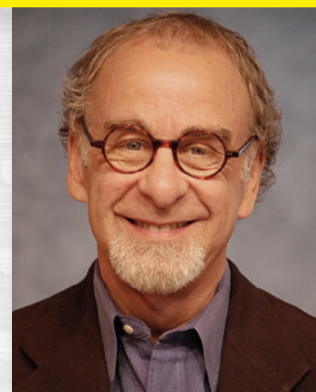


PRO FOOTBALL PLAYER PROFESSIONAL SPEAKERS ACADEMY



**Learn How to
Speak Like a Pro!**

And Get Paid to Speak



KARL MECKLENBURG, CSP

All Pro Linebacker

DOUG STEVENSON, CSP

All Pro Speaker

In this practical and inspiring workshop, you'll learn the secrets to making the transition from a career in football to a career as a Professional Celebrity Speaker. You'll discover what it takes to build a speaking business that will provide substantial income for you, and substantial value for your audiences. Building upon your amazing life experiences, you'll learn how to design and deliver a keynote speech that is filled with dramatic and humorous stories that make people laugh, cry and be inspired to make positive changes in their life. Are you ready to take the next step in your life's journey?

THE BUSINESS OF SPEAKING

- Branding and Positioning
- Marketing and Sales
- Websites, Videos and More
- Working with Speakers Bureaus
- Partnering with Clients
- Research and Customization
- Contracts and Fees

THE CELEBRITY SPEAKER

- Cashing in on Celebrity
- Your Expertise & Credibility
- Your Background Story
- Your Uniqueness and Style
- Shallow and Wide
- It's Show Time
- Don't Fumble the Ball

THE KEYNOTE SPEECH

- Elements of an Inspiring Speech
- Openings and Closings
- Choosing Your Stories
- What's the Point? Be Strategic
- Training Camp—Preparation
- Poise, Presence and Performance
- The Standing Ovation—Earn it

Karl Mecklenburg, Certified Speaking Professional, is a six-time Pro Bowl linebacker who has played in three Super Bowls. Karl was named the AFC Player of the Year. He is a motivational speaker who inspires long-term positive change in teams and individuals. Since 2004, Karl has given over 300 paid presentations and is the only football celebrity speaker to have earned the Certified Speaking Professional designation from the National Speakers Association. His most popular speech is entitled: The Six Keys to Success.

Doug Stevenson, Certified Speaking Professional, is a former professional actor. He has acted in everything from *Snoopy* to *GREASE* to *Shakespeare*, and in movies and TV. He has spoken to audiences from San Diego to Singapore, Milwaukee to Munich and Boston to Bogota. He is the creator of The Story Theater Method and The Dynamite Speech System. In addition to being a speaker, trainer and author, Doug is a highly sought-after speaking coach. His clients include Microsoft, Google, Bayer, Caterpillar, US Bank, UPS, many more corporations, and hundreds of professional speakers and executives.

Turn Over for More Information on Dates, Times and Location

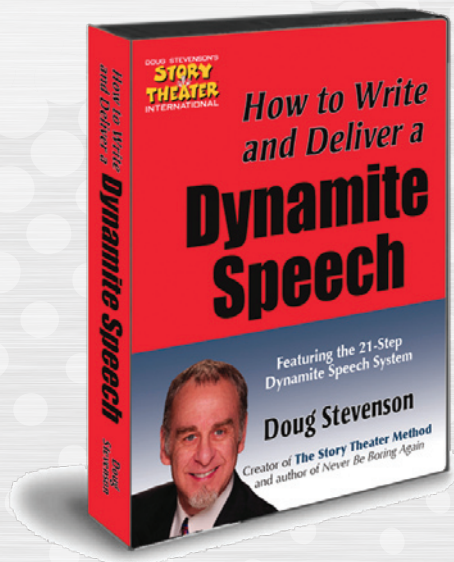
Get Paid to Speak

Make a Difference in People's Lives

Take the next step in your career development by becoming a Celebrity Speaker. Learn the secrets of the speaking business and how you can develop a lucrative income stream. Learn how to speak like a pro, feel comfortable at the front of the room, and inspire people to achieve their dreams.



2-Day Weekend Workshop in Denver, Colorado



Registration includes the 10-CD ***How to Write and Deliver a Dynamite Speech*** System. This system includes an 80-page workbook with worksheets, contract templates, and more.

Saturday & Sunday, April 25 & 26, 2015

8:30 a.m. - 4:30 p.m. each day

Downtown Denver Hotel TBD

Early registration	\$1750 by March 31
Regular registration	\$2150 until April 24
At the door	\$2650

**Registration includes a detailed workbook and
Doug Stevenson's Dynamite Speech System**

For more information and to register go to:
www.storytelling-in-business.com/FootballSpeakerAcademy

or contact Deborah Merriman at:
1-719-310-8586 or Deborah@DougStevenson.com.