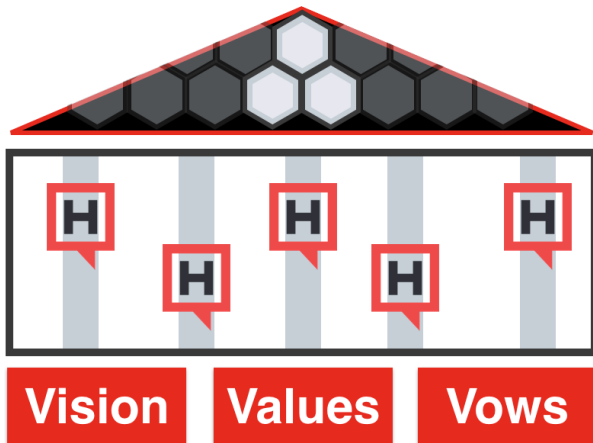


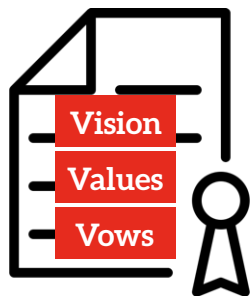
Learn a 3 part framework to build conversations and presentations that generate money, support, and positive reputation.



The Message Blueprint™

The **Message Blueprint** is a communication framework for global impact leaders. The purpose is to create key assets to use in your high stakes speaking opportunities:

- (1) **Build the Foundation: Personal Code of Honor**
This first document prepares you to communicate personal elements to build trust with your stakeholders.
- (2) **Build the Walls: Message Portfolio**
This portfolio of five (5) conversations allows you to powerfully share ideas, concepts, and stories to teach and engage your stakeholders.
- (3) **Build the Roof: Relationships and ROI**
This final piece focuses on building connection between you, your message, and your stakeholders. Strong and healthy connections are essential to earning ROI.



Part 1
Personal Code of Honor



Part 2
Message Portfolio

Solution
Possibility
Interview
Narration
Education



Part 3
Relationships and ROI

(1) **Build The Foundation:**
Answer the three most important questions from your stakeholders:

- **Vision** - Where are you going?
- **Values** - What do you care about?
- **Vows** - How can I count on you?

(2) **Build The Walls**
Master five conversations to engage with your community of stakeholders:

- **"Solution"** for Investors and Major Clients
- **"Possibility"** for Conference Attendees
- **"Interview"** for Industry Panels and Media
- **"Narration"** for All audiences
- **"Education"** for Major Clients and Partners

(3) **Build The Roof**
Powerfully deliver your messages using the **Connection Triangle**.

- **Connect to your Message:**
Know your topic well and speak with passion and enthusiasm.
- **Connect to your Audience:**
Create trust with transparency and authenticity.
- **Connect your Audience to your Message:** Share a vision that touches their hearts and minds.

**"Helping Leaders Create
Global Impact."**

www.HeroicVoice.com

Duration: 12 mastermind sessions with homework assignments designed to help you develop the skills of a professional speaker.

Tuition: Mastermind Coaching program: \$5000/member
Includes: Two (2) workshop tuition vouchers.