

Welcome

We're glad you're joining us for This Feature tele-interview on:

"Are You Using Signature Stories to Personalize Your Professional Presentation?"

Do you want to take your speaking to the next level? Want to delight your audience and keep them on the edge of their seats?

We will start promptly at 8pm ET (and 5pm West Coast) time . . . so please plan on dialing in **2-3 minutes in advance** so you get full value from the call.

The number to call is 1-800-406-9170 enter code - 6497732 then the # sign you're joining Sam Horn's call at that moment, there will be no need to announce your arrival please have your phone muted and enjoy!

Sam Horn, host of the program, is America's Intrigue Expert. As author of **POP! Create the Perfect Pitch, Title and Tagline for Anything!** (which marketing genius Seth Godin calls "revolutionary"), and 17-time Emcee of the world-renowned Hawaii Writers Conference, she has helped thousands of entrepreneurs crystallize one-of-a-kind ideas and approaches that have helped their business break out vs. blend in.

Sam's Interview featuring former NSA President and speaking legend Glenna Salsbury, **Glenna Salsbury**, Discover the unique message you alone have been called to deliver.

- Create fresh and original presentation content.
- Develop more powerful keynotes.
- Captivate your audiences through the art of storytelling.
- Use pacing and rhythm to hold an audience spellbound.
- Develop your humor skills.
- Learn how to enhance your overall platform presence.

We promise not to waste your time on ivory tower theories that have no relevance in the real world. Sam will be asking Glenna questions that showcase that people today are hungry for meaning and fresh content. This fascinating interview will show how to plumb your past for significant events that can have on-and-off-the-job applications so your presentations favorably impact everyone in the room . . . and get you asked back by meeting planners because you're delivering real-word value and results.

There's still time to register friends and colleagues who could benefit from this information. Send them the call-in information so they can fast-forward the success of their business with these PROVEN recommendations for how to take your message viral and catapult your visibility, name recognition and income.

If, for some reason, you're not able to make the call tonight, the MP3 or CD will be available afterwards for \$19 on Sam's Shopping Cart usually within 24 hours. To purchase the MP3 or CD, or to find out about Sam Horn's other upcoming tele-interview series contact Cheri in Sam Horn's office at 1-800-SAM-3455 or Cheri@SamHorn.com or visit www.SamHorn.com

Hope you enjoy the call and find it interesting and useful and that it helps get your priority project out in the world where it can make a positive difference for others and a prosperous living for you.

Cheri Grimm, Office Manager for Sam Horn; Cheri@SamHorn.com

Sam Horn, The Intrigue Expert, helps people **POP!**, What does that mean? She helps individuals and organizations develop one-of-a-kind ideas, identities, niches and pitches that help their business or brand break out. She does this through her books (*POP! Stand Out in Any Crowd*, which Seth Godin calls

"revolutionary"), one-on-one consulting, weekend camps, media interviews (*NPR, Investors Business Daily, MSNBC, BusinessWeek*) and presentations (the top-rated speaker at two International Platform Association conventions). www.SamHorn.com
1-800-726-3455; 805-528-4351

Frequently Asked Questions:

How Do Sam's Tele-Interviews Work

- The tele-interview lasts 1 hour and begins at 8 pm Eastern time.
- Please note, the bridge line for our call is not an 800 number, so there will be a nominal charge on your phone bill for the hour of long-distance calling.
- Unable to participate in the live seminar? Rest assured, you can still benefit from the expert's insights and listen to the tele-interview on your own time, anytime by purchasing a recording (MP3) of the tele-interview following the program.

What is a tele-interview?

Tele-interviews are essentially a live conference call . . . on the phone. Sam asks questions of the guest expert based upon what she thinks will be of highest interest and value to the majority of the participants. Sam is a Great Date.

Sam's goal is to make EVERY tele-interview a fascinating, free-flowing, far-ranging discussion that is full of "I didn't know that" ideas that have you grabbing for your pen and taking notes. She knows you're busy, that you've read hundreds of books and been to dozens of conferences. Her goal is to "raise your eyebrows" and hold your attention with witty, intelligent, haven't-heard-that-before ideas that make every tele-interview time well spent.

How does this all work?

We arrange for a "bridge line" which is basically a teleconference line, allowing many people to call in simultaneously, without an operator assisting. You'll call a designated number. Upon registering, you will be sent to a page that has the call in number and code. that makes this simple process easy-to-understand and do.

How do I know I've called the right number?

You'll call in 2-5 minutes before the session is set to begin. In the minutes *before* the interview (you can trust Sam to start on time!), Sam will ask your name when you sign in. Others in the room will hear a short beep to let them know someone has arrived. We do this so you can get a feel for our eclectic, from around the country group.

Does Sam start on time? What if I'll be a little late for the call?

YES! We know you are busy and we want you to be able to trust that we will always start on time and end on time. Our goal is to PACK each hour with as many interesting and useful ideas as possible, so we will hit the ground running and not waste your time with idle chit chat.

If you dial in late, Sam will not ask you to introduce yourself and please don't announce yourself as it will interrupt our expert.

By the way, even if you're really late (you caught in a traffic jam or a meeting ran over), it's still worth dialing in. You never know when one gem will make an entire call worthwhile and that gem might happen in the last 10 minutes of the interview. If you're registered and miss the entire interview, you have the option of buying a recording afterwards.

Do I have to be computer literate?

No. There are no computers involved. All you need is a phone and the call-in number that will be provided to you once registered.

Will I be given a toll-free number to call?

No. We will be using different numbers for different tele-interviews (there is no one standard number) but they are not toll-free. You are responsible for paying for your call, which will appear on your long distance phone bill as a regular long distance call. No other charges are tacked on to the call, just whatever your long distance company charges you . We don't make any money whatsoever off the long distance call.

Will there be a "Questions and Answers" session as part of the Sam's Tele-Interview?

We honor the preference of each expert as to whether we include a "live" Q and A during the tele-interview. Our primary goal is to provide as much tangible value to ALL participants, and as you know, "live" questioners sometimes ramble, pontificate, or ask something that's relevant only to them. If our guest expert requests live interaction, we will open the line and have guidelines (e.g., 1 minute max for each question, which Sam will graciously and firmly enforce) so that as many people as possible have access to our guest IDEAprenneur's expertise and experience.

I've been on teleconferences before and it seems there's at times background noise, Do you have a way of avoiding that?

An emphatic yes! As mentioned, we want this to be a high-quality experience in every way. That's why we're having these tele-interviews professionally recorded. Once you call-in mute your phone so everyone can clearly hear the guest expert's every word. . . . without distraction.

I have call waiting. What if I get a call during the tele-interview?

If you have call waiting, please disable it before calling in. Check your phone book or contact your telephone company to get the Disable Call Waiting code for your area. Depending on your phone service, it may be one

of the following three codes: *70, 70# or 1170.