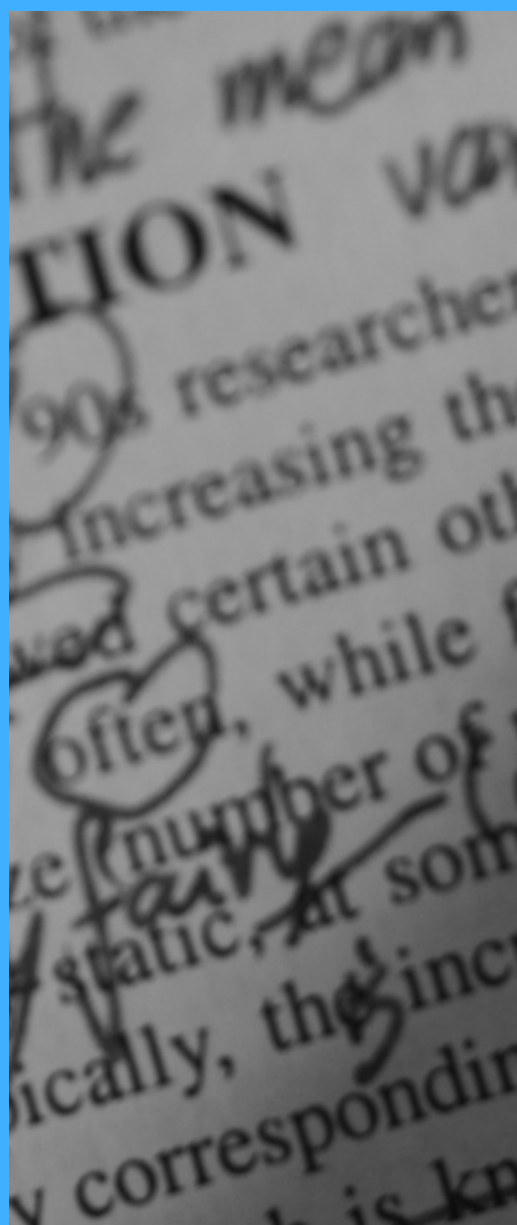


SERVICE OUTLINE: SPEECHWRITING

Coordinated speechwriting and general thought leadership to get your message in front of stakeholders online – and in real life



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Public Speaking As A Vital Thought Leadership Tool

Getting out on the speaking circuit is an important part of becoming a thought leader. Although thought leadership that appears online and in print can make great gains in building a reputation as a subject matter expert and authority on a topic, it's also important to **get out in the real world** and deliver your message face to face.

While this is true in general, it is especially so in the world of B2B — where **face-to-face relationships matter greatly** and are often instrumental in establishing rapport and maintaining prospects' attention during often arduous and protracted sales cycles. Making a favorable impression at a conference or business event is a great way to kick things off on a good note. **Having your remarks for these opportunities ghostwritten can help take the pressure off** — while simultaneously ensuring that you prepare to get the right points across to your audience.



Common Speechwriting Projects

Opportunities for public speaking in today's busy business world are both varied and plentiful. Common speechwriting projects include:

- Fireside chats
- Conference speeches
- Keynotes
- Ted and TedX talks
- Public lectures

Speechwriting Cost Estimate

Speechwriting quotes vary in cost depending upon the occasion, the amount of background research required, and the agreed revision cycle. However, factoring in a budget of \$15-\$30 (USD) per minute of expected speaking time would be a good ballpark.

For further questions, or to schedule a meeting, please contact:

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