

From 8-Track to MP3

Become A Master in the Speaking Profession

A Practical Workshop with Steven Iwersen

MP3 - Mastering Professionalism, Platform & Profit

Professionalism – *Being authentic on and off the stage.*

Platform – *Mastering the skills of communication & being consistent.*

Profit – *Giving disciplined attention to the details and bring greater value.*

The THREE KEYS to Become a Master in the Speaking Profession:

1) I Choose the Road of _____
over the Road of _____.

B

M

W

2) I Choose to be a _____ and not
a _____.

ELOQUENCE -

- Unique Styles
- Presentation Skills
- Staging
- Technology

Entertainment - "Capturing and holding the attention for an extended period of time." (Websters)

How Do We Do That?

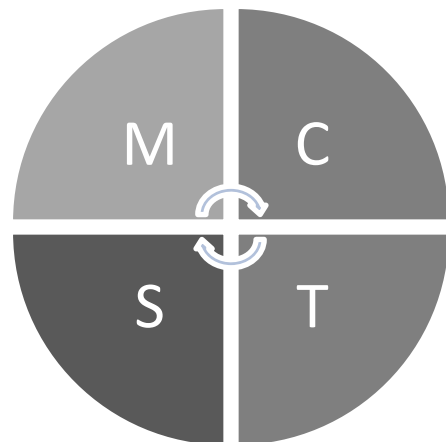
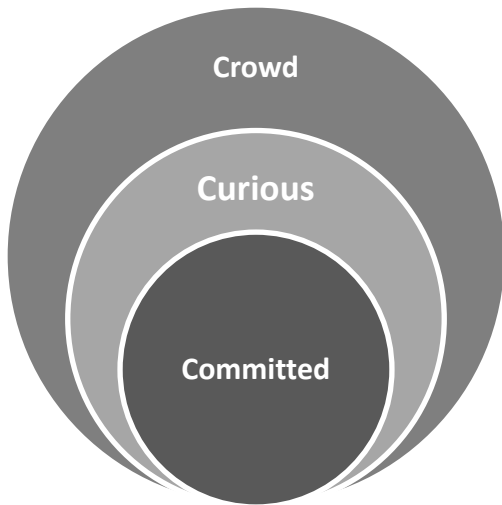
KEEP IT _____!

3) I Become _____ When I
Become _____.

What Am I Focused On?

Two Sides to the Coin of Profitability:

- The Value of the _____ We Provide
- The Value of the Things We _____



The Most Important Focus –

Getting Focused Does Not Limit Your Possibilities – It MULTIPLIES Them!