



## So you want to be a Catholic Speaker?

### LET'S GET YOU READY!

We'll begin to **BUILD** your **PLATFORM** together. In one intensive weekend, I'll help you nail down your most effective messages(s), develop your brand, polish your personal style, and pack a punch in your presentations! We'll also focus on your professional appearance, website, and social media.

**Time:** Two full days; 9:00 am – 5:00 pm (Friday and Saturday)

**Requirements:** Come ( 1 ) with your best 30-minute message to be delivered on the first morning and ( 2 ) wearing your best speaking attire. Casual and comfortable dress is fine for the rest of weekend. Bring a lap top or similar device for accessing the internet and taking notes.

**Included:** Includes all materials and copy of *PLATFORM* BY Michael Hyatt. Coffee, beverages, snacks and lunch both days. Wi-fi provided. Cocktails/wine and hors d'oeuvres Friday night.

**Cost:** \$ 1,500 per person \$2,000 per couple  
50% payable in advance; balance due 30 days prior to event.  
Client responsible for travel, hotel, transportation, and meals.  
If Rose Sweet travels to client, her travel, hotel, transportation, and meals extra.

Remember the disciples trained with Jesus for three years and had their world turned upside down before they were sent out to speak and teach. I want to help turn your world upside down . . . so *you* can set the world on fire!

## **Laying the Foundation**

### **Your Heart**

Author Stephen Covey listed as one of the “Habits of Highly Effective People” to: **BEGIN WITH THE END IN MIND.** Your desire to be a speaker will take full form only when you first lay a solid foundation that is appropriate to your age, education, personality, experience, and heart. **This session will cover:**

**You** \* Greatest passion \* Greatest gifts \* Greatest goals

## **Building your “House”**

The next step is building the “rooms” into which you will invite people to be educated, enlightened, and even entertained. **This session will cover:**

**Your Message** \* P.I.E.R \* Life Inventory \* Story Inventory \* Style – Solo and Couple \* Long or Short \* Touching the Heart \* Great Beginnings \* Surprise Endings  
\* Catholicity

## **Interior Design**

A good message becomes great when it is colorful, appealing, and touches the heart. **This session will cover:**

**Your Unique Touch** \* Dress \* Hair/makeup \* Performance \* Poetry/ Scripture  
\* Humor \* Leaving them with a memory

**Your Brand** \* Keeping the audience in Mind \* Color \* Style \* Imagery

## **Inviting them In**

Now that you have your presentation fine-tuned, you’ll need to know how to attract your target audiences. **This session will cover:**

**Your Audience** \* Target age & Location \* Events \* Creating your own events \*

**Your Website** \* Purpose \* Design \* Function

**Your Promotion** \* Platform \* Writing \* Blogging

**Your Fees** \* How to charge and why \* Sample Contract \* Sample Flyer

**For more information or to register Call:**

Rose Sweet

Phone: 760.831.6238

Email: [rose@rosesweet.com](mailto:rose@rosesweet.com)