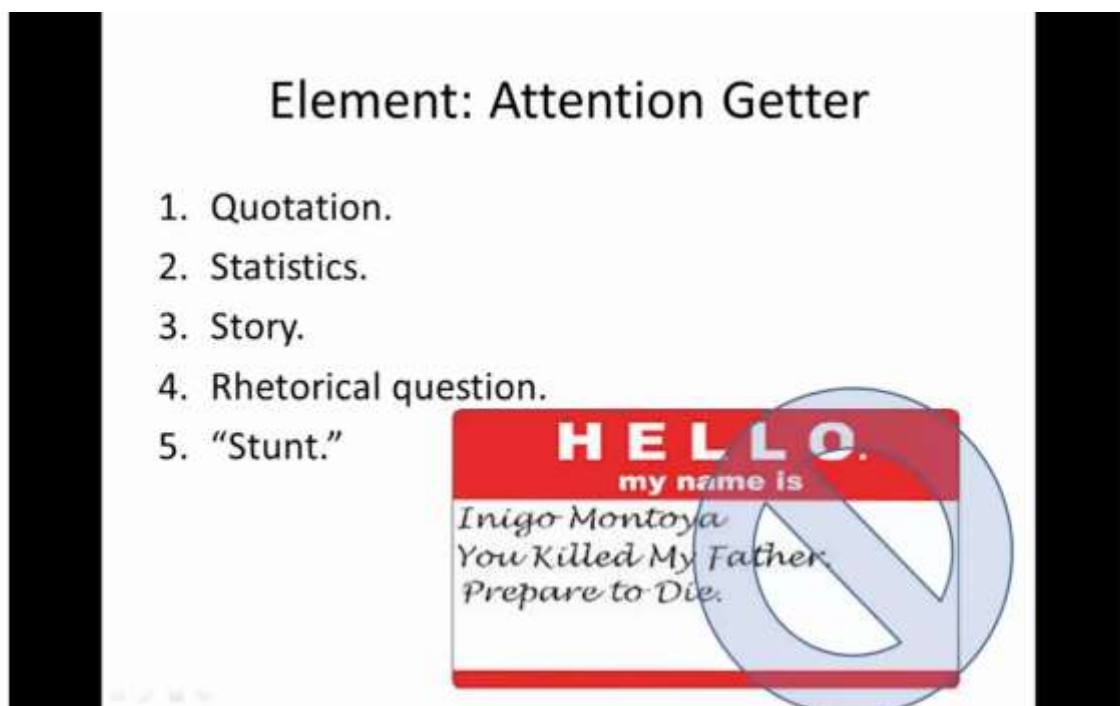
- Organized
- Interesting
- Attention grasping
- Not overwhelming
- Non-confusing
- Adequately content filled
- Motivating

It's not always an easy feat to create presentations that are content filled and hold people's attention, but yet doesn't overwhelm or confuse them. You've probably heard the phrase "A confused mind never buys." So, you don't want to confuse people, but you want to have enough content. Plus, in the end, you want to make money. People struggle with all of this because it far more complex than it looks when people who are great at this stuff do this. The

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process is going to be demystified for you today. First, here are the seven critical speech elements that you need to know about:

1. Attention getter
2. Audience relevance
3. Earn the right – why you?
4. Content that brings value, answers questions, and provides resources
5. Call to action
6. Preview/Review
7. Clarity and strategic organization



### **The Attention Getter**

Never start your speeches by saying "Hello, my name is..." You should be introduced whenever you are making a speech. Felicia says that she is introduced about 97% of the time. There are events that she attends where there are multiple speakers and there's not enough staff there to introduce each one. This is very rare though. Most of the time someone is going to introduce you and say your name.

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The fact of the matter is that the audience doesn't really care what your name is when you first start to speak, and you want to start each speech with something that's going to grab your audience's attention. Many successful speakers will start with a quotation. Another great way to begin a presentation is with statistics. These types of elements will not only gain their interest, but they will provide them with value right off the bat.

You might also start off with a story. People really love stories. That's how we connect on a human level. By the way, you don't want to say "I want to tell you a story..." initially, just start telling one. Felicia says that one of the speech trainers that she knows always starts her speeches out by saying "I wish you could have been there..." That's a really cool way to begin.

You could also use a rhetorical question. This is a great way to get people thinking. However, if you are going to ask for audience feedback, this isn't a great way to start out because that's not the best use of your time at the beginning of a presentation. You can also commence your presentation with a stunt. Felicia says that she has started presentations like this before.

Back when everyone seemed to be on Twitter, she stepped up on a chair that was in the middle of the room, put her hands up around her mouth, and yelled "Hey you! Buy my stuff!" Then, she jumped down with her business cards in hand. After that, she literally ran around the room handing her business cards to everyone. She said she sounded just like a salesman when she talked to people. Finally, she got back up to the front of the room, and she was winded from jumping, running, and talking so dramatically. So, she had to stop to catch her breath, and in that moment, she got a huge round of applause.

People often adore it when people pull a stunt like Felicia did. That's a fun way to start out too. Don't let this intimidate you though; keep in mind that Felicia has been speaking for a long time. In other words, don't feel like you have to do that because there are a lot of other options.

## **Audience Relevance**

This is really important. Your audience members need to know that you get them. If they don't feel that way, they aren't going to listen. To do this, you have to know a bit about the audience you're going to be speaking in front of because you need to base your presentation on your audience and what's important to them.

You're also going to want to share why you have the right to be telling people what you're telling them. There are a few ways that you can do this. You can share what experience you have pertaining to the topic you are covering. You'll be building your credibility throughout

your presentation to, by the way, and ways of doing so will soon be discussed. Sharing testimonials is a great way to let your audience know you're qualified to speak. You can also use stories and images to reinforce the message that you know what you're talking about.

## **Content**

You may recall that Wendy's used to use the slogan "Where's the beef?" in their commercials. This is a question that you don't want your audience members to ask. You need to bring forth value in your presentations. One of the best ways to do this is to answer the most frequently asked questions that you get throughout your speech. There are probably questions that you get all the time when you tell people about what you do for a living. Those are the types of questions that you will want to be sure to address.

It's also imperative that you provide people with resources. You may have heard of Fiverr.com, for example, where people can go and get all sorts of tasks done for them for just \$5. There are people that haven't heard of this site, so this is a great resource that you can provide for just about anything you speak about. Provide whatever resources you feel will help your audience members out with whatever it is that they are trying to do. When you give people the resources that they need or can use, your presentation is perceived as being very valuable.

You also want to be unique and stand out so that people remember you, and when you come across this way, people are much more likely to purchase products and services from you. If you've got a specific system, share that system or the specific elements of that system. Coming up with acronyms and sharing your perspective are both great ways to make yourself and your presentation stand out more. This is especially true if your perspective is different and unexpected.

## Element: Call to Action

- Direct link from content to CTA.
- Make it clear.
- Can be free or paid or both.
- Give a reason to act now:
  - Scarcity
  - Extra bonus
  - Discount



### Call to Action

One of the biggest mistakes that people make, especially when they are speaking live and locally, is not including a call to action in your speeches. Not only do you want to make sure that you have a call to action in place, but also that there is a direct link from your content to what you want your audience to be doing. You don't want to take any wrong turns. Your job is to really follow through and place your call to action in the right part of your presentation where it makes sense and seems actionable.

Your call to action should be very clear and it should tell your audience specifically what you want them to do. Remember, a confused mind never buys. So, provide clear and concise steps for your audience to take in order for them to do what you're asking of them, whether it's "click here to buy now" or some other form of action they need to take. A call to action needs to be used whether you are trying to get someone to buy something or to do something that's free.

Felicia says that when you have a very short time to interact with people, you'll want to offer something for free. However, when you're speaking for a long time, like 20 or 30 minutes, you'll want to make a paid offer. People will react thinking "Okay, this sounds cool" if you give them a reason to act now. There are three reasons why people will act fast. You can provide scarcity, an extra bonus, and/or a discount. For instance, if you are doing a live speech but you have only brought so many books with you, you can offer some true scarcity because there's only so many books that the audience can get, right? So, that's an example of creating scarcity.

Making your offer a good deal by offering a bonus or a discount will also often move people into taking action.

### **Preview/Review**

A preview is basically a promise. It's likely that you came across this document as a result of receiving an email that notified you of this presentation and what it was going to be about. So, a promise was made to you that you were going to be provided information that you would be interested in. Now, if you make a promise such as this, you're going to want to make sure and deliver exactly what you promised.

Maybe you saw that a webinar was promising five different things, but you were only interested in the second element promised. So, you stay through the whole webinar, and what you wanted to know was not presented. How would that make you feel? Your job as a speaker, and the way that you convert, is to show people that you can be trusted to do what you say you're going to do. Then, you provide a review that basically says "Guess what? We promised you these things and we delivered on that promise." This shows that you are a person of integrity that people can depend upon to follow through. For people that haven't met you before, that is crucial.

### **Clarity & Organization**

You want to guide your audience through your content. They need to be able to easily follow you from Point A to Point B. That means that you aren't going to ramble or aimlessly move from one topic to another. Also, don't go off track and not come back. A lot of people have trouble with this because they will start talking about something really cool but then won't be able to return to the topic at hand. Your stories, images, and everything that you do during your presentation should all have a point.

## Tools and Promotional Materials

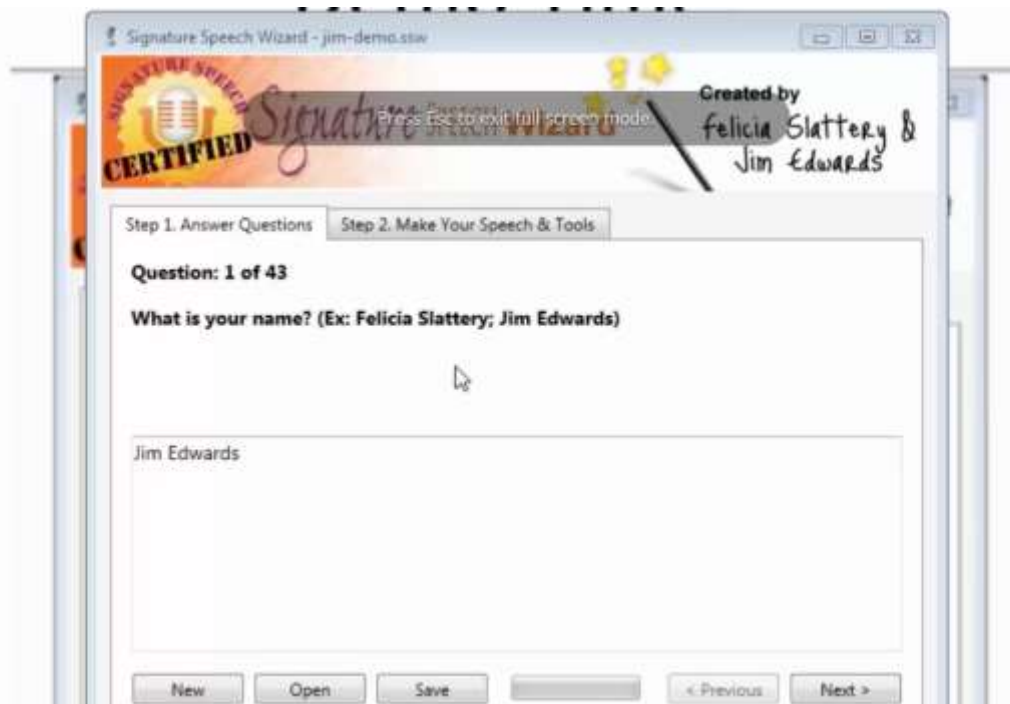


Above you'll find a list of tools and promotional materials that you need when you are doing live speeches. First of all, you need to have an outline of your presentation, and you need to have slides made for that presentation. You should also have audience hand-outs and order forms. If someone is going to take action and buy something, or even sign up for free, you have to provide them a way of doing so.

Before the presentation, you'll need to create bullet points that describe the speech you're going to give, and you also need email promos to run your own webinar. You need a website or a blog where people can go and sign up for stuff. You'll also need a YouTube channel with content on it. In addition, you'll need 'Thank you' cards for meeting planners. You always want to thank folks for letting you speak in front of their people.

You'll want to provide media posts, tweets, etc. You also need sales copy for webinars and live events. Plus, you need videos to promote your speaking engagement and/or services. You need written content to promote your speaking engagement and/or services as well. You need to have blog posts that you provide to other people as a guest. You'll need interview questions to hand over to podcasters, radio show hosts, etc. Finally, you need email copy to send out to media planners.

As you can probably tell, you'll need a ton of tools to do this professionally. However, there's a way that you can make all of this faster and easier. You are about to see something revolutionary and its called Signature Speech Wizard. Keep in mind that both Felicia and Jim do this professionally. Jim has actually made millions of dollars as a speaker and by hosting webinars. One particular launch of his made him \$4 million. That was just one launch that he did one time, and he has been doing this stuff for years. Now, that doesn't mean he meets the million-dollar mark every time, but he has had some great success doing what he does. So, it's highly recommended that you pay attention and try to learn a thing or two from both Jim and Felicia.



Look at the screenshot above. This is a screenshot of Signature Speech Wizard. It helps you to create speeches, whether you are speaking live or on a webinar. It can also help you to create teleseminars and even info-products. In a nutshell, how this works is the software takes you through a 43-question interview. Then, once you've answered all of the questions, you use the software to create the tools previously mentioned, such as the content for your blog. What you end up with is customized content for your speech, etc.

As you can see in the picture above, the first question asks what your name is, and of course, Jim typed in "Jim Edwards". The next few questions ask for more basic information too, like your company name, your URL, your address, and so on. The seventh question asks about your work experience. As Felicia mentioned during her presentation, you need to show your audience why you earned the right. This is where you fill in that information. The questions to follow also ask about your education and other things about your background.

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Felicia put her special touch into the software too. Several questions in the software ask you to share information about your personality. For instance, one question asks “What is something ‘funky fun’ or cool about you...” When it came to this question, Jim answered “Used the profits from my ebooks to go from bankrupt and living in a trailer park to a paid off house in 18 months. Felicia would have entered in the fact that she spent as much time in a convent as she did in a rock and roll band. People remember fun stuff about you, and that’s why you want to enter something fun and/or inspiring about yourself.

If you have trouble knowing what to put in, each one of these questions is accompanied with an example. Around Question 13, the program starts asking things that pertain to the speech you are putting together. The 13<sup>th</sup> question is “2-5 word topic for your speech and area of expertise. After that, you are asked for your title and a little about your target audience. From there, the program begins asking about how your topic relates to your target audience. For example, Question 17 asks “What is the #1 way you help make your target audience’s life or business better?”, and Question 18 asks “What is the #1 most important idea you want to get across in your speech?”

Jim admits that one of the things that he struggled with for years was overloading people. What he learned from Felicia was that you could cover 5-7 things in a speech, and that’s pretty much it. After that, people start to feel overloaded. So, Jim started organizing his stuff in this way. When he made this change, his webinars got shorter and his satisfaction ratings, which were already high, became even higher. Anyway, the next thing that you are going to do is put in the five points that you want to cover by answering the questions one-by-one.

After that, you get into some speaking jujitsu that increases the value massively for people. This also helps to get more engagement. One of things that always perks people up is if you can show them something that they believe is true is not what the actual truth is. So, one of the questions is “What’s an idea your target audience believes is true, but is actually completely wrong?” The next question asks “What is the absolute #1 coolest payoff your target audience gets from your speech?” This is just one example of how the software begins asking questions that will help it to create some great sales copy for your materials.

Question 27 asks about the “freebie” you are offering. Then, the rest of the information is going to be about the paid offer. Don’t think that you can’t make a paid offer within content that people are paying for. That’s a big mistake. People that are paying for content won’t get upset if you tell them about something that’s going to help them get better results, even if they pay for content at the beginning. There is a question that asks about the full value of your offer and another one that asks you what the special price will be. Afterwards, you are going to put in five cool results that people should expect to get for your paid offer.

People buy because of the benefits that they will receive, not because of the features of your product. After pointing out the five cool results your offer will bring them, you are going to go through and enter in the specifics of what they are going to get. In his example, Jim entered that they were going to get an eClass, a membership, coaching access, a workbook, and a book review certificate.

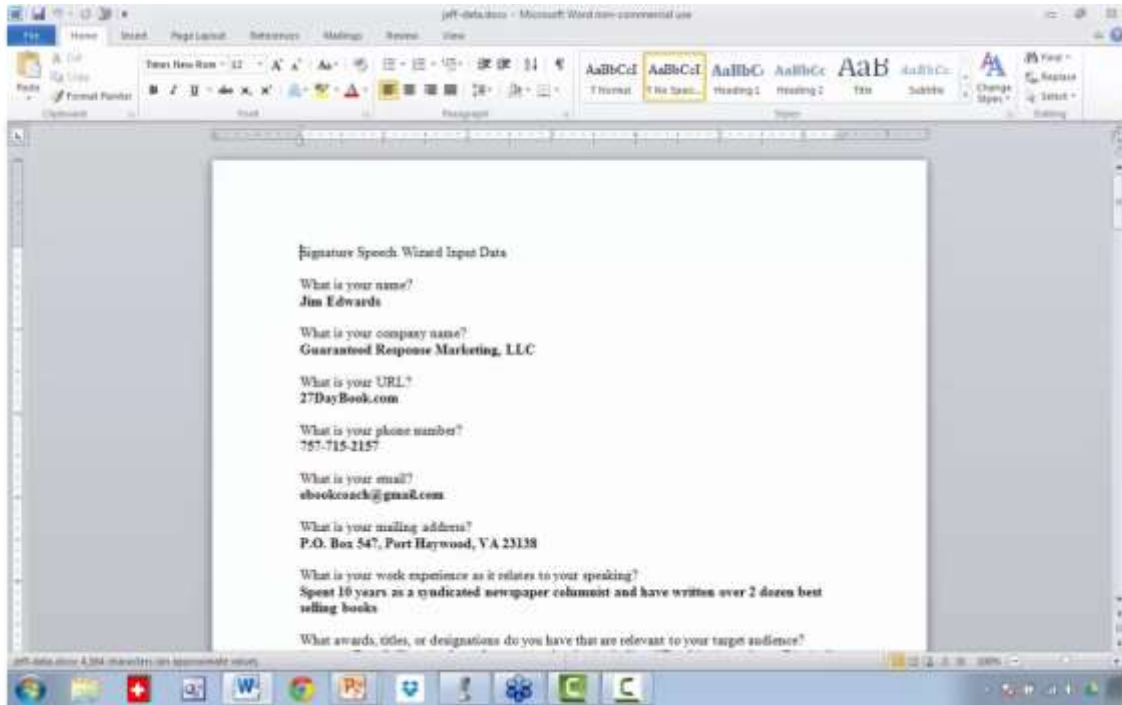
Last but not least, you're going to give your audience reasons to act now. The way that you're going to do that in this case is to use bonuses. So, at this point you just begin entering in information about the bonuses that you'll be using. When you are done with this, you will have finished question 43, and the program will tell you that you have finished your questionnaire. If you were doing this with no preparation, it would probably take you between 30 and 45 minutes to fill all of this stuff out.

What this software does is organize everything and helps you to piece everything together. Jim compares this with the process of playing Legos with his grandkid, saying "We've picked out all the green Legos, the blue Legos, and the white Legos. We've got of them lined up, and so now we can build what we need to build." Anyway, after you have finished answering these questions, you move on to Step 2. By the way, you can always return to Step 1 if you need to in order to change whatever you want. In Step 2, you're going to begin making the tools that you need to do everything you need to put together a speech, presentation, info product, etc.

This software works on both a PC and Mac. You can download either version. Everything is going to be outputted as a .docx file, which is a Word document that will open up in Pages. They will open up in Open Office as well. You also can open these documents up as text files, just in case you just wanted to copy and paste the content. Some projects will open up as .pptx files too, which will open in both PowerPoint and Keynote. Specifically, these are four different speech presentations that you can open up and analyze.

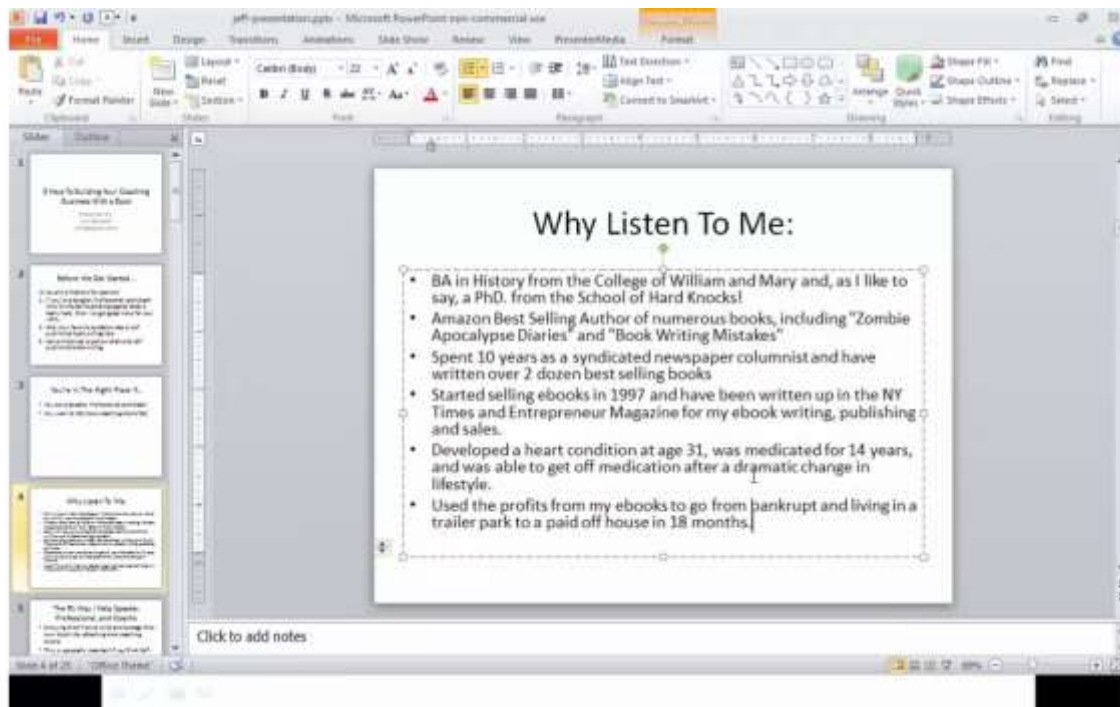
There is an 'All Data Output' file that you can open up. This is an easy way for you to see what you have typed in and make sure that you have entered everything in correctly. This document is shown below. As you can see, the document that is generated contains the questions that were entered into the software and the answer that you gave. If you see something in the document that you want to change, you can go back into the software to change it.





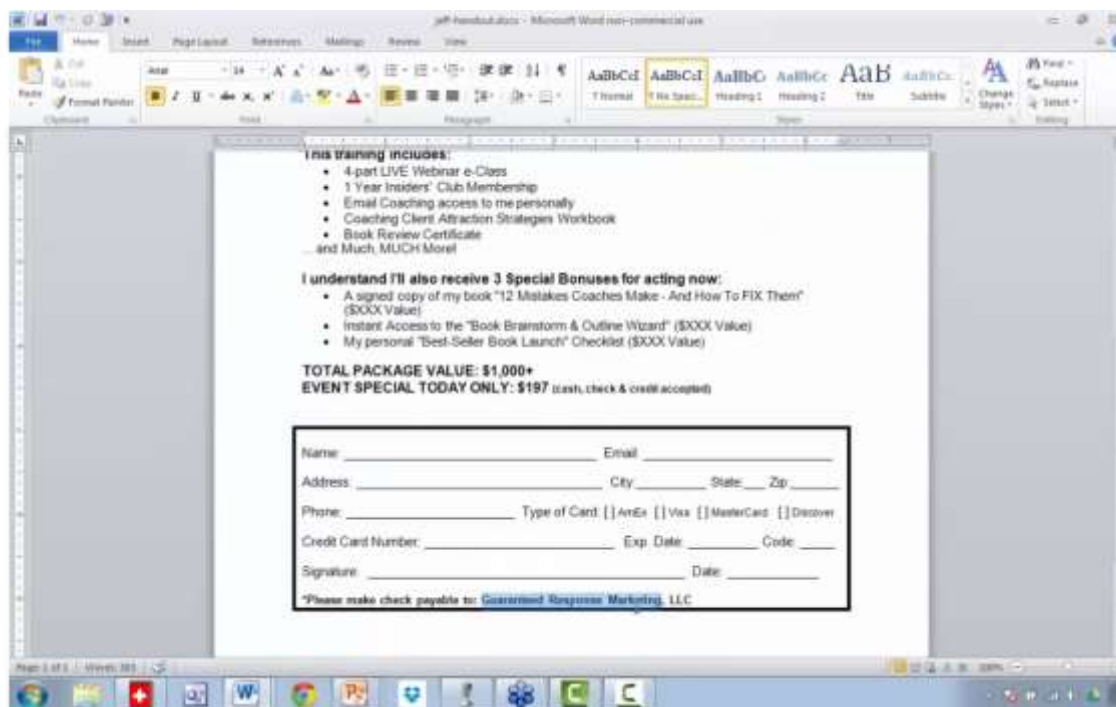
One of the coolest things that this software does is that it pulls together all the pieces of information that you entered and creates a full PowerPoint presentation for your speech. When you pull it up, you'll see that your information has been arranged in a well-organized manner. You can see the PowerPoint that Jim was able to come within the screenshot below. If you were to go through this presentation slide by slide, you would see that it contains all of the elements that were recommended by Jim and Felicia.

Now, it won't always come out perfectly. There will be some editing that you have to do, but hopefully you can see how this can save you tons of time. You can also add additional bullets if you need to, of course. All of this is customized for your offer and your audience in accordance with the answers you entered in. There are also prompts that will help you come up with other points that you might want to make during your presentation. These questions or ideas will be within parentheses within your presentation. This is all designed to help you have all of the pieces laid out in the right places.



This presentation is purposely made to look vanilla so that you can change it and make it look however you want. If you're familiar at all with PowerPoint, then you know that the program supplies you with different themes that you can use on your presentation. Jim feels that PowerPoint themes really over-power the message. So, he is providing some themes that are a lot simpler, and these themes change over to widescreen naturally too.

This program puts together a cool presentation for you as well as a number of other tools that you might want to use for promotion and so on. Jim says that there have been times that he has prepared a speech, but right before the speech he realized that he didn't create any handouts. So, that's something else that this program is for. If you have a last minute project to put together, such as a handout, the program has already put it 90% together for you. All you have to do is finish preparing the document to share with the rest of the world.



Jim says that he has always struggled with putting together handouts for his offers. So, the program takes all the information you have put in and applies proven sales copy techniques to it. Then, it generates a really cool order form that even lets the customers know who to make the check out to. This is portion of the page is highlighted in the screenshot above. This page also includes your price drop, your bonuses, and the benefits of taking advantage of your offer. Again, this form looks vanilla, but you can always go to Fiverr and find someone who know about formatting and can make this form look super-pretty for you, which you would probably end up doing anyway if you had created this form yourself.

Another thing that you might need is a handout for people to be able to take notes. It's been proven that having a handout ahead of time helps to improve the attendance and 'show-up' rate. Again, the problem for most people is that it takes a while to put something like this together from scratch ahead of time. However, the software will do this for you. All you have to do is format it at edit it so that it fits your particular offer. This particular offer runs over into two pages, but it can be fixed to be just one page in length with some simple formatting.

The program will also generate a document that you can use for an interview. You can do an interview where someone is promoting you for an upcoming speech, or you may be interviewing for their blog, etc. You can take this generated document and assemble the interview quickly and easily. It is divided into sections that make sense for performing and interview and you can make that interview as long or short as you like.

One of the questions that the program generated was “If you could start all over again with self-published book writing, what would you do differently?” Now, that’s what the program generated for Jim in accordance to how he answered the questions in the program initially. Now, let’s say that your expertise wasn’t in publishing books, but in underwater basket weaving. The program would generate the questions for you differently. So, for you the question would be “If you could start all over again with underwater basket weaving, what would you do differently?” You could do this with any number of different topics, obviously.

The program will also generate promo email sequences for you. All of these emails are proven to work. It even generates social media tweets and posts for you. The program even generates all of the sales copy you need. There may be aspects in each of these documents that you need to change, such as the word “Webinar” to “Live Talk”. Again, this is much easier than generating all of this stuff from scratch. Why would you want to when you had the power to generate everything that you need for your presentations and promotions by answering just 43 simple questions.

## Our Limited-Time Offer

**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
 Professional Sales Copy for Webinar / Teleseminar / Live Talk	 Complete Promotional Email Sequence

**Finish Your Signature Speech™ Quickly and Easily**

Signature Speech Wizard creates everything that you need to deliver and promote your speeches, webinars, and teleseminars, including:

- Fully customized signature speech "core" presentation
- Fully customized signature speech "secrets" presentation
- Professional sales copy for webinars/teleseminars/live talk
- Fully customized signature speech "5 Steps" presentation
- Fully customized signature speech "mistakes" presentation
- Complete promotional email sequence
- Social media tweets, Facebook, G+, and LinkedIn promo posts
- Complete follow-up email sequence for teleseminars and webinars
- Paid offer handout for end-of-presentation (Your "Pitch")
- Thank you notes for meeting planners and webinar/teleseminar hosts

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- Complete PowerPoint slide decks of all speeches – PPTX format
- Audience presentation “notes” handout
- Complete speaker notes/teleseminar notes in Word DOCX format
- ...and much, MUCH More!

The question that you need to be asking yourself is “How much would I have to pay someone if they did all of this stuff for me?” What the Signature Speech Wizard does is give you a low-cost solution a high-end problem. That high-end problem is “I need a speech done, and I need all of these things to go with it.” Here’s a list of what people generally pay to get these sorts of things created manually:

- Speech writer - \$500 - \$1,000
- PowerPoint slides - \$500 - \$1,000
- 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: \$1,725 - \$4,900

You are going to have to pay around \$2,000 on the low end and even upwards of \$5,000 to hire a person or persons to do this for you. So, you have a choice. You can take your valuable and already too-stretched time to FIND, hire, and manage the process of getting each piece individually done AND pay \$1,725 - \$4,900. Or, you can get Signature Speech Wizard today for just \$397. Well, that’s what you would normally pay for it. Right now, if you act fast, Felicia and Jim are offering a \$200 discount. That means that you can get this very special software that builds and customizes everything that you need for just \$197.00. Take advantage of this very limited, exclusive offer by visiting <http://signaturespeechwizard.com/daniel/>.

Just the one output that allows you to generate and interview questionnaire is worth the entire purchasing price. Again, it gives you 100 different questions that you can use for interviews, podcasts, BTR shows, etc. You’ll be able to make videos answering each question to drive

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traffic. You can even write blog posts by answering each question as a way of providing content to your folds. Furthermore, you can use these questions and answers in your social media marketing.

You are also going to get three very valuable bonuses. The first is a free bonus video training that's titled "From Speaking for Free to Fee!" Felicia is an expert when it comes to getting paid to speak. If you have ever wondered how to get people to pay you to speak, this is the step-by-step blueprint for that. You're also going to get a bonus report and checklist titled "speaking Success with Social Media". Felicia gets booked with social media all of the time and you are going to learn to as well. Finally, you're going to get a bonus report and checklist titled "How to Choose a Magnetic Topic and Create a Sexy Speech Title". One of the best ways to get people to show up and become interested in your speech is to create a great title for it. So, you're going to learn how to do that.

By acting right now, you are going to get training on how to create a killer PowerPoint presentation in 60 minutes or less. You're also going to receive PowerPoint templates to go with your slides. Plus, you're going to learn about some PowerPoint hacks from a master of PowerPoint. These are some cool things that you can do with PowerPoint to get your presentations in shape really fast.

You'll also get the Q&A from Signature Speech Wizard customers just like you. In other words, Felicia and Jim have already gotten on a webinar with people who have purchased the software and answered every conceivable question to be answered. This wasn't just about the software either. This covered topics like how to get booked to speak, how to formulate your speech, how to come up with ideas for speeches, etc. They stayed on that line until every single question was answered.



## **"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."*

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Above you can see a testimonial from Kat Sturtz, who is an award-winning author, speaker, practical intuition expert, and a business life coach. She says:

*"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."*

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## ***“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.”*

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Now, you’ll find another testimonial above. It is from Barry Schuster of the Universal Seating Company. He says:

“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 into 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.”

This offer also comes with a 30-day money back guarantee. It basically states that this program is going to do everything that you’ve been told it’s going to do and much more. If you’re not happy with it, you can contact the support team for the software within 30 days and get all of

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your money back, no questions asked. Again, you can get started right now by visiting  
<http://signaturespeechwizard.com/daniel/>

When you get there simply click on the yellow 'Buy Now' button to make your purchase.

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## Questions & Answers

### **Does this come with additional PowerPoint themes and colors?**

Yes, you can get that if you buy now. They aren't installed in the software, but they work with PowerPoint, and it's super-simple to use them.

### **Can you edit any of the pages after the information is on the page, or do you always have to go back to the software and make changes there?**

The reason why you would want to go back into the software to make changes is because then the changes will be applied to each of the other documents. However, if you just want to add a picture or change out a word, you can do that within the document itself.

### **What's the difference between this and your instant video script program?**

This software is all about creating a signature speech for a live event, webinar, etc. The other software creates scripts for marketing and sales videos exclusively.

### **Does this software work for non-coaching or non-internet marketing offers? In other words, will this work for physical products?**

Yes, it would. It all just comes down to how you answer the questions in the software.

### **Are there any upsells to this offer?**

No.

### **Are there any costs involved to making a finished product out of these documents?**

Well, if you don't have PowerPoint or Word, Open Office is free. Other than that, there's not anything else that you really need. You might choose to pay someone to format these documents just to make them look better, but that's totally up to you. Felicia says this program

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is what she and Jim use in their own businesses. She will pay for someone to format these documents for her, but that's just because she just doesn't want to take the time to do so herself when she could be doing other, more important tasks. You don't have to spend your money on anything else really because you're getting everything that you need.

### **What if I'm just getting started? Is this for me?**

Jim compares this to using Microsoft Word, in that if you are just getting started in writing books, you wouldn't necessarily need to use all the features that Word has. The same thing goes with this software. You can use it to create what you need to create starting out. For example, you may just want to generate some interview questions to make a video and start promoting yourself while you figure out what your offer is going to be.

Also, there are a couple of sample projects that you're going to be able to load into the software immediately. This will allow you to learn how Jim and Felicia go about answering the questions in the software and learn a bit about the process from them. Jim says that he feels this will help you to develop the mindset that you need in order to become not only a great content creator but also a great content presenter.

Felicia says that she got her start by connecting with people on social media and sharing tips. This software will help you to create those social media tips that you can use as a starting off point. After sharing her own tips online, people started inviting her to speak in front of their own groups so that more people could learn from her. For a lot of people, this can be a scary scenario because you realize that all of the sudden you need all of the tools that were spoken of. So, it's highly recommended that you get this software if you are going to do any type of public speaking whatsoever.

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