

## **Sam Horn's Intriguing Speaker Camp**

November 1-2, 2008 **Washington, DC area**  
January 24-25, 2009 **Washington, DC area**  
June 13-14, 2009 **San Francisco, CA**  
September 26-27, 2009 **Washington DC area**

### **Did you realize that:**

- Talent, intelligence and hard work are important in determining your professional success, but not as important as your ability to say what you mean, confidently and compellingly?
- How far and fast you rise through the corporate ranks is directly proportionate to your ability to command respect every time you talk?
- Your success as an entrepreneur or business owner depends on how visible you are – which is determined by how often and how well you speak at professional meetings, state conferences, and national summits?
- You can exponentially increase your income by developing a one-of-a-kind topic, title, identity and approach that has meeting planners, media, clients, program coordinators and publishers seeking you out?

---

### **Why is Developing my Speaking Skills So Important?**

*"Mend your speech a little lest you mar your fortunes." -Shakespeare*

Before Barack Obama (D – Illinois) took the stage at the 2004 Democratic National Convention, he was a respected Senator but hardly a household name.

Fifteen minutes later, he had put himself on the national political map with his galvanizing presentation that took the convention and TV audience by storm. His extraordinary platform presence catapulted him from being one of a forgettable many into being a leading presidential candidate.

Others spoke at that convention – but they said nothing special and their names aren't even remembered. Obama's stirring message and masterful delivery so impressed the millions watching, they're still buzzing about him years later.

Obama certainly made the most of his fifteen minutes of fame. Are you ready to make the most of yours?

If you capitalize on speaking opportunities by crafting one-of-a-kind titles, topics, ideas and approaches that cause you to stand out, audience members will become your word of mouth ambassadors. They'll sing your praises to others, elect to work with you, and buy your associated products and services.

## **What's Intriguing about Sam's Approach to Speaking?**

*"Once a human being has arrived on this earth, communication is the largest single factor determining what kinds of relationships he made with others and what happens to him." - Virginia Satir*

There are plenty of courses and organizations out there that can teach you how to put together a decent speech. I believe it's not enough to "deliver a decent speech."

I believe the world is hungry for speakers who thrill them with thought-provoking substance, inspiring ideas, and eloquent delivery. People today have attended dozens of seminars and conferences. They're yearning for someone to pleasantly surprise them with innovative insights, vivid stories, and fresh perspectives they haven't heard before. Every time they walk into a room, they're hoping the speaker will transcend some old-same old rhetoric and deliver Purposeful, Original, Pithy material that stimulates their mind, moves their soul, and inspires them to take action that produces real-world results.

I don't just passionately believe excellent speaking is a science and an art, I've had the privilege of being honored as the top-rated speaker at *two* International Platform Association conventions. I was also selected as the 2003-2004 Outstanding Speaker, and I've presented to more than a half million people worldwide and for such organizations as NASA, Young Presidents Organization, Fortune 500 Forum, Boeing, Holland American Cruise Lines, ASAE, Department of Education, State of Hawaii, and National Governors Association.

My work has been featured in dozens of publications including *Investors Business Daily*, *Washington Post*, *Entrepreneur*, and *Chicago Tribune*, and endorsed by such leading business thinkers as Stephen Covey, Seth Godin, Jeffrey Gitomer, Mark Sanborn, Susan Jeffers, and Ken Blanchard who said **POP!** *Stand Out in Any Crowd* (a reference text used in this program) is a "Lively, fun, inspiring guide to getting noticed, getting remembered, and getting results."

Perhaps even more importantly, I'm known for my ability to help people take their speaking to another level. My consulting clients and retreat participants rave about my ability to crystallize their unique experience into something that broke out and catapulted their success.

As 2007 President of International Coach Federation Kay Cannon said, "When it comes to working with other people, I'm tough to please. I demand personal integrity, extraordinary skills, a great sense of humor and deep commitment to client results. Sam Horn has all of these qualities and more. She has the rare ability to help you find the hidden genius buried without your thoughts, shape this into a compelling message and deliver it in an eye-catching package. Working with Sam dramatically expanded the focus and purpose of my work."

**I AM READY TO TAKE MY SPEAKING CAREER TO A NEW LEVEL**

---

## **Will I Have Opportunities to Polish an Upcoming Presentation?**

*"There are few times in your life when it isn't too melodramatic to say your destiny hangs on the impression you make." - Barbara Walters*

Yes, you'll have multiple opportunities to immediately apply what you've learned so you can design and deliver a presentation that favorably impresses everyone who hears it and gets you asked back.

You'll receive specific suggestions from Sam as to how to design and deliver a message that captures and keeps attention and positions you as a go-to resource with meeting planners and media.

You'll learn Sam's proprietary, step-by-step Intriguing Process which includes how to:

- Identify your one-of-a-kind identity and approach with Sam's W9 Form
- AFLAC your topic so people SEE what you're SAYING
- Engage curiosity by challenging people's assumptions with ContraBrand
- "Put people in the pool" and make your stories come alive with dialogue
- Organize, number, and juxtapose points to make them crystal clear
- Open eyes, ears, hearts, and minds with AHA! Quotes
- Compose memorable money phrases that people buzz about for weeks
- Project a poised professionalism that commands respect
- Keep people on the edge of their seats with "I didn't know that" ideas
- Incorporate laugh lines that make you instantly likable
- Start with a compelling first 3 minutes that has every audience at hello
- Anticipate and overcome objections so you get yes's to your requests
- Diplomatically promote your services without being unethical or pushy
- Develop powerful signature stories that eloquently drive home your points
- Develop ancillary products (CD's, white papers) to sell back of the room
- Craft an appealing one-sheet that gets you hired to speak and train
- Become a Speakerpreneur Who Gets Paid (Well) To Do What You Love

Imagine how gratifying it will be to receive a standing ovation at the end of your next presentation. Imagine how rewarding it will be to have audience members approach you afterwards, asking if you'll speak for their company or conference. Imagine how wonderful it will be share your experience and expertise and know you're making a difference for others. Imagine being handed a three, four or five figure check for doing something you love.

All this can be yours by choosing to invest in your professional future and by registering for this weekend workshop.

## **Where is This Being Held and How Much Does it Cost?**

*"There comes a point where you have to throw yourself into the action and put your heart and head on the line." - Phil Jackson*

The Speaker Camps are held in various locations and will be posted on our home page.

The Camps are always on the weekends -

Saturday: 9am – 5pm

Sunday: 9am – 3pm

**SIGN-UP Today – Invest in yourself and your Career for only \$1,800**

Maximum of 10 participants to ensure individualized feedback and focus group time.