

The most important thing for every current or future entrepreneur and business owner is being a leader.

Skills at your job are nothing without skills to tell others what you can do with confidence

The 3 attributes that you need to speak confidently in any situation

What is one of the most common anxieties that people have, and also make massive damage to their chances to succeed

Target Market: People that have problems when speaking in front of the public. It doesn't matter if it's a school job or business they feel uncertain and worried, so people perceive them as not confident in themselves, even desperate. They can have all kinds of skills, but when it comes to presenting their skills they massively fail and they can't find places where they can use their skills and make money from them

Avatar: Matt is 22 years old and for the last 1 year he has been studying marketing as a side hustle. Right now he really understands everything from writing a landing page, to actually attracting clients to it. But whenever he is at a job interview or in a situation where he needs to speak in front of the public, so he can present himself and his skills that are going to make the company successful, he is always, so nervous that there is no way that anyone can think that he can do anything when it comes to marketing. Unconfident and worried, he always makes a bad first impression and the company isn't interested in his skills anymore. He wants to quit his job and start working at a higher-paying one that is going to bring him massive freedom, and he has the skills for that, but there is no way a company will even consider him an option when he can't sell himself properly and confidently to them

Fears:

Fear of public speaking

Fear of turning down opportunities because of fear

Fear of being judged by others

Desires:

To improve communication confidence

To be able to authentically share their message from the stage

To be able to speak with confidence and find their voice

To confidently lead retreats, speak on panels, and be interviewed on podcasts

To push their boundaries and achieve personal growth

To change the financial services industry

To make a positive impact on the world

Frustrations and roadblocks:

He is furious that he can't get a job because of his inability to express his thoughts and his skill set to the employer

Feel like they knew it all when it comes to public speaking but not seeing a dramatic improvement

Feeling afraid of public speaking for too many years

Feeling like fear is getting in the way of amazing opportunities

Feeling like the fees for a public speaking course are out of budget

Not having a safe environment to address fears and build confidence

Imagery:

Feeling like a rockstar after speaking at a conference

Being validated by people who said they were the best speaker of the day

Being able to speak with confidence and have stage presence transformation

Values:

Personal growth

Collaboration and encouragement

Safe and supportive environment

Investing in oneself

Positive impact on others and the world

Outside forces:

Financial constraints

Other options that are not satisfying

Opportunities that require public speaking

Worries:

Not being able to improve communication confidence

Turning down opportunities because of fear

Being judged by others

Not being able to afford the course

Not having a safe environment to address fears and build confidence

Not being able to make a positive impact on the world

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Social Media Ad

Headline: Why your vocal expression is the key part of being a leader.

If you want to achieve any kind of success in your life, you need to be a leader.

And not just someone that tells everyone what to do or how to do it.

You need to be a leader that has the confidence to speak up and actually “sell” the skills of his company or own attributes and that is why vocal expression is key for you.

But how can you do it, if every time you speak in your class, you can feel your voice get higher, your throat closed and you start to feel nervous or even sweat?

Well, I asked myself the same question 15 years before I became one of the best TEDx speakers ever.

And now 15 years of struggle have emerged, North America's #1 Confident Speakers Academy is here, so you can be able to authentically share your message in front of the public.

[Click here so you can become the confident leader that your current/future business requires.](#)

