

An inspired Coaching Program

Become a **Red Hot** Speaker

Learn how to become a professional
speaker and raise the level of your
presentation style



Ignite the Speaker in you Program Profile

Been thinking of becoming a professional speaker? Get on the fast track and learn industry insights to launch your speaking career now while raising the level of your presentation skills.

In this exciting 2 day program, Gerry Visca, one of Canada's top speaking sensations, is offering a formal coaching program together with his award-winning team at Redchair™ Branding to entrepreneurs who have the interest and desire to raise their level of presentation skills.

For business leaders who want to raise the level of their presentation style and delivery, we offer the following:

2 days of inspired coaching

Insight and **training** by experts

Workbook designed to chart progress

Strategies to **hone** your speaking skills

Elements of a speaking checklist

Content development

Strategies to **engage** audiences


Effective ways to reach speaking
bureaus

Strategies to market yourself

Your Coach:

Gerry Visca is an International branding star, known for inspiring international audiences. Gerry is a TV show co-host, author of 3 books, entrepreneur, creative director and an exclusive inspirational speaker with the National Speakers Bureau.

His energy, credibility, fresh content and advice on the power of branding, marketing, presentation and creativity has sparked rave reviews from international audiences.



**Ignite the
master
presenter
in you**

Canada's [Creative] Coach

GERRY VISCA

A look at your Program:

Part 1: **Developing a Vision for your Speaking Career**

- Present your vision board (pre-work)
- We help you identify your unique ability and area of expertise
- We help you identify your limiting beliefs and potential road blocks and develop strategies for overcoming them.
- We help you build your inner confidence

Part 2: **Building your Speaking Content**

- What is your area of expertise? Worksheet
- Sample content from other speakers
- The importance of developing engaging content that excites audiences
- Running your own workshop
- Elements of a speaker checklist / Worksheet
- Developing your **unique** presentation style to differentiate you from other speakers

Part 3: **Marketing you as a Speaker**

- The importance of a sales + marketing plan [sample]
- Idea generation for developing your business
- Marketing touch points / Worksheet
- Identify your market / ideal client
- Generating media interest
- Developing a speaker kit | Worksheet

Part 4: **Putting it all Together**

- Internal + external collaboration
- The final session, you will be testing your speaking style and content on our award-winning Redchair™ Branding team
- Feedback and analysis will be provided

*Included in this workshop: Binder and worksheets for each session |
Continuous coffee break station*

[Contact Information]

To reserve your Red Chair | contact:
Gerry Visca

Email | gerry@redchairbranding.com
Office Telephone | (905) 528-6032



*Our state-of-the-art training facilities in
Burlington, Ontario, Canada*



*Gerry Visca featured with Chicken Soup for the
Soul Author, Jack Canfield*



Workshop | \$2,300

GERRY VISCA

Speaker Coaching Program REGISTRATION FORM (CONFIDENTIAL)

First Name _____ **Last Name** _____
 Company Name _____
 Address _____ City _____ Prov _____ Postal Code _____
 Business Phone _____ Email _____
 Area of Expertise _____ Years of Experience _____

IGNITE Idea Centre™ Fees:

Register me for the
Speaker Coaching Program

Signature: _____ Date: _____

The additional benefits you get with your Fee:

- 2 consecutive days of intense professional coaching.
- Following the successful completion of your IGNITE Program, we will issue a Press Release to local media experts and over 15,000 impressions
- Your profile listed on our website under recently IGNITED entrepreneurs and on Gerry Visca's personal BLOG
- 15% off all IGNITE products and Boot Camps
- 6 months free email support through our secure web portal and access to our monthly newsletter and pod casts
- 24-7 access to our online library
- Four (15-minute) one-on-one laser coaching sessions via phone
- Access to our high-end list of vendors, partners and industry experts
- A workbook complete with worksheets for use during your session
- A signed copy of Gerry's new book, Get Creative.



"I was so inspired, I belong to a few organizations that book speakers and will definitely recommend Gerry Visca. This was leaps and bounds better than most seminars I've attended. I love the creative way of thinking rather than dry business speak; the positive energy and optimism was awesome!"

Tracey Ducharme, SNAP