

# Why Speak?

How about ... change lives ... to sell truckloads of books ...  
to make money ... to go places you never thought you would  
... to make a difference ... to have fun.

Did you know that for authors, speaking is the #1 way to sell thousands of books? You've written a book, you KNOW the content, and you are PASSIONATE about it and your message. NOW ... go share it.

In **How to Create a Million Dollar Speech**, your take-aways include:

- How to *pitch* to the decision maker.
- How to *move* from “free” to “fee.”
- How to *identify* your key points and create stories to engage your audience.
- How to *hook* an audience within the first few minutes of your presentation.
- How to *create* a closing that delivers the “buzz” factor.
- How to *discover* sponsors and secure them.
- How to *market* your speech to meeting planners.

**Dr. Judith Briles** is a global speaker who has spoken in 20 countries, all 50 states and created combined speaking fee and book sales totaling \$5,000,000 over a 30-year period. In *How to Create a Million Dollar Speech*, she reveals the ingredients to her secret sauce in how to become a successful speaker.

*Learning from Judith Briles could well be your best purchase of the year.*

— **Patricia Fripp, CSP**, Past President, National Speakers Association

**TheBookShepherd.com**

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MileHigh Press | 8122 S Quatar Circle, Aurora, CO 80016  
303-885-2207 | MileHighPress@aol.com | Judith@Briles.com

