

# The Lioness Principle™

## INSPIRATIONAL SPEAKER'S WORKSHOP



Great speeches illuminate great ideas, creating breakthrough moments for an audience. Well-told stories “prime the emotional pump” of your audience or team to hear your message and create unforgettable moments of clarity and inspiration.

**Break out of the pack** and stand out in the crowded arena of speakers/presenters. Spend the day with master trainer and speaker, **Katherine Eitel**, and leave this hands-on workshop with a new and/or improved speech outline, a repeatable anchor phrase or two (which participants will be using in the halls after your speech) as well as a well-crafted story to help bring your material to life. Discover simple tools to organize any subject matter quickly and effectively as well as a 4-step process to deliver a masterful story every time. This fast-paced, completely interactive workshop promises to be **one of the best investments you'll make this year** in advancing your speaking career. This is also a great course for business owners and corporate leaders who want to influence and empower a team toward a common vision.

*Become a ROARING Lioness Speaker!*  
**Craft speeches and stories that illuminate, Educate, and Captivate!**

### TWO WAYS TO PARTICIPATE:

#### **ACTIVE PARTICIPANT** (Only four spots available)

- Advance speech outline review by Katherine
- You'll hone your message with a four-step process
- Personalized coaching while presenting 10-15 minutes of your material
- Additional resources and websites
- Lots of fun and support... and the opportunity
- **Recording of your presentation**

**Cost: \$1800, Early bird: \$1500**

#### **OBSERVATION PARTICIPANT** (Unlimited Spots)

- Observe coaching of Active Participants
- Course materials
- Additional resources and websites

**Cost: \$1500, Early bird: \$1200**

### Sign Up Today!!

**JULY 27-28, 2017** Sacramento, CA <http://iswsac2017.eventzilla.net/>

**NOVEMBER 8-9, 2017** San Diego, CA <http://iswfall2017.eventzilla.net/>

### Here's what's in store:

- Discover an easy way to write a great speech ... *in no time and every time!*
- Transform boring subjects into exciting journeys of discovery using stories, metaphors, acronyms, memory anchors, and interaction.
- Learn how your professional and personal life experience is FULL of useable stories.
- Master the art of crafting and delivering a memorable story.
- Get more comfortable and conversational on stage
- Sell ideas, services, and products like never-before using “story-selling” techniques.
- Drive key points home in a way your audience will NEVER forget them.
- Manage interaction, questions, and disruptions
- Improve host introductions
- Create a STRONG first five and last five minutes
- Improve your use of PowerPoint and props
- Get the audience on their feet, creating raving fans of attendees & meeting planners