

Questions? Contact: David Freeman / (310) 394-0361 / freeman@dfreeman.com

This is a very brief overview of the event. Please go to www.dfreeman.com for more information or to register.



David Freeman

"I wish I had taken this course before I spoke at TED."

— David Perry

The Importance of Superstar Stage Presence – Anywhere, Any Time

Whether you're a speaker, a consultant, an industry expert, or selling your products or services, you need to compel more attention than your competitors.

Even more basic than selling and speaking strategies is developing a natural ability to radiate a superstar presence, the way famous rock stars, actors and sports superstars do without effort.

No matter where you are...on any stage, in any room, on a plane, or just walking in a restaurant, you'll be the most magnetic and influential person there.

The Techniques are Secret

The techniques for creating this type of impact are secret, in that 100% of them operate below the awareness level of an audience or client. But what these stars do unconsciously, you will learn to do on a conscious level.

More Hidden Techniques – From Hollywood Masters

Equally hidden are powerful Hollywood methods for creating stories that deeply hook an audience or client and keep them spellbound.

In two days you'll learn 48 of these secret techniques, and experience dramatically increased sales and conversions as a result.

If you think you've seen it all, that certainty will be shredded within minutes of this event launching out of the gate. Even if you've had training in NLP, the techniques offered in this event are totally different methods of reaching people on a subconscious and conscious level.

Saturday Morning

Techniques to Inspire, Move, Excite, and Uplift an Audience

Never-Fail Ways to Create “Aha Moments” in an Audience

In this section, you'll learn a wide variety of powerful techniques for generating “Aha Moments” in a single listener or in a huge audience.



Why this is so critically important: *If you cannot, at will, create powerful and lasting “Aha Moments” in an audience, you will never be an extraordinary speaker. It’s that black and white.*

“Aha Moments” not only trigger inspiration, excitement, and other emotions; they also trigger changes in views and behavior, even if that change is simply to make a purchase. These moments are what the audience craves from a great speech or presentation.



Speak to the Mind, Heart, and Gut

To become a speaking superstar or media celebrity, you need to brand yourself — instead of just being a conduit for information. Take a look at such diverse branded personalities as Oprah Winfrey, Jon Stewart, Rush Limbaugh, or even any of the popular cooks on The Food Network.

Every brand, be it your personal brand or your company's, needs to do some or all of the following:

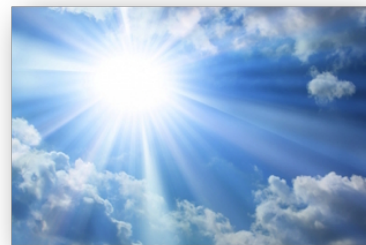
1. Get people to **imagine** how their life will be enhanced with your product or service. Or give them a **new way of seeing**. **Intrigue them.** (Mind)
2. **Touch and move them emotionally** or **inspire them.** (Heart)
3. **Ignite their passion** and **excite them**, so that they are not just loyal, but become evangelists for your brand. (Gut)

In this section of the event, you'll master the secret languages of the mind, heart, and gut. When you can touch all those aspects of your audience, they'll never forget you.

Saturday Afternoon

Develop Superstar Stage Presence

When you can fill space with your presence, it's easy to transform an audience.



When a Hollywood star walks into the room, they turn heads, and not just because they're famous. One of the reasons they *became* famous in the first place is because they radiate a certain "aura" — a presence that others can feel and that magnetically draws them in.

In this section of the two-day event, you'll learn and practice 25 different exercises that will allow you master *consciously* what famous stars do *unconsciously*. By the end, you will literally "fill" a room with your presence.

Sunday Morning

A Case Study Called “You”

In this section, a select group of volunteers will have the opportunity to deliver the first five minutes

of talks or presentations they’d like help with, and receive coaching from David and sometimes from a special guest (also a high-level speaking coach) as well.



Sunday Afternoon

Be A Phenomenal Speaker

Uplift an audience so that they bond tightly with you: the “Magic Wands”

When you make others feel uplifted, they bond to you and to the products and services you offer.

You’ll learn and practice a number of different methods to create that affect — every time, without fail.



Five Methods of Projecting Authenticity

We live in a time when authenticity is valued. In this section, Freeman will discuss exactly what “authenticity” is and isn’t, and you’ll practice five distinct techniques for radiating authenticity to an audience.

Get the Audience on Your Side

The techniques that make an audience care about the leading characters in a movie will work for you too!



Use Secret Hollywood Techniques to Keep an Audience Spellbound

The great writers and directors in Hollywood have mastered a wide variety of techniques to ensure audiences become engulfed by the stories they weave, with emotions that linger inside them long after the story has ended.



As with all the other techniques covered in this event, these Hollywood techniques are “secret” in that the viewer or listener is utterly unaware of them.

Those same techniques can be directly applied to any speech or presentation. You’ll learn them here.

Having absorbed all the techniques offered in this event, you'll know how to captivate and move others with both your presence AND your story.

Your reward will be warmth, bonding, and admiration flowing to you from the audience, and a very heightened receptivity to your goods and services.

In a cluttered world of fractured attention, you’ll get noticed and rock people’s worlds.

ABOUT DAVID FREEMAN



To see his, please download the document, “David Freeman’s Bio” from www.dfreeman.com

To register for the event, to learn of the event venue and schedule, and to find out where to stay if you’re coming in from out of town or just want to stay on site, go to www.dfreeman.com

Questions? Contact: David Freeman / (310) 394-0361 / freeman@dfreeman.com