

PRESENTATION SKILLS COACHING & WEBINAR SERIES WITH CERTIFIED SPEAKING PROFESSIONAL RUBY NEWELL-LEGNER

Is One of Your 2010 Goals to Increase Your Net Worth By Becoming A Better Speaker and Presenter?

In today's world, if you're not a dynamic and persuasive speaker, your message will get lost. People are bombarded with information — all day long. If you don't want your message to get lost in all that noise, you have to be able to deliver it in a way that is targeted, compelling and skillful.

Whether presenting your business ideas to a potential client or sharing your expertise with an audience of fellow professionals, **your skill as a presenter has a tremendous impact on your future.**

How often have you admired and envied those who make **presentations with ease and confidence**? Do you wish you had the talent to **motivate, persuade, and hold the attention of a group**?

What if you could learn principles, methods and strategies that will save you time and embarrassment and shave years off how long it takes to perfect your speaking skills? And what if you could learn them from one of the most successful speakers in the business? The one who trains the staff for the Olympics and Super Bowl Venues? And what if you could get all of this in the **comfort of your own office**?

Well now you can! Ruby has been overwhelmed with requests from people who want her help in developing their speaking and presentation skills. They want to spend a day or two with her to learn her secrets. And she wants to help them all. But her busy speaking and travel schedule doesn't allow her to work with everyone one-on-one. And this has been bothering her.

So she developed a **webinar and coaching series for people like you** who want to learn to **engage your audiences with power and passion**. Whether you'll be speaking in small meetings or presenting in front of hundreds of people, **you'll be a better and more compelling speaker** after enrolling in Ruby's **webinar and coaching series**.

Dynamic presenting and speaking skills are **not strictly for talented "naturals"** — there are **known, specific methods and strategies that you can learn and practice**. If you can talk, you can learn how to **present and speak with confidence!**

Ruby makes it easy. She'll walk you through a **step-by-step process** that will make your next presentation your best ever. And it's a **process you can repeat** for every presentation. **You'll be successful again and again!**

She'll show you how to analyze the needs of your audience, organize your material, use visuals effectively, and handle tough questions. Ruby's webinars will teach you the presentation skills and speaking techniques that will help you **build your reputation and wow your audiences**.

You'll learn **hundreds of time-tested tips** you can use right away. So whether you've never spoken in front of a group or you do it every day, you'll take your **speaking skills to a bold new level**.

No matter how much you fear public speaking or doubt yourself, this webinar series — full of practical and easy tips and techniques — can have you making **comfortable, confident, and dynamic presentations and speeches in no time**.

Ruby will hold your hand every step of the way. She'll share what she's learned in her 15 years in the speaking business, so **you don't have to learn the hard way or repeat her mistakes**. She will transform you **from an inexperienced speaker to skilled presenter** by putting **the latest trends and techniques at your fingertips**.

That alone would be worth the price of admission. **But Ruby wants to make sure you have all you need** to be amazing.

So not only do you get the webinars, but here's the best part. **Choose Option 3 and you get Ruby! All to yourself. For one-on-one coaching. Not once, not twice—but for *three* coaching sessions!** And she'll even review a video of your presentation and offer you feedback on how you can make it better.

In the coaching sessions **you'll learn how to put together presentations** that are:

- Unmistakably clear in their message
- Well-constructed
- Engaging and entertaining
- Focused on meeting the needs of your audience
- Attention-getting and credibility building
- Memorable and NOT boring

And you get stuff. Not just any stuff. Ruby's stuff. **The stuff she uses with her high-paying clients.** You get her 100+ page Train the Trainer Workbook. You get 45 pages of Icebreakers. You get handouts. **Because Ruby wants you to be successful.** Very successful. And **she's going to give you the tools** to make sure you are.

There hasn't been anything like this before. And who knows if Ruby's schedule will allow her to offer this again. **It's the perfect way to "up your game" in 2010.** So here are the details.

PARTICIPANTS IN THIS WEBINAR SERIES WILL:

- Learn about their own learning style so they can understand and apply adult learning strategies to their presentations
- Recognize important elements in setting the stage for success
- Design presentations that move audience members to action
- Learn presentation skills and speaking techniques that will help you stand up and speak with confidence and gain credibility
- Increase your ability to keep it interesting – even the "boring topics"
- Discover rehearsal techniques to eliminate nervousness and anxiety
- Overcome the fear of using presentation equipment and tools
- Encourage interaction and help participants want to be there and heighten their learning experience
- Avoid distracting habits that can have a negative impact on your presentation
- Utilize PowerPoint "cheat sheets" to keep you focused on your outline
- Study alternative speech formulas you can tap into when "formal" presentations aren't possible
- Broaden your repertoire with new options and techniques to go beyond "that's the way we have always done it" style of training
- Identify delivery strategies that encourage participant involvement
- Enhance your speaking skills so that you'll look confident and sound like a pro
- Learn how to use eye contact, gestures, facial expressions, and movement to enhance your delivery
- Bring more professionalism and self-assurance to your presentations
- Use dynamic attention getters and energizers that will keep your participants' attention
- Help transform dry material and lectures into enjoyable, interactive experiences that participants enjoy
- Learn innovative ways to make your presentations lively and memorable
- Use stories to create analogies and metaphors that make your delivery more powerful
- Prepare yourself to handle even the toughest question-and-answer session
- Let go of negative stress that may derail your speech
- Understand how to handle challenging participants and difficult situations
- Discover the most important 60 seconds of any presentation and how to use it to your advantage

RUBY NEWELL-LEGNER, CERTIFIED SPEAKING PROFESSIONAL

Ruby is a Certified Speaking Professional, a designation bestowed by the National Speakers Association to fewer than 600 speakers in the world. Over the last 15 years, Ruby has presented more than 1900 programs in nine countries and has shown tens of thousands of participants how to quickly improve workplace performance. Ruby has created training programs for sports and entertainment venue staffs who work for the Orlando Magic, Pittsburgh Steelers, Golden State Warriors, Ottawa Senators, Indianapolis Colts, Edmonton Oilers, Miami Dolphins, Kansas City Chiefs, Florida Marlins, Buffalo Bills, and Miami Heat. She's even trained the event staff for Super Bowl XLI, the 2010 Olympics, and the 2008 US Open! Ruby has presented meaningful training programs for municipal employees for over 200 agencies throughout North America and franchise systems such as Sit Means Sit Dog Training, Kampgrounds of America and Oreck Clean Home Centers. She has experience with high-end retail organizations such as Amish Furniture Dealers, Spa Brokers and Apple Computer.



As a Customer Satisfaction Expert who speaks professionally, Ruby founded RubySpeaks, Inc. in 1994 with a singular mission: to provide the hands-on training employees need to create a more productive work environment where everyone can excel on the job. Her most recent book, ***Blueprint for Success***, coauthored with Ken Blanchard and Stephen Covey, was published in June 2008.

For the last seven years, Ruby has been selected as a Presentation Skills Coach by GE to teach their Information Management Leadership Program Boot Camp world-wide. Whether she is counseling beginning presenters or coaching master speakers on the stage, you can be assured she shares her expertise to produce significant results.

As an experienced speaker, Ruby can demystify the process of developing consummate presentation skills and designing a speech for any occasion. She understands firsthand the power of a polished professional presentation and wants to help you experience success on the platform for yourself.

COMMENTS FROM RUBY'S PREVIOUS SESSION ATTENDEES

"I got more from this hour and a half presentation of Ruby's than any other seminar I have attended over the last twenty years!" Steve Davis, Director, Queen Anne's County, MD

"This is a great session for both the first timer and the experienced speaker. There are golden nuggets here for everyone. I loved the enthusiasm, the passion and the subject matter expertise!" Mark Rohde Sr., CEO, JPB Sports Gateway

"Ruby's program was fast paced, energetic and fun. She packs a lot of valuable information in one session." Rob Jech, Facility Coordinator, Ohio State University

"It was an incredible experience from start to finish! She kept us entertained, involved, and everything was really apt. You think for yourself, how to improve not only your product but how to sell yourself as part of the overall product of the company." Taryn Eisenman, Training Supervisor, Six Flags New Jersey- Great Adventure

"Ruby's program was full of enthusiasm and energy brought effectively into specific examples. I liked the helpful hints to the 99% majority who don't like to present." Gary Rubino, Manager, Greenhorne & O'Mara, Laurel, MD

"Ruby is a dynamic and energetic professional whose broad based presentations serve service professionals." Jennifer LeMaster, Executive Services Manager, Georgia Dome/Atlanta Falcons, Atlanta, GA

"Ruby's program helps me to learn how to get the results I want out of my staff; helps me to become a better leader. It's not only very helpful but entertaining!" Allison Escott, Suite Services Manager, Qualcomm Stadium / San Diego Chargers, San Diego, CA

"Ruby's training is real and applicable. Her program is simple but thought provoking. I like how it focused on engaging staff to yield better end results with the customer." Sasha Williams, Premium Services Manager, Orlando Magic, Orlando, FL

COURSE OUTLINE

ALL WEBINARS ARE SCHEDULED 11AM-12:30PM MT

WEBINAR 1 – YOUR AUDIENCE FEB. 23, 2010

- ✓ Understanding your adult learning styles
- ✓ Psychology of how people learn
- ✓ Ingredients of a polished, professional presentation
- ✓ Planning your approach
- ✓ Making the first few minutes of your presentation count
- ✓ How to deal with nervousness and anxiety

WEBINAR 2 – YOUR SPEECH MARCH 9, 2010

- ✓ Mistakes presenters make
- ✓ Knowing your audience
- ✓ Planning your timing
- ✓ Keys to audience recall
- ✓ How body language speaks louder than your words
- ✓ Planning your opening remarks
- ✓ Formulas for impromptu speeches

WEBINAR 3 – YOUR DELIVERY MARCH 23, 2010

- ✓ Strategies for a great delivery
- ✓ How to keep your train of thought
- ✓ Effective openings and closings
- ✓ Basic tips for using PowerPoint
- ✓ Successful tips for using a “Cheat Sheet”
- ✓ Tips for answering questions

WEBINAR DETAILS

Your registration fee covers:

- **For each of the 90 minute webinars**, you can listen to the live presentation. If you are unable to attend the live presentation, you will receive a link within 24-48 hours so you can review the archived recording. All participants will have access to listen/watch the recorded sessions after each presentation as many times as you like.
- **Each registration fee covers one location.** You are not limited to the number of individuals who watch each webinar. The archived recordings will be available for your entire agency to view after the live session.
- Each webinar will have individual **handouts** so you can take notes as you listen to Ruby and watch her presentation on your computer.

BONUS - FREE LEARNING STYLE ASSESSMENT

Register by Feb. 5, 2010, and get one Free Learning Style assessment to take prior to the first webinar. This test will offer valuable insight on your learning style. The assessment is taken online at your convenience and is valued at \$35.

One style doesn't fit all! Everyone has their own way of learning. Understanding your own style – and that of other people – can help you tune into the needs of others so that you can present more effectively.

INVESTMENT OPTIONS

Option 1 – Purchase registration for 1 webinar \$97

Option 2 – Purchase the package of all 3 webinars for \$257 (More than 10% discount)

- **Bonus for Option 2**
 - Receive a copy of a **45 page resource of popular icebreakers** that you can use to jump start your speech or presentation.

Option 3 – Purchase the coaching package for \$1997 and receive the following:

- **Registration for all 3 webinars**
- **3 Individual coaching sessions** on the phone (up to one hour for each session).
 - You and Ruby will schedule 3 one hour coaching calls. Each personalized coaching session will be scheduled at a time convenient for both of you.
 - During the calls, you may ask questions and utilize Ruby's expertise to your strongest advantage.
 - You may send information for Ruby to review prior to each call and then use the scheduled time during the coaching calls for any of the following topics;
 - Review the key points covered in this program and implement the strategies to what you learned to your specific content.
 - Have Ruby help you design a presentation, organize content and prepare the delivery.
 - Ruby can review your current orientation program and offer insight on how to make improvements.
 - Ruby can **review up to one hour of a video presentation and offer feedback** and suggestions.
- **Bonuses for Option 3**
 - **Ruby's Train the Trainer workbook** valued at \$199. This 100+ page workbook includes outlines, resources, worksheets, checklists, etc. that you can put into use immediately.
 - Receive a copy of a **45 page resource of popular icebreakers** that you can use to jump start your speech or presentation.

COMPLETE THIS FORM AND FAX TO 303.904.2966 OR REGISTER ONLINE

REGISTRATION FORM

NAME _____ TITLE _____

ORGANIZATION _____

WEBSITE _____ EMAIL ADDRESS _____

STREET ADDRESS _____

CITY, STATE, ZIP _____

OFFICE PHONE _____ CELL PHONE _____ FAX _____

OPTION CHOSEN FOR PRESENTATION SKILLS TRAINING

- Option 1 = \$97 per webinar Check which Webinar Webinar One Webinar Two Webinar Three
- Option 2 = all 3 webinars = \$257
- Option 3 Coaching Package = \$1997 (includes all 3 webinars and 3 one-hour one-on-one coaching calls with Ruby)

METHOD OF PAYMENT

- Check # _____ (Please make checks payable to RubySpeaks, Inc.) Visa MasterCard American Express

Name on Credit Card _____

Credit Card Number _____ Expiration Date _____

Signature _____ Amount Charged _____ Date Charged _____

DESCRIBE YOUR COACHING NEEDS

What prompted you to seek coaching on presentation skills? _____

What specific presentation skills would you like to improve? _____

What specific types of speeches do you plan to be presenting? _____

PLEASE COMPLETE THIS FORM AND SUBMIT, WITH PAYMENT, TO:

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