

## ***Albert Mensah, One of the World's Leading Motivational Speakers and "The Prince of Possibilities" Reveals...***

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**Wednesday - August 4, 2010**

Dear Friend:

Here's an interesting historical fact you may not know...

You're probably already aware that Winston Churchill, the great British politician, is widely regarded as one of the best speakers ever. But what you may not know is that Churchill actively struggled with a speech impediment —something he battled against his entire life.

So what was Churchill's secret when it came to delivering public speeches?

Simple.

He remained incredibly focused on the speech writing process itself and the actual speech preparation. You see, Churchill made up for his lack of "*finesse*" and stage presence by focusing on the most important aspect of any public speech. The actual composition of the speech itself.

Churchill proved that virtually anyone could present a powerful and memorable public speech. Because all anyone needed to do was focus on the actual preparation and content of the speech.

**Do as Winston Churchill Did...**

Here's something that many professional speakers won't admit to.

No matter how masterful the speaker is, if they haven't taken the time to prepare a great speech, no one will probably ever remember it.

Think about how many great speeches you may have attended. I bet the ones you remember the most are the ones where the speech conveyed something that "*stuck with you*". Sure, the

speaker may have been great, but it's the actual words that probably made you take action or caused you to take the speech to heart.

That's because great speakers know that the secret to any great speech are the written and spoken words contained in the actual speech itself.

It's really that straightforward.

Historians will tell you that Churchill's speeches were so masterful that he kept Britain protected when it stood alone against Hitler after the fall of France. While the smaller British Army couldn't have stopped the Panzer divisions from crushing their way to London, Churchill's speeches did.

So how does one do as Winston Churchill did ?

As a professional speaker for over 12 years, that's actually one of the most commonly asked questions I get asked most often - *"What's the real secret to writing a great speech?"*

The fact is that everyone (*at least once*) will be called upon to make a public speech in their lifetime. Whether it's at a business function, a party, or a simple family gathering such as a wedding.

In my professional career, I've probably made hundreds of public speeches to audiences as diverse as public schools, Fortune 500 companies and small businesses located all around the world.

### **About Albert Mensah...**

For over 12 years, I've been consulting, training, speaking, and writing about employee development and organizational change. With an impressive client list that boasts clients such as Starbucks, Boeing, Merrill Lynch, Nordstrom, Bank of America, John Deere, Wells Fargo Bank, and Costco, as well as dozens of Student Councils, Professional Associations, and Educational Groups (just to name a few).

My unique background and success story truly sets me apart from most professional speakers and guest lecturers. It's for this very reason that people come away from one of my speeches entertained, inspired and motivated – but more importantly, with the practical, actionable tactics and strategies for acting on their inspiration and motivation.

During my speaking career, I've also earned the prestigious designation of Certified Speaking

Professional (CSP). Established in 1980, CSP is conferred by the National Speakers Association (NSA) only on those accomplished speakers who have earned it by meeting strict criteria while demonstrating the highest level of professional platform skill.

When you see the letters CSP following a speaker's name you know you're looking at a proven, experienced professional who's one of the very best at what they do. A CSP brings a proven track record of solid speaking experience and expertise, outstanding service and ethical behavior.

### **Discover *How to Write Great Speeches...***


Like Winston Churchill, I've learned over the years the important speech writing and preparation secrets that have helped me keep my audiences engaged and excited.

Through painful trial and error I've discovered what speech writing techniques work and which are a complete waste of time. And now, for the first time anywhere I'm offering the very best in my new how-to guide, *How to Write Great Speeches*.

With *How to Write Great Speeches*, you'll get simple step-by-step instructions on how to write the very best, most memorable speeches for any occasion.

Includes;

- *The secrets to writing to speak and not to read. Learn why it's important to construct your speech into memorable phrases.*
- *Learn to always think about the audience when writing a speech, including proven tips to help you make it happen.*
- *How to inject humor and humorous stories in your speeches in order to make them more memorable.*
- *Uncover the secrets to using other forms of humor to help liven up any speech.*
- *The importance of highlighting and prominently featuring your message points... and how to do it!*
- *How to make sure your next business speeches is a winner.*
- *The secret of "The 3 R's - Relevance, Realism and Retellability." and how to use each in order to deliver a more effective speech.*
- *The simple tips for conveying your points quickly and clearly in any speech.*
- *The secret to the "ins and outs" of speech writing including how to become thoroughly committed to the process.*

- *Discover how to overcome (and embrace!) writer's block and get yourself in the "Zone".*
- *The effective use of stories and anecdotes and how to effectively include them in any speech.*
- *Why a good outline is an essential component when writing any speech... and how to create one.*
- *What parts of your speech should you memorize, and why ?*
- *The 5 essential tips for learning any speech.*
- *A easy-to-follow checklist for essential story items. Learn what all great stories share in common... and why.*
- *A road map for "Call to Action" speeches including six time-tested methods to entice any audience into following your lead.*
- *The need for organization: Why speech organization is a critical part of the writing process.*
- *Secrets to ending your speech with a bang! Helpful tips to round out your speech with elegance and ease.*
-  *Seven points to help you better connect with any audience. Keep these points in mind as you write your speech and you're certain to leave a lasting impression with your audience.*
- *An invaluable tip for any professional Speaker - Discover how many written words on paper equal one spoken minute.*
- *The simple trick to keep your audience in mind when you're crafting your speech,*
- *How to have a happy ending. Tips on how to tell your audience your wrapping up your speech or presentation.*

*And so much more ...*

### **Praise for Albert Mensah**

"He sent us all a wake-up call. He put a perspective on what we so often take for granted which is life."

- Merrill Lynch

"Albert Mensah is truly an inspiration. He put our company's current challenges into perspective for each and every attendee. Hope to implement and practice many of his

ideas."

- *Maytag Corporation*

"This seminar provided my team with valuable tools that will assist them in dealing with challenging situations in the workplace and in their personal lives."

- *Executive V.P. Diversity Affairs, Nordstrom*

"We truly enjoyed your presentation. You are a wonderful speaker and we hope to hear you speak again in the not-too-distant future."

- *Bill Mackellar-Hertan, Director Diversity, Starbucks Coffee Company*

Now here's the best part... Can you guess what it will cost you to get this incredible speech writing information - information that can bring your audiences to the edge of their seats, every time?

How about only \$7!

That's right, for the price of a fast food dinner you will have all the information you need to start writing truly memorable speeches right away.

Why \$7?

I'm only charging \$7 for this information, and not giving it away, for two important reasons:

- \$7 puts this material within the reach of most people reading this right now. It's not too expensive for even the beginner speechwriter or entrepreneur who is interested in starting as a Professional Speaker or Speechwriter.
- Anyone who's not serious enough about writing a quality speech in 2010 to invest \$7 into this report isn't going to take the time to use the methods laid out in the report anyway.

\* If you need to justify the expense, skip going to McDonald's for dinner once this month and it's paid for! (*Plus, I can promise you the information will be much better for you than any fast food dinner!*)

*How to Write Great Speeches* is a power-packed e-book available as a PDF file for immediate download.

That means no shipping or handling charges ... and no waiting. Order today, and start writing and preparing better speeches tomorrow!

## Test Drive Risk-Free for 90 Days...

That's right ... If *How to Write Great Speeches* doesn't help you deliver better speeches, just let me know within 90 days.

I'll cheerfully refund your \$7 payment in full. No questions asked. And, you can still keep the e-book free.

That way, you risk absolutely nothing. So what are you waiting for?

To order *How to Write Great Speeches* on a 90-day risk-free trial basis, just click below now:

Sincerely,

*Albert*

Albert Mensah

**P.S. Quick-Response Bonus!** Order *How to Write Great Speeches* today, and you get a FREE Bonus, *The Mensah Speech Template* (list price: \$27.00).

In it, you'll discover:

- *How to carve out your presentations with this incredibly powerful speech overlay & template.*
- *The perfect overview for delivering a speech or presentation as little as 3 minutes or as much as 3 hours!*
- *The secret but profound code for delivering any type of speech to any type of audience.*
- *Understanding the "Why" element and using it as a jumping off point to creating a memorable and powerful speech.*
- *Defining "The Problem", "The Solution", and "The Action" and why all three are critical elements to an effective speech.*
- *Understanding and using the "What" element in order to make a better, more personal speech*
- *The power of the "Action Takeaway" and how it will help you to make a speech that is more memorable.*
- *The secret to using "Involvers" in your next speech and how they will engage any audience to take immediate action.*

*plus much, much more....*