

Presented by  
[MyNAMS Insiders Club](#)



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# End Your Fear of Public Speaking

## Textbook

Public speaking is almost an essential for success nowadays—and definitely a major factor in creating a powerful brand. Those who take their courage into their hands and accept or seek speaking engagements outstrip their competitors in branding, authority and reach.

Plus, public speaking can be an incredibly lucrative supplement to one's income. Author and speaking coach, [Steve Harrison](#), points out an important fact. An individual coach with zero public speaking experience might consider a staggering fee to charge (\$2,500-3,000) is considered barely a hiccup by large organizations and corporations that expect to pay \$25,000-50,000 for influential speaker. He also notes that many of these companies have speaker budgets that have to be use up within any given calendar year—otherwise, that budget may be lost for the following year.



So, there's a definite place for you to fit in, even if you have zero public speaking experience.

Of course, I'm not recommending that you hang out your shingle and jump in cold ... not without the right preparation. We're examining what's needed and we'll get together a plan to help you jump into public speaking (or increase the engagement calendar you already have) like a pro, with total confidence and conviction. So, let's start.



## 7 Steps to Ending the Fear!

There are two things you need to do, before you can walk into a public speaking engagement without either dying of fright or feeling like a fraud.

**One**, you need to dip your toe into the shallow end and get used to the water.

**Two**, you need to be able to present yourself like a public speaking pro.

People will hire you based on what they see when they check you out. So let them know exactly what they're getting, and reassure them that you are the person for their organization.

Let's go from the point of view of a terminally shy person with zero experience to feeling confident and ready. You'll most likely find you are somewhere in between, so you can choose your own entry point.

### Step One: Start Socially

If you are socially shy or extremely introverted, or you socialize only within a strict and limited comfort zone, then remember that it is okay to start with baby steps. Before even thinking of giving a formal 'talk', your first step is to expand that comfort zone, bit by bit.

Here are two easy ways to do that.

- ✓ **Online:** In a Facebook group you feel comfortable in, give a one-minute-or-less Facebook Live video on any topic that inspires you
- ✓ **Offline:** Make a commitment to speaking to three extra people you don't know, every time you go out. Do this at church, in the grocery store, in the doctor's office, and so forth.

### How to Use Facebook Live:

1. Go to Facebook on your mobile and open the status bar by clicking on the pencil-in-a-square icon

2. Tap the "Live" icon (a little person silhouette)

3. Wait for Facebook to ask permission to access your camera and

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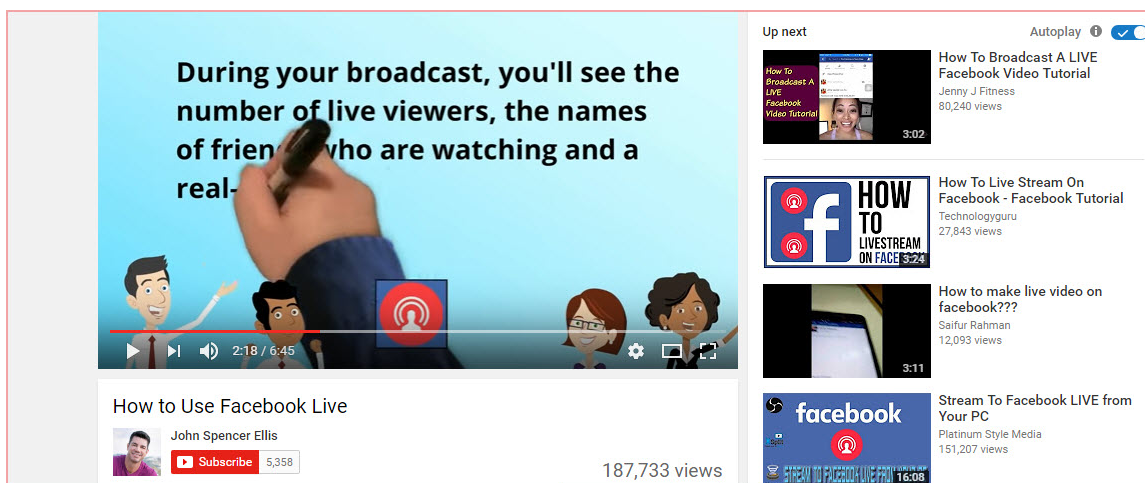
microphone

4. A “Go LIVE on Facebook!” page will appear. Press the blue “Continue” button. (You won’t be live yet, when you do this, so don’t panic!)
5. Write a description for your video. (Even a few words will do!)
6. Tap “FINISH” to end your broadcast
7. You can now choose your privacy setting.

And here’s the really great part for shy people. You can choose “Only Me” if you like—and make a few Facebook Live videos that are for your eyes only.

When you are comfortable with using Facebook Live, then you can take the next step and choose to share it with a wider group of people.

If you’re a visual learner, you will find plenty of tutorials like this fast-paced, ultra-clear one from [John Spencer Ellis](#) on YouTube:



Once you’ve practiced a time or two, then you can focus on optimizing your Facebook Live videos—and there are plenty of articles and videos on the net to help you do just that. You can take Facebook Live as near or as far as you want to go while using it as a way to get comfortable with live speaking.

### **Expanding Your Comfort Bubble Offline:**

It doesn’t matter whether or not you find it easier or harder to talk to real live people, one on one, rather than live on Facebook. The important part is

stretching out of your comfort zone. Ways to do this can be as varied as your imagination, but all start with identifying what scares you, where, and why.

Once you've identified these roadblocks, set a goal for yourself. Do things like:

- ✓ Seek out three new people at a party and initiate conversation
- ✓ Go to a local workshop and do one or more of the following:
  - **Ask** the speaker a question
  - **Volunteer** for any activities that involve standing up, speaking aloud or going to the front (or to the stage)
  - **Introduce** yourself to three new people after the presentation

In addition to workshops, look for other opportunities. Volunteer to serve food at your after-service informal lunch or coffee break. Serving food is a natural way to ensure that you make eye contact and interact with people—even if you're just saying, "Would you like cream or milk?"

Set goals before you go out to meet with others. Making up your mind to volunteer during a speaker presentation or workshop is two-thirds of the trick to ensuring that you actually do.

And most important: **Acknowledge your awesome achievement**, every time you take either of these actions, because you have taken a step that many of your more confident competitors have never dared try. They may speak to more people than you, but they stay within their comfort zone. You've already stepped way out of yours—and the more shy you are, the bigger your achievement! So, no negative self-talk or comparisons. Instead, just keep repeating this until it becomes no big deal: Then you'll be ready for the next step...

### **Volunteer to be a reader at Sunday mass.**

That's when you get up in front of the congregation, read a short passage and get down again. (That's also when you might discover it's not speaking that freaks you out: It's being singled out and visible, with all eyes on you.)



The only cure for that is **desensitization**. Do it so many times that it becomes just another part of your comfort zone.

Or you can skip straight to volunteering to give that presentation for your local business organization, or present that workshop at your local library or community college.

Remember, all you need is ONE live appearance under your belt, and you're ready to hang out your shingle as a public speaker who is available for engagement.

## **Step Two: Take the Pressure Off with Preparation**

Knowing you are well-prepared and practiced can inspire more confidence than all the pep talks in the world. Preparation includes many tasks and elements, from having a wonderful Speaker Page to hand out (or for people to download from your website) to making sure you are well-hydrated before you talk.

So, let's take a look at the essentials of a professional speaker...

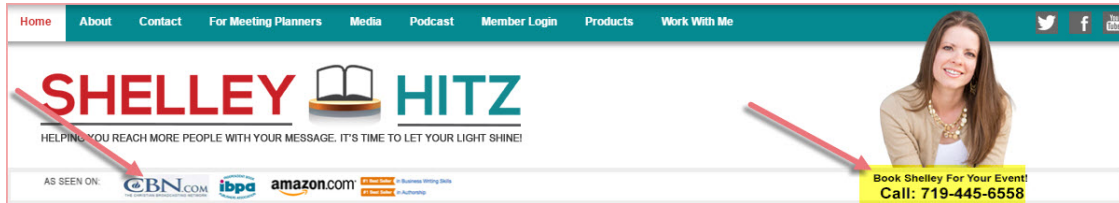
### **On your website:**

- ✓ Media section and/or Speaking section
- ✓ One or more Speaker Pages for download (.PDF format)
- ✓ A contact form or link to your scheduling software for bookings
- ✓ Sample webinar, video and/or podcast
- ✓ Calls to action to book you

And as soon as you have even one of the following under your belt, be sure to add:

- ✓ Past speaking events
- ✓ Upcoming speaking events
- ✓ Social proof

Writing Coach, [NAMS](#) Instructor and speaker, [Shelley Hitz](#), uses her call to action right in her header, under her profile photo. She also uses her header area to provide social proof of her validity as a guest speaker (“As seen on CBN.com”).



She also has great examples of speaker sheets in her Speaking section; both as thumbnails and as .PDF examples. Studying her speaker sheets, you'll notice she also provides a short testimonial from a top influencer in her niche in the sidebar.

Study media sections and speaker sections like Shelley's, to see which elements will work on your own speaker and/or media sections.

### Preparing to Give Your Speech:

Another vital part of speech preparation lies in practicing your speech—over and over. The best way to do it, rather than memorizing every single word, is to make a list of key points (or use a stack of cue cards). These should be slanted at prompting you to remember **what happens next**.

Your cue cards might read as simply as:

- ✓ Thanks for attending
- ✓ What you'll learn about
- ✓ Introduce special guest and mention her book
- ✓ Ask guest how she got started in parasailing
- ✓ Prompt her on accident in 2012 that changed her life
- ✓ Talk about her hospital epiphany

That's just a hypothetical excerpt, to give you an idea: Not a complete script.

When you're making up your cue sheet or cue cards, start with the essential housekeeping items, such as intro, what you're talking about, what to expect in the speech and so forth. Then jump straight to the ending elements—any calls to action or offers, your website and contact information.

Put your unique details in after you've listed the absolute housekeeping essentials.

Use your sheet or cards as a loose 'script' and highlight or check off each element as you complete it.

You'll soon barely need your cue cards—especially if it's a signature message you're giving—but this is a great way to ensure you don't skip any single important detail, and can recover quickly if you 'freeze'.

So practice your speech everywhere: In the car, during commercials while you're watching your favorite show, curling your hair.

Then practice giving it to a real, live audience.

*(Start off with your pet, if you find that idea especially nerve-wracking. Dogs in particular make fantastic audiences, because they usually love it when you talk to them, turning your whole attention on them.)*

It really is true: Practice makes perfect. Give the speech so often, you know it by heart. But keep your cue cards or cue sheet at hand in case your mind actually starts to wander and you lose your place (it has been known to happen when one gets too comfortable!)

### **Physical Preparation:**

When it's time to give your actual speech, preparation is more important than ever—whether you are giving your speech online or at an event.

Number one: **Arrive early**—either at your desk or at the venue. **Test** microphones and any equipment you are going to be using. Before you leave the house, use an actual **checklist** to make sure you have everything you need—that's the best way to avoid suddenly discovering you forgot your USB cord or any other piece of equipment.

Pay attention to what you are going to wear. Lay out all pieces of your outfit the night before. Allow an extra hour for getting read—because chances are

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that hour will zip by in a flash, and you'll discover that you really needed extra time!

And let's stop at this point to check our feelings. Are there any parts of this webinar itself that are making your stomach knot up? Are you squashing down any thoughts such as "I could never do that"?

If so, make a note of things that feel unrealistic or scary. Those are areas of your public speaking development where you need to slow down and spend extra time, until you've grown comfortable and made those areas your own.

And if you're finding you're saying "piece of cake" as I'm talking, just use this webinar as a checklist, so that you don't get over-confident, and discover after the fact that you missed giving a key piece of information.

## Step Three: Develop Your Voice

Before you ever get to an actual live event however, understand that there are many other things you can do to make yourself feel more comfortable and minimize any fear of public speaking. One of the most important is to develop your voice.

Sometimes what we're really uncomfortable with is the sound of our own voices. In fact, this objection is so common-place, it's more unusual to find someone new to public speaking who loves their own voice!

Here's what actually happens. When we talk, our voices reverberate within the closed confines of our own heads. We hear ourselves with a voice that is resonant, rich and confident. When we hear ourselves in a video or podcast, however, our voices can come as a shock. We hear what other people hear when we speak, so it's only a shock to us; not to everybody listening.

It's important to realize that **this happens to everybody!** Your voice really isn't thinner or weaker or scratchier than everybody else's. Your favorite speaker cringes at her own voice too. We all have much better speaking voices in our own heads than on tape or video or onstage. So don't be afraid of this phenomenon, because there are things you can do to develop that velvety, resonant voice you want.

## CONQUER YOUR FEAR OF PUBLIC SPEAKING: TEXTBOOK

Start by approaching your vocal challenges like a pro. Get some professional vocal help—nothing gives you more confidence like learning how to use your voice properly.

Vocal lessons teach you to control your voice at the same time as loosening it up, through performing vocal exercises and learning proper breathing techniques for voice projection and relaxation.

Understand that one of the major reasons people develop a fear reflex against public speaking is that the physiological changes take them by surprise... which most people quickly interpret as 'fear'. If you re-frame that thought from 'fear' to 'excitement', it's probably a much more accurate interpretation.

Public speaking coach and [NAMS](#) Instructor [Felicia Slattery](#) points out that the dry mouth, tight throat and racing heart, etc. that one experiences is just a natural fight-or-flight response and is completely normal, adding that even after many years of public speaking, she still experiences a few of these symptoms before delivering a speech to a new audience.



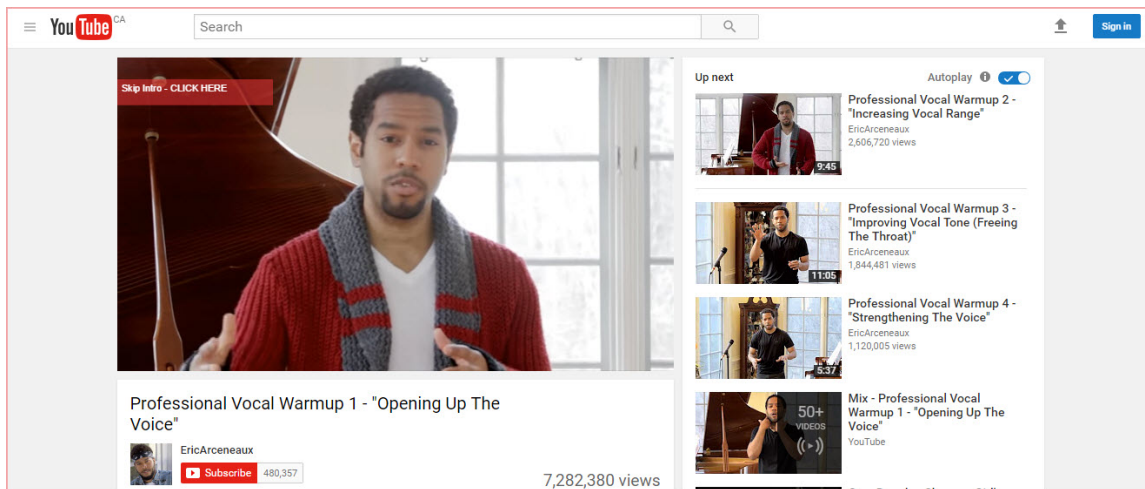
The point is that fear symptoms before speaking can be minimized and control. Once you understand what's happening and know how to deal with it, it becomes just a minor part of the public speaking experience.

Developing your voice can encompass a wide spectrum; from something as simple as watching "Develop Your Speaking Voice" videos on YouTube to hiring a vocal coach to work with you, one on one. Start off with free

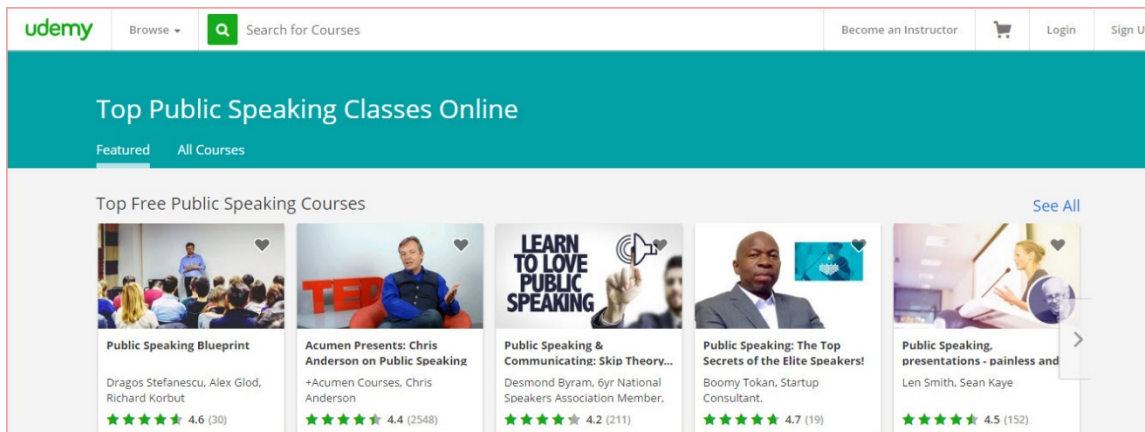


## CONQUER YOUR FEAR OF PUBLIC SPEAKING: TEXTBOOK

exercises on YouTube shared by coaches such as [Eric Arceneaux](#), who has coached Broadway actors on improving their singing and speaking voices.



In addition to YouTube videos, there are also many public speaking resources at [Udemy.com](#)—including [free courses](#).



Here's the truth about public speaking. A few seconds into your speech—and especially if you're focusing on helping your audience rather than your own insecurities—those symptoms will disappear. You'll be too busy sharing what you are excited about for them to persist.

## Step Four: Recording Tricks and Tips

Before you invest in vocal exercises or coaching, it helps if you develop specific aims and objectives. First, before you do anything else, record yourself speaking. Don't use your upcoming presentation to record. Choose

something that has no emotional investment from you, such as a passage from a book.

Once you've recorded yourself, listen to it objectively and analyze what you need to work on.

Ask yourself questions like...

1. Is my voice confident or quavering? Thin or strong? Weak or resonant?
2. Do I have a discernable accent? Do I hate the way I say certain sounds?
3. Am I projecting my voice properly?
4. Am I making explosive sounds on consonants like 's' and 'p' in the microphone?
5. Do I talk too slowly and put myself to sleep, or do I talk too fast?
6. Has my voice climbed higher out of nervousness? Does it sound squeaky?
7. Do I make annoying repetitive sounds such as 'ummm' or 'errr'? Do I have 'favorite words' that I keep repeating?

One can eliminate a lot of vocal bad habits straight away—but first, you have to realize you have a particular 'bad habit'. For example, you may not realize that you tend to use the word 'perfect' every second sentence, or that you begin every sentence with 'Uh...'. Or you may notice you speak so quickly, you can't even make out what you're saying on playback.

Pay attention to flow, pacing, breathing patterns and pauses. Where do you need to slow down? Speed up? Are you using unnecessary words and adjectives that get in the way of your message?

Sometimes, too, a fear of public speaking is really just a fear of technical problems—the microphone failing, or having technical glitches. That's why having a pre-event checklist routine is so important, as is practicing with your equipment (especially if it is new).

You can eliminate a huge percentage of your fear—sometimes all of it—by identifying what it is you're most afraid of. There's always one thing that will stand out in your mind more than others, so run through this list and see what makes your stomach knot slightly; if there's one 'fear' that grabs you more than others:

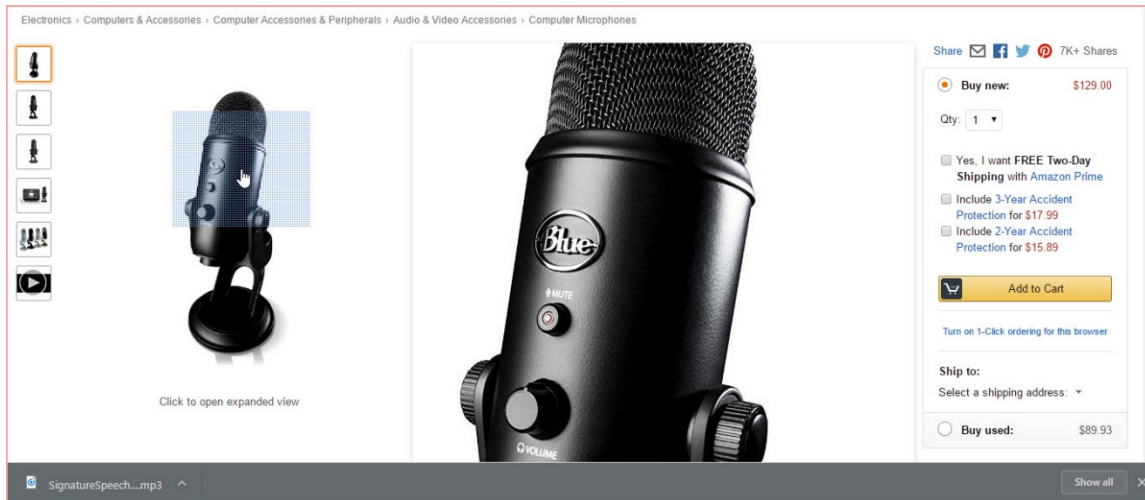
- ✓ Fear of technological glitches
- ✓ Fear of forgetting your speech
- ✓ Fear of sounding amateurish
- ✓ Fear of speaking live
- ✓ Fear of your voice drying up
- ✓ Fear of the unfamiliar

If the latter is what's really getting you, when contemplating a live speech, see if you can visit the venue ahead of time. Find out how to get there and take a practice run. Decide in advance where to park. If possible, stand on the stage or at the front of the room you're going to be speaking in. Then, on the day of your actual presentation, you won't be adding worrying about how to find the particular classroom or which entrance to use, on top of any other concerns.

And you may be right to fear technological causes of speech failure. Using the wrong microphone can make your voice sound tinny or weak.

If you are contemplating giving live online presentations, avoid the most common pitfall—depending on your computer's native, built-in microphone. This alone will make your voice sound thin and flat, plus you risk the danger of ambient noise interference.

The best type of microphone to use is one that sits on your desktop. One of the most popular among public speakers is the [Blue Yeti USB Microphone](#).



Whatever microphone you choose, however—whether or not it’s a mic and headset or just a free-standing microphone—make sure that is a **USB noise-cancelling** headphone and mic.

That’s only half the picture, however: Also make sure that the space you are recording in is free of ambient noise such as fans, air conditioners or outside noise. Close the door and the window. Turn off heaters or fans. And do make sure you have a drink of water at hand (but not near your computer), in case you need to take a sip.

And always, always check your equipment early, leaving room before your broadcast to make any fixes.

Once you realize that there are tips, techniques and best practices that can help you minimize your public speaking fears, the idea of giving presentations grows much closer to an achievable reality.

## Step Five: Gathering Your Audience

But what if you’re speaking live? That’s a whole different kettle of fish, isn’t it? You aren’t staring at a computer screen, but at a whole bunch of real, live people.

Believe me: That can actually be one of the most joyful and energizing parts of giving a live presentation! We’ll get to why in a moment, but first, a reminder that you need to check your equipment (or make sure it’s been checked) in live venues too.

That's why visiting the venue ahead of time can be especially helpful. You can make notes of things to check, such as how to adjust that stand up microphone that is too high for you; and who is going to do that. Will the emcee adjust it for you when he introduces you? Is there someone available to show you how to do it yourself?

Is there a light that's going to shine into your face? Do you need a chair? Is the lectern too big?

Most of the time, all of the above are complete non-issues, the day of your presentation, but it's the unknown that runs through our minds, throwing up road-blocks. That's why pre-presentation familiarity with venues and equipment can really help.

When you are dealing with a live audience, however, realize that your presentation will become a live, dynamic entity—and you will just be a part of it. The vital part, but a part, nonetheless. It's **what an audience brings to you** that makes or breaks your presentation. Everything else is just tricks and equipment.

You can give the most brilliant presentation of your life, but if you've got the wrong audience, it will fall (and feel) flat.

You can stammer your way through your presentation, forget words, fall back into bad habits, but if the audience is keen, you can come away feeling euphoric—the connection between audience and speaker can be pure, unadulterated magic.

And understand that you can increase your chances of making that magic if you take the time to 'gather' your audience first.

### **Don't just launch into your speech.**

Take the time to look around at them. Smile. Make eye connection with individuals. Say hello. Wait for a response. Make small talk. Ask a few questions. Warm them up, if your host hasn't done this. (Two or three sentences are sometimes all that it takes.)

When you take the time to gather your audience—and especially if you stand there and outwait a noisy audience—you'll find they break off conversations among themselves or stop texting, and focus their attention on you.



## **Step Six: Getting into Your Comfort Zone Onstage**

That brief period where you make eye contact can alert you to faces that feel more reassuring or friendly than others. These are the people you want to look at if you forget a portion of your speech or you're still trying to calm shaky hands. They are your safety anchors—but do try to include everyone in your gaze. Don't just talk exclusively to two or three people.

Start out with deep breathing, slowing your breaths and speaking from your diaphragm.

And before you go on, adopt a positive, outward-looking mindset. Reframe thoughts like "I'm so nervous" into "I'm going to share the easy way to beat procrastination with people who are here because they really need my help!"

Focusing on your audience and their needs—not on your own nervousness—is the best way to ensure you give a great speech.

So let's take a moment at this point to go over the entire fear-minimizing routine, when it comes to offline speaking at events.

- ✓ Visit the venue ahead of time. Find out where you'll be speaking.
- ✓ Use a checklist, the day of the event (and even the night before)
- ✓ Arrive early
- ✓ Do breathing exercises. Take a sip of water.
- ✓ Reframe nervous thoughts to 'excited' thoughts
- ✓ Focus on how you are going to help your audience with this presentation
- ✓ Gather your audience. Let your nerves settle a little first as you find friendly faces (there are ALWAYS friendly faces)
- ✓ Breathe from your diaphragm. SMILE when you speak
- ✓ Look at the friendly faces if you are nervous—but take them all in. Include everyone in your speech.

- ✓ Remember to breathe.

After that, it's just a matter of falling back on your vocal exercises and techniques.

## Step Seven: Signature Message Secrets

One of the best ways I know to diminish public-speaking nerves: **Create a signature message** that you learn by heart and can deliver at the drop of a hat, in any situation.

### What's a signature message?

It's one that focuses on your most important message—the one thing above all that you feel is most helpful to your ideal audience.

The greatest thing about a signature message is that you don't just give it once. You promote it. People love it. You get hired to give it again. And again.

Every time you give your signature message, it gets better. You feed off the reactions from previous occasions, secure in the knowledge—the certainty—that people in your audience are going to love it.

It becomes what you are known for. It brands you.

And even one appearance at a major conference bestows top-level authority.

A signature message can also propel you into unexpected opportunities that also help establish your brand. For example, say you are at a big conference of your peers and some disaster happens. The organizers are quietly going around looking for one of your coaches who can step into a sudden breach. There you are, ready with your signature message—and you've even brought your speaker sheet with you, detailing it, so they can see at a glance how well it's going to fit.

Not only do you get an unexpected opportunity to give your talk (and perhaps get a fee for it too) but you score major points in memorability and reliability quotient as a guest speaker, because you were ready, you were there and you saved the organizer's bacon.

## Three ways to make your message memorable.

Choose the method that works best for you:

- ✓ Write it yourself, off the top of your head, from what you are most passionate about
- ✓ Hire a professional speech writer to write your speech for you
- ✓ Use pre-made, professional content as a skeleton on which to flesh out your speech

Writing it yourself is a wonderful way to make sure your distinctive voice is heard—and I'm not just talking about the way you speak. But if you're not a natural speech writer, having a professional to polish it up for you is a great idea.

You give the writer the key points of what you want to cover, plus your final call to action and big conclusion, and she delivers it to you in a form that has impact.

Even if you write your speech yourself, do share it with a **developmental editor** or **content editor**. These two types of editor—and they are really the same type, just with different names—will help you tighten your speech, hone the focus and create impact.

**This is a practice that most top speakers routinely invest in.** They either have a speech writer who writes their speech for them, or they send it to a content editor.

When editing your signature message yourself, **practice it aloud**. Then, when you've grown comfortable doing that, practice it aloud to an audience.

It doesn't matter if this audience is one person or ten—but do try to find trusted beta listeners who represent your intended audience.

**Using pre-made, professional content to help shortcut the process:**

This is an especially sound strategy if you plan on giving speeches regularly—for example, a monthly webinar or workshop. Buy limited-license, Private Label Rights (PLR) packages or join an exclusive content club that provides original, top-level, well-researched and cohesive material on topics relevant to your brand.

Be sure to check the Tools and Resources document in this package that contains the best done for you content resources in multiple niches.

Adding public speaking to your coaching is a powerful way to build authority, establish your brand and bring in a high return on investment through large speaker cash payments—but you can start as small or as slowly as you like.

Don't wait to make the money you deserve, however.

Put all the tips and techniques I've share with you to use and create that Speaker Page on your website.

And remember, you won't always be mind-numbingly nervous. Practice (and knowing exactly what to do and how to do it) really does make perfect.

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