



DEFINE THE LANGUAGE OF YOUR NICHE TEMPLATE

Hi, I'm Ruth Sherman, CEO and Celebrity Speech and Media Coach, but you don't have to be famous to work with me!

When I talk about Charisma, I'm not referring to something magical and mysterious. People often think you either have it or you don't and if you don't, you're just out of luck.

But the good news is Charisma isn't inborn; it's *learned*. Charisma is about drawing people into your world and making them feel important and there are lots of ways to do that.

So if you think you're charisma-challenged, think again.

Now, if you want to learn how to become even more charismatic, hop on over to ruthsherman.com and download my Celebrity VideoCharisma Speakrets®, absolutely FREE. See you over there.

1. Hi, I'm _____, _____.
(Name) (Job description/tag line)

2. In my work, the word _____ often comes up. Here's what it means:
(Term/Word)

(Define in 1-2 short sentences)

3. _____ can also mean _____.
(Term/Word) (Description)

4. Here is what it means for you _____.
(Another description – optional)

5. If you want to learn more about _____, head on over to
(The topic)
_____ to download your _____.
(Your website) (Free gift name)

absolutely free!

5. Thanks for watching and see you there!