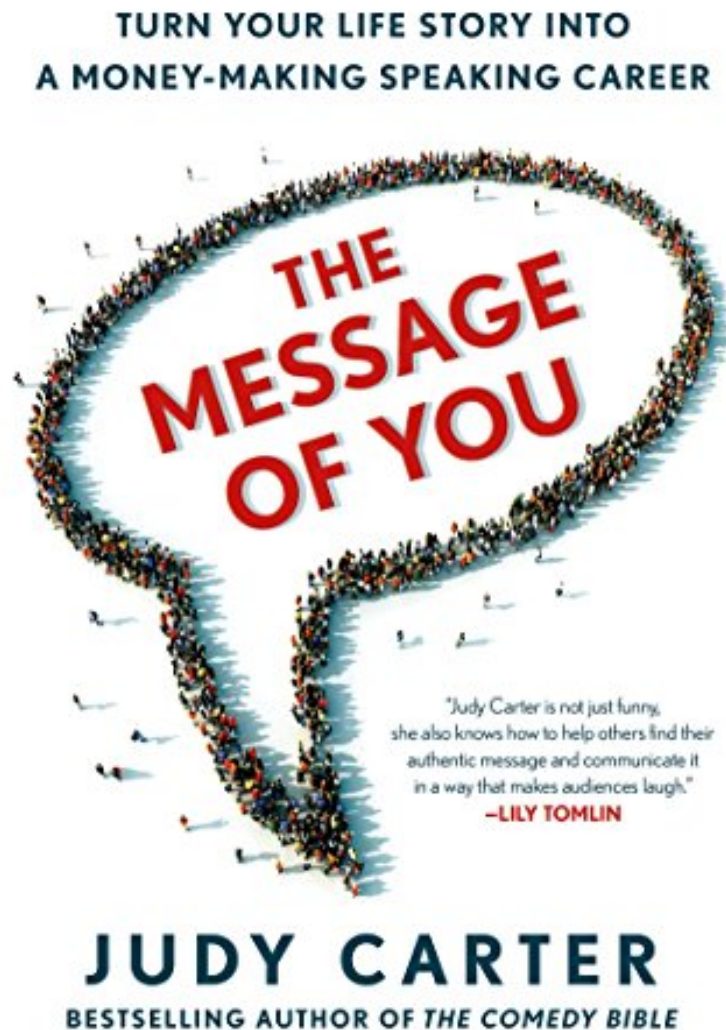


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The Message of You: Turn Your Life Story into a Money-Making Speaking Career

Judy Carter

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few other books of this genre provide, extremely practical advice and the speaking tools necessary to become a professional keynote speaker. She instructs us with an easy to follow writing style and industrial size portions of engaging humor. The "Message of You" fills a huge need for speakers who aspire to take the next step up in their career. Follow Judy's advice, and "turn your mess into your message!" 18 of 19 people found the following review helpful. Radio DJ. I get paid to talk but I needed this book!! By Ethicsrule I am a radio DJ. You would think that a person who gets paid to speak wouldn't need a book like this. Wrong-o! Just because a person knows "how" to speak, doesn't mean they always know "what" to speak to an audience. This book, The Message of You, has been a life-saver! I think my problem has been having TOO MUCH to say rather than not enough! How to narrow it down, how to tell stories instead of sharing "data", and how to choose what will make a difference in someone else's life! It's made a night and day difference for me because Judy knows how to get at the "heart" of my message. And seriously, if you don't have "heart" you've got nothing but a textbook. If you're a beginner, or a seasoned speaker, you'll benefit from this book. 0 of 0 people found the following review helpful. This is a great book on how to draw on your life experience and turn that into speeches that resonate with audiences. By Garland Smith This is a great book on how to draw on your life experience and turn that into speeches that resonate with audiences. This book would be useful for someone who's just getting started speaking, someone who wants to give better speeches, or professionals who want to improve their speaking platform. Judy Is a talented speaker and has a knack for teaching what she knows. I highly recommend this book.

A step-by-step handbook that teaches readers to find the extraordinary stories tucked deep within them to make a difference in the lives of others—and to get paid—as a motivational speaker. THE MESSAGE OF YOU begins with a simple belief - that your greatest speech already exists and that it has already been delivered in front of a live audience masterfully and powerfully by you. Best-selling author and international comic, Judy Carter sets out to prove that THE MESSAGE OF YOU is in the advice you give to your friends; in the lessons you teach your children; in the stories you tell your family. It's expressed through the volunteer work you do, the way you run your business, the way you turned your messes into successes. THE MESSAGE OF YOU is a distillation of all of your experiences, both personal and professional, that form the narrative meaning of your life. A meaning that you can develop into a well-written, funny speech to inspire audiences, enhance your current profession, and launch a successful money making career as a professional speaker. In Part One of the book, Judy leads you through a series of in-depth exercises meant to mine your personal and professional experiences for stories that establish your qualifications, your problem/solutions, your action steps and your methodology. In Part Two, Judy has created a six-step structure for writing an entertaining and informative speech, guiding you through each step in detail. But the real bonus of THE MESSAGE OF YOU is that Judy is a comic. Her "Comedy Pass" chapter takes you through simple but effective comedy writing techniques that will transform even a flat PowerPoint snoozer into a knee-slapping showstopper of a keynote. Once your speech is well-written and funny, Judy takes you through Part Three, teaching you how to take your message to the masses with inexpensive but essential marketing tips. The Message of You offers an accessible approach, big picture guidance, and nitty-gritty nuts and bolts of sound advice. Judy has been a comedy and speaking coach for over twenty years. She's a firm believer that how you present your ideas is just as important as the ideas themselves. She knows that humor and strong content are the missing ingredients in most speeches and her book, THE MESSAGE OF YOU helps you discover both your message and your comedic voice by taking you through the same process she uses to coach her private clients.