



Name _____

Activator _____

Workshop Location _____

Welcome!

What an honor it is to have you here at She Speaks Intensive. The team and I have been planning, preparing and praying for you by name. God is going to use these next couple of days to teach us all how to be more effective communicators and I can't wait.

A few weeks ago, I found this verse printed in my prayer journal and thought it might mean as much to you as it does to me:

"Sing a new song to the Lord! Each day proclaim the good news that he saves. Publish his glorious deeds among the nations. Tell everyone about the amazing things he does," (Psalm 96:1-3 NLT).

God wants to meet each of us here in a special way. But, if you're like me, you'll have moments where your nerves try to get the best of you, and you wonder why in heavens you thought this speaking and writing thing was a good idea. Well, rest assured, you're not alone. We're all in this together and God really does have a plan in us being here.

So, take a deep breath. Thank God for making a way for you to get here. And let's get ready to learn together.

Much love,



Lysa TerKeurst

President of Proverbs 31 Ministries

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She Speaks Intensive Keynote Speakers



Lysa TerKeurst

Lysa TerKeurst is the New York Times bestselling author of “Made to Crave” and “Unglued” as well as 14 other titles. As president of Proverbs 31 Ministries, Lysa and her team saw over 4,000 women make a personal commitment to Jesus in 2012. They reach nearly 700,000 women daily through their on-line devotion, “Encouragement for Today,” and thousands more through the Proverbs 31 Ministries radio program, playing on 1200 radio outlets daily. In addition to speaking at Catalyst and Women of Faith, she accepts a limited number of engagements at churches where she is passionate about helping women connect the messy parts of life with the miraculous hope of God. She lives in North Carolina with her husband, Art, their 5 kids, three dogs and a mouse that refuses to leave her kitchen.

www.lysaterkeurst.com



Ken Davis

Bestselling author, frequent radio and television guest, and one of the country’s most sought after inspirational and motivational speakers – Ken’s mixture of side-splitting humor and inspiration delights and enriches audiences of all ages. His books have received national critical acclaim, including the “Book of the Year” award and the Gold Medallion Award. Ken has been the keynote speaker for hundreds of major corporate events. He is a frequent speaker for Women of Faith and a guest on “Focus on the Family.” Ken has made

thousands of personal appearances around the world. As president of Dynamic Communications International, he teaches speaking skills to ministry professionals and corporate executives. Ken’s daily radio show, Lighten Up!, is heard on over 1500 stations in the United States and around the world.

www.kendavis.com

She Speaks Intensive Activators



Lisa Allen

Lisa Allen has a passion for seeing people reach their fullest potential and live their best life. She uses this passion as a Board Certified Life Coach, Certified Speaker and Ministry Consultant at “L. J. Allen Coaching and Consulting.” Lisa specializes in coaching individuals nationally and internationally as well as having extensive team coaching experience with ministry teams and non-profit agencies. She helps her clients harvest their passions and callings and

identify their unique wiring to help them create a strategy to bring their dreams into reality and leave their mark on this world. She lives in Charlotte, NC, with her husband and has two children.

www.ljallencoaching.com



Wendy Blight

Wendy Blight is a wife, mother, author, speaker and Bible teacher. Her passion is to help women gain confidence that they can tackle any problem life presents through God’s Word. Through Bible study, she equips a woman how to 1) identify Scriptures that address pressing issues in her life, 2) understand how those Scriptures apply, and 3) personalize and pray those Scriptures to bring restoration and transformation to her life.

www.wendyblight.com



Micca Campbell

Micca Campbell helps women Fear Less and Live More. As the author of, “An Untroubled Heart,” endorsed by Kay Arthur, Co-President of Precept Ministries, Micca explores the anxieties of every woman’s heart. She encourages you to lay down your fear, trust in your heavenly Father, and receive a life marked by peace and freedom. Micca is a national speaker with Proverb 31 Ministries. She has touched and transformed the lives of thousands across the US. The mainspring of Micca’s life is devotion to Christ alone – a devotion that is contagious to others.

www.miccacampbell.com



Amy Carroll

Amy Carroll is a very ordinary woman made extraordinary only by a desire to know God and to apply Scripture in her everyday life. She loves connecting women to God’s Word and each other, and her knack for cutting God’s big truths into small, practical bites makes her messages appealing to a variety of audiences. She helped develop a mentoring ministry, served as women’s director for 3 years and currently teaches a women’s Sunday school class encompassing the generations. Amy also serves women in speaking ministry as the director of Next Step Speaker Services, an equipping arm of Proverbs 31 Ministries. Amy writes for Proverbs 31 Ministries, her local paper and is a contributing author for “The Reason We Speak.”

www.amycarroll.org



Lynn Cowell

As speaker and author with Proverbs 31 Ministries, Lynn Cowell helps moms to become wise and raise wiser daughters. Through her speaking and books, she empowers girls and their moms to create confidence leading to higher self-esteem by discovering Christ’s life-altering love. She has been married for over 25 years and has a grown son and two daughters in high school. Her two books “His Revolutionary Love” and “Devotions for a Revolutionary Year” fill the love gap in a young woman’s heart leading her to make wise choices. Her favorite things include the mountains, well-worn sweatshirts and anything that combines chocolate and peanut butter.

www.LynnCowell.com



Karen Ehman

Karen Ehman has been described as profoundly practical, engagingly funny and downright real. Her passion is to help women live their priorities and love their lives. She is the Director of the Proverbs 31 Ministries national speaking team, a contributor to Focus on the Family's magazine "Thriving Family" and a speaker for Hearts at Home Moms Conferences. Karen is the author of six books and also a monthly contributor to Candace Cameron Bure's online magazine Roomag.com. Karen has been a guest on national television and radio programs.

www.KarenEhman.com



T. Suzanne Eller

T. Suzanne Eller (Suzie) leads women in a new direction. She shares with women how to live their best life in the areas of family, feelings, and faith in spite of a painful past. Suzie is the author of six books. She has spoken to groups of all sizes around the globe. She is a popular guest on radio and TV, and has been featured on Focus on the Family, Harvest Show, MidDay Connection, Aspiring Women, and hundreds of others. She is the author of more than 1000 articles, and is a mentor with the Jerry Jenkins Christian Writers' Guild, and speaks at writers conferences nationwide. She finds joy in following Christ and coming alongside women as they discover the woman, the mom, the believer they were always meant to be.

www.tsuzanneeller.com



Esther Fedorkevich

Founder of The Fedd Agency, literary agent Esther Fedorkevich launched her career in 1997 as a salesperson for a major book publisher. Within six months, she sold a million dollars in products. From there she went to work for Dave Ramsey, NY Times bestselling author and television host with a national syndicated radio program. She worked in the publishing department, selling and marketing his books and other projects, and fell in love with book publishing. She decided to venture out on her own and sell books and ideas as a literary agent. Her clientele includes NY Times bestselling authors Lysa TerKeurst, Matthew Barnett and George Barna, Mark Batterson, David Kinnaman, Phil and Amy Parham of The Biggest Loser, Michael Franzese, Tim McGraw, Sara Evans, Tom DeLay and Chris Seay.

www.thefeddagency.com



Luann Prater

Luann is the host on the weekly radio show, Encouragement Cafe with Luann & Friends. She owns Bee Sweet, Inc., is a REALTOR with Keller Williams Realty and contributing author to "God's Purpose For Every Woman" and "The Reason We Speak." She has been writing and speaking with Proverbs 31 Ministries for over a decade. She motivates the immovable, ignites the smoldering and encourages the brokenhearted. God uses her

life struggles and pain to portray a picture of hope and encouragement to others.

www.LuannPrater.com



Samantha Reed

Samantha Reed hopes to share God's grace however He allows her to: by exchanging smiles with the grocery store attendant, ministering through her blog, or serving at the local special needs home. She carries that desire out in her role at Proverbs 31 Ministries as well, where she serves as Assistant Editor for "Encouragement for Today" devotions, and Social Media Coordinator. Samantha is thrilled to be nesting in her new home with her fiancé Joshua, in Charlotte, NC, after their wedding this February 2!

www.samanthareed.org



Mary Snyder

Mary Snyder is an author, speaker, and humorist who uses her less-than-perfect life and trademark humor to bring a message of hope, joy and adventure in faith. Mary's recent book "God, Grace, & Girlfriends: Adventures in Faith & Friendship" was the backdrop for her Great Girlfriend Adventure – a 12 day, 2500 mile road trip across old Route 66. Along with writing, speaking and road tripping, Mary works with Premier Christian Cruises developing & managing cruises and she's always on the lookout for great speakers and artists.

www.maryrsnyder.com



Renee Swope

Renee is author of the Retailers Choice award-winning book, "A Confident Heart." Her passion is to lead women to live confidently in Christ by showing them how to live in the certainty of God's promises despite the uncertainty of their emotions and circumstances. Renee is also co-host of Proverbs 31 Ministries' international radio program and a national women's conference speaker. For the past 18 years, Renee has served on the leadership team that grew Proverbs 31 Ministries from a small newsletter to one of the leading women's ministries in America. She currently serves as Executive Director of Development and is also a contributing author for our "Encouragement for Today" devotions, Candace Cameron Bure's "RooMag," and "God's Purpose for Every Woman."

www.ReneeSwope.com



Glynnis Whitwer

Glynnis Whitwer is an executive director at Proverbs 31 Ministries, overseeing the monthly magazine, speaker team, and providing editorial direction for "Encouragement for Today," the Proverbs 31 ministries online devotions, reaching over 700,000 daily readers. She is an author and co-author of seven books. Glynnis, her husband Tod, and their five children (ranging from 15 to 21) live in Glendale, Arizona.

www.glynniswhitwer.com

Writers' Schedule

Our prayer for you as She Speaks Intensive begins ...

Father,

Thank You for leading and guiding
Your daughter here to She Speaks
Intensive 2013. We are truly
humbled and blessed to have her
with us. It is our honor at
Proverbs 31 Ministries to serve
her for Your kingdom's purposes.
May You, who is able to do
exceedingly abundantly above all
the she could ever ask or think
bless her mightily during the days
she is with us. (Ephesians 3:20)
Equip us to do Your will in
training her with the wisdom she
needs for the good works You
have prepared her to do before
the creation of the world.
(Ephesians 2:10) Direct her steps
as she is obedient in writing and
speaking the words You have put
into her heart. We want your
daughter to be confident that the
very thing You have begun in her
will be complete. (Philippians 1:6)
We pray she makes the difference
in the world You need for Your
kingdom's sake and that You receive
all the glory. (Ephesians 3:21)

In Jesus' mighty beautiful name
we pray!
Amen and Amen,
Proverbs 31 Ministries team

Sunday, January 20

10:00 – 1:30 PM	Registration LOBBY
1:00 – 1:30 PM	Meet & Mingle with Lysa TerKeurst ROCKY RIVER LOUNGE
2:00 – 3:15 PM	Welcome & Keynote Message <i>The Remark-ABLE Three</i> Lysa TerKeurst KANNAPOLIS
3:15 – 3:45 PM	BREAK
3:45 – 5:15 PM	Small Group Workshops <i>Identifying Felt Need & Promise</i> WORKSHOP LOCATIONS
5:15 – 6:00 PM	Room Check-In
6:00 – 7:00 PM	DINNER KANNAPOLIS
7:15 – 8:30 PM	Small Group Workshops <i>Writing Value Statements</i> WORKSHOP LOCATIONS
8:40 – 9:15 PM	Writers' Main Session & Small Group Workshops <i>Developing Your Chapter Outline</i> Glynnis Whitwer <i>Writing your Snap Shot</i> Karen Ehman CAROLINA ROOM

Monday, January 21

Breakfast buffet available from 6:30 - 9:30 AM

8:45 - 9:15 AM	Morning Devotion <i>The Process is the Point</i> Lysa TerKeurst KANNAPOLIS
9:30 - 11:00 AM	Choice Time (Choose One) <ol style="list-style-type: none"> Attend Keynote Message <i>SCORRE™ - The Secrets of Dynamic Communication</i> Ken Davis KANNAPOLIS Meet One-on-One with an Activator CONCORD I Take time to write on your own
11:00 – 11:30 AM	BREAK
11:30 – 12:15 PM	Q & A with Lysa & Ken KANNAPOLIS
12:15 – 1:15 PM	LUNCH BUFFET ATRIUM
1:15 – 3:15 PM	Writers' Main Session & Small Group Workshops <i>The Best Chapter Ever</i> Lysa TerKeurst KANNAPOLIS
3:15 – 3:30 PM	BREAK
3:30 – 5:30 PM	Writers' Main Session & Small Group Workshops <i>Writing the Competitive Landscape</i> Esther Fedorkevich <i>Writing the Author Background</i> Karen Ehman CONCORD I

Monday, January 21 (continued)

- 6:00 – 7:15 PM DINNER
KANNAPOLIS
- 7:30 – 8:30 PM Evening Keynote Message
Fully Alive
Ken Davis
KANNAPOLIS
- 8:30 – 9:15 PM Dessert Mix & Mingle
OUTSIDE KANNAPOLIS

Tuesday, January 22

Breakfast buffet available from 6:30 - 9:30 AM

- 9:00 – 10:00 AM Closing Keynote Message
Taking the Mystery Out of Marketing
Lysa TerKeurst
KANNAPOLIS
- 10:15 – 12:00 PM Writers' Main Session & Small
Group Workshops
Promotion & Publicity
Suzie Eller
KANNAPOLIS

Our prayer for you as She Speaks Intensive comes to a close ...

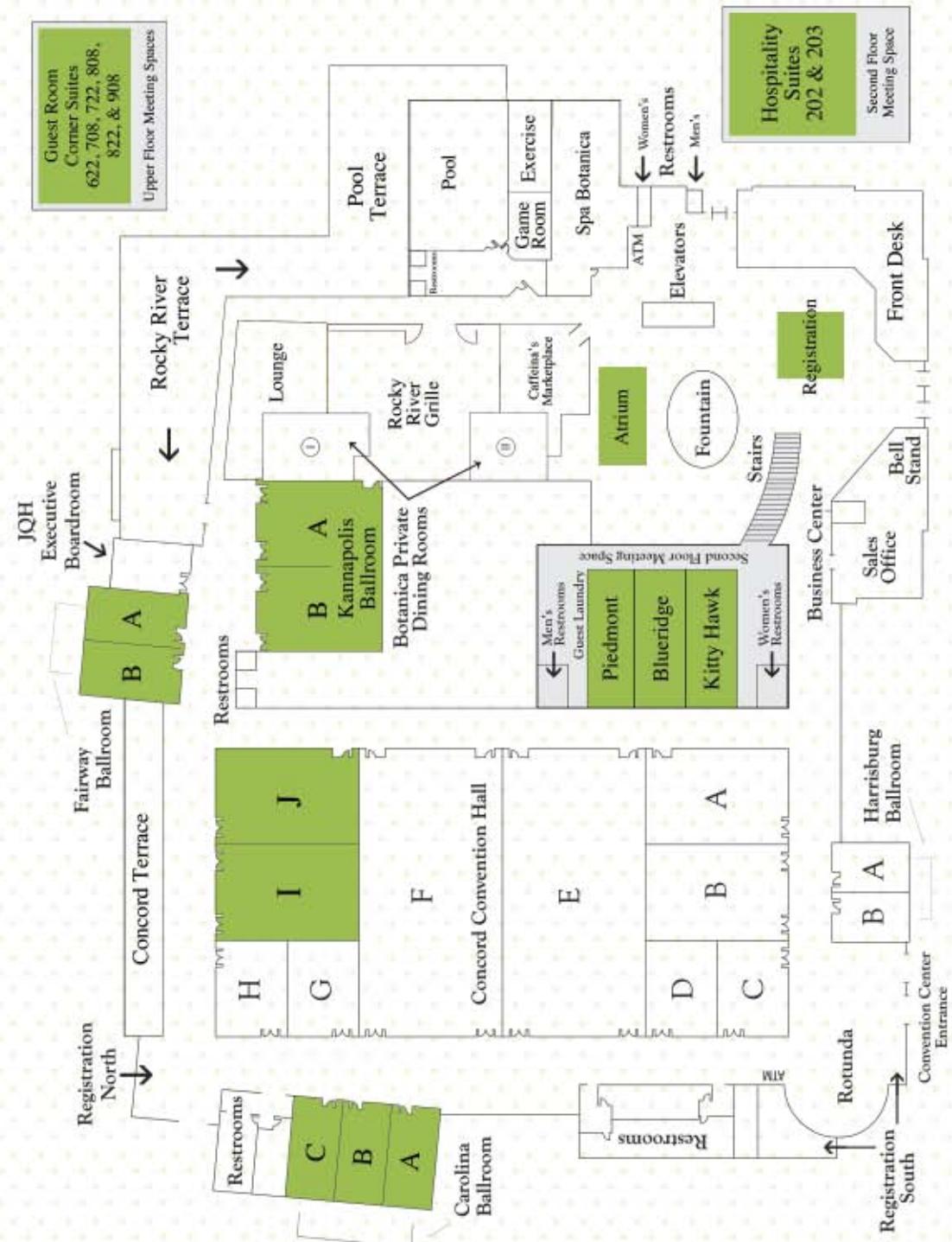
Father,

Thank You for Your faithfulness and provision for She Speaks Intensive 2013! We send Your daughter into the world with great confidence that Your hand is upon her to lead, guide, open doors, close doors and supply all she needs to pursue her highest calling in Christ Jesus. (Philippians 3:14) May she not cast her confidence away, which has great reward, but be prepared to fulfill her destiny with great faith. (Hebrews 10:35) As she leaves, fill her with joy unspeakable for all You are about to do in her life. (1 Peter 1:8) Encourage her heart and strengthen her continually. (Psalms 31:24) Give her the greatest desire of her heart Lord! (Psalms 37:4) Make all her plans succeed for Your name's sake. (Proverbs 16:3) Your will be done on earth as it is in heaven. (Matthew 6:10)

May Your grace, unfailing love, and favor rest upon her as she goes. (Psalm 90:17)

*In Jesus' mighty beautiful name we pray!
Amen and Amen,
Proverbs 31 Ministries team*

Hotel Map



■ She Speaks Intensive Conference Locations

The Remark-ABLE Three

by Lysa TerKeurst

1. Identify the _____.

- What is the immediate problem?
- What is the urgent question?

2. What _____ are you making?

- Your Unique Answer
- Your Unique Solution

How do you “deliver the promise”? How do you “make the promise dynamic”?

- Tower
- Front Door
- In the Field

3. What is the _____?

- Value = Highlighted Benefit
- Value answers the _____ question consumers are asking.
 - What’s in it for me?

Notes

Highlighted Benefits

by Lysa TerKeurst

What is a highlighted benefit?

A highlighted benefit is a concise statement that has 3 functions:

- It tells the reader the value they will get when they read your book. Readers are wondering, “Will this be worth my time? What will I get from this?” Highlighted benefits answer those questions.
- It also establishes your areas of expertise.
- It keeps you focused on your strengths and personal mission. Highlighted benefits help writers come through on their promises.

What are the characteristics of a good, highlighted benefit?

- Concise – contains no more than 13 words
- Vivid – uses strong action words and vivid vocabulary
- Identifies specific goals/traits-establishes the unique qualities of the author or message

How do I write highlighted benefits?

- Think about past feedback or testimonials that you’ve been given. What do others say about your strengths and expertise?
- Review the felt needs you are addressing in your message.
- Review the benefits/value that you’d like to create for your audience.
- Start the sentence with, “I will help you:”
- Follow with an action word.
- Build tension and give a positive resolution. (See Lysa’s examples on page 14.)

What should I avoid in my highlighted benefits?

- Preachiness – This isn’t the time to teach or preach.
- Teaching points – Highlighted benefits answer the question “What will I get?” Be careful to avoid teaching points that answer “What should I do?”
- Christianese – avoid churchy terms
- Clichés

What is not a value statement?

- The book contains 10 ways to have a better marriage.
- This is book is written with humor and biblical truths.
- You’ll learn when multi-tasking is helpful and when it is harmful
- You’ll find the Scripture lessons on these pages to be outstanding teaching tools to get your children to think and act in godly ways.

Highlighted Benefits

by Lysa TerKeurst

continued

Examples from Lysa

“Made to Crave: Satisfying Your Deepest Desire with God Not Food”

Has food become more about frustration than fulfillment? The *New York Times* bestselling release *Made to Crave* is the missing link between a woman's desire to be healthy and the spiritual empowerment necessary to make that happen. Author Lysa TerKeurst personally understands the battle that women face. In *Made to Crave*, she will help you:

- Break the cycle of “I’ll start again on Monday,” and feel good about yourself today.
- Stop agonizing over numbers on the scale and make peace with your body.
- Replace rationalization that leads to diet failure with wisdom that leads to victory.
- Reach your healthy goals and grow closer to God through the process.

Unglued No More – Improve Your Relationships, Reactions, and Conflict Resolution Skills

Lysa TerKeurst admits that she, like most of us, has experiences where others bump into her happy and she comes a bit unglued. We stuff, we explode, or react somewhere in between. What do we do with these complicated factors in our relationships? Is it really possible to make our reactions work for us instead of against us? Yes, and in her usual inspiring and practical way, Lysa will show you how. Filled with gut-honest personal examples and Biblical teaching, Lysa will help you:

- Know with confidence how to resolve conflict in your important relationships.
- Find peace in your most difficult relationships as you learn to be honest but kind when offended.
- Identify what type of reactor you are and how to significantly improve your communication.
- Respond with no regrets by managing your tendencies to stuff, explode or react somewhere in between.
- Gain a deep sense of calm by responding to situations out of your control without acting out of control.

Powerful Action Words Bank

Improve	Discover
Enhance	Embrace
Gain	Apply
Reduce	Boost
Change	Intensify
Increase	Enlarge
Diminish	Progress
Heighten	Overcome
Evaluate	Reveal
Raise	Recognize
Mend	Seek
Repair	Discern
Empowered	Develop
Replace	

Notes

Notes

Key TAKEAWAYS

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FAVORITE *Quotes*

Notes

Key TAKEAWAYS

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FAVORITE *Quotes*

SCORRE

by Ken Davis

Introduction to SCORRE™

There is a desperate need for clear communication.

_____ % of the people leaving a presentation have no idea what was communicated.

_____ % of the speakers cannot articulate, in a simple sentence, the objective of their talk.

SPEAKING WITH AN *Objective* IS Essential TO EFFECTIVE COMMUNICATION!

"A sermon should be a bullet and not buckshot. Ideally each sermon is the explanation, interpretation, or application of a single dominant idea supported by other ideas, all drawn from one passage or several passages of Scripture."

-Haddon Robinson: Biblical Preaching, Baker House, 1980

If you do not consciously choose an objective for your speech, an unconscious objective will take over.

I hope they _____.

I need to fill the _____.

I need to get through the _____.

I want to _____ the audience.

I want to _____ my research.

I want to make my _____.

Overview of SCORRE™

The two primary functions of the SCORRE™ process are:

1. Like a scope, it _____ the speaker to _____ on a _____ objective.
2. It serves as a logical grid _____ the speaker to _____.

A brief overview of how SCORRE™ accomplishes those goals:

SCORRE™ is an acronym:

S _____
 C _____
 O _____
 R _____
 R _____
 E _____



Establishing a SUBJECT and choosing a single aspect of that subject as a CENTRAL THEME helps the speaker focus on what he/she wants to _____.

Writing an OBJECTIVE forces the speaker to consider the _____ of the speech.

Building powerful RATIONALE provides the _____ for persuasion and encouragement. The RATIONALE should lead the listener to your objective.

RESOURCES bring _____, _____ and _____ to the speech and keep the listener interested. They also personalize what might otherwise seem like abstract ideas and facts.

EVALUATION causes the speaker to ask, "Do I know what I am talking about, and is it worth my listener's time?"

The Best Chapter Ever
by Lysa TerKeurst

Notes

Writing the Competitive Landscape
by Esther Fedorkevich

Notes

Key TAKEAWAYS

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-
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FAVORITE *Quotes*

Key TAKEAWAYS

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FAVORITE *Quotes*

Writing the Author Background
by Karen Ehman

Notes

Fully Alive
by Ken Davis

Notes

Key TAKEAWAYS

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FAVORITE *Quotes*

Key TAKEAWAYS

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FAVORITE *Quotes*

Taking the
Mystery Out
of Marketing
by Lysa TerKeurst

Key TAKEAWAYS

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-

FAVORITE *Quotes*

Notes

Publicity & Promotion

by Suzie Eller

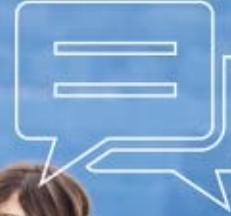
Key TAKEAWAYS

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FAVORITE *Quotes*

Notes

PROVERBS 31 CRITIQUE GROUPS



ARE YOU A WRITER LOOKING TO CONNECT WITH OTHER CHRISTIAN WOMEN WRITERS?

If so, Proverbs 31 offers free online critique groups. These groups are led by volunteers who have attended She Speaks or are currently serving in ministry for Proverbs 31. There is no cost to join a group, but we do ask that you be committed to the craft of writing, and willing to invest time into the group.

To find out more about joining an online critique group, please email Julie Gillies at PEERGROUPS@PROVERBS31.ORG



Writers –

NOW THAT YOU HAVE YOUR BOOK PROPOSAL, GET READY TO MEET WITH PUBLISHERS AT SHE SPEAKS 2013!

SAVE THE DATE 12TH ANNUAL

SHE SPEAKS CONFERENCE!

JULY 26-28, 2013

CONCORD, NORTH CAROLINA

REGISTRATION WILL BEGIN SOON. TO BE THE FIRST TO KNOW WHEN REGISTRATION IS LIVE, SIGN UP FOR THE SHE SPEAKS CONFERENCE BLOG TODAY.

SHESPEAKSCONFERENCE.COM/BLOG



Writers' Book Proposal Template

[TITLE]
[Subtitle]
[Author Name]



[Insert Photo Here]
[contact information]

CONTENTS

Snapshot	X
Overview	X
Features & Benefits	X
Competitive Landscape	X
Author Background	X
Promotion & Publicity Avenues	X
Chapter Summaries	X
Sample Material	X

SNAPSHOT

This is your elevator pitch. Craft two sentences that encapsulate you and your message for this book. Choose your words carefully. Be concise, but clever. It is your first impression and the best chance to grab our attention.

OVERVIEW: FELT NEEDS AND PROMISE

Here is where you go into detail about your concept. You will explain what you are writing about and why you are writing it. This means, of course, why you think you should write it, but also why you, specifically, are the one to write it. While you may really feel this message was placed on your heart, please do not tell us you were called by God to do this. Unfortunately, this sounds trite. It is more helpful to explain that you have identified a societal need for this message and provide evidence for how that is so. It is much more powerful to cite statistics about changes in the fabric of our communities and how your approach could help reverse or reinforce those changes for a better life.

DYNAMIC FEATURES

Here you will list any special features that might be included, such as tables, charts, guest writers, or any special approaches to writing you might employ. [The Features section is not required.]

BENEFITS

This section is where you will include the value statement presented in bullet points. Think of it as what you would see on the back cover of a book to draw in the reader picking up your book from the shelf in the store.

COMPETITIVE LANDSCAPE

This section is general coverage of the marketplace and how you fit into the existing discussion of your subject. List four to six books that have been published similar to yours and explain what sets your book apart from the pack.

Provide publication information and a brief description of the similarities and how your approach is different. Do not trash other authors and comparative titles. Simply demonstrate the fresh angle you bring to the discussion.

AUTHOR BACKGROUND

Write a one-page biography that lets us know who you are and why you are writing on this topic. Include educational background if relevant and any experience that establishes you as an authority on your selected subject. This is not the place the story of your life, nor is it the same as your likes and interests profile on Facebook. It is okay to include personal information; but, unless you are writing a book about knitting, the fact that you like to sit on the sofa with your labradoodle and knit matching hats for your family on rainy afternoons is not relevant.

PROMOTION & PUBLICITY AVENUES

Promotional Videos

These are not necessary, but visual media is becoming more and more important in presenting your ideas. If you have a video that relates to your topic, you may include it here.

Social Media and Online Presence

List all forms of social media you use and links to them. This includes Twitter, Facebook, websites, blogging, etc. Also include stats on followers, hits, and subscriptions.

Speaking Engagements

If you have a speaking schedule, whether it is on this topic or others, list it here. Include venue name, location, dates, and estimated size of audience.

Additional Writing/Blogging Features

If you have been guest blogging or have published articles featured in notable publications or in online or print media, provide that information here. Include links to blogs or writing features. If you have information on circulation or followers for those publications, that would also be helpful.

Potential Endorsers

This is not your wish list of people you'd like the publisher to contact for you. This is a list of people you know who have credibility in the field of your topic or notoriety with your audience who will accentuate your own authority on the topic.

CHAPTER SUMMARIES

Include a few paragraphs summarizing each chapter. This section will demonstrate that you have a fully developed concept and have given thought to how your book will progress and how each chapter builds on your message to an effective conclusion. In each summary you should include an explanation of what will be covered and how this contributes to the overall theme of the project.

SAMPLE MATERIAL

Include your introduction and first chapter here. We need to see a sample of your writing style. Not all chapters are created equally and serve different purposes. If you feel your first chapter is one that lays a foundation but doesn't give an accurate picture of the theme and you have a stronger chapter for demonstrating your style, you may include that instead. But, a solid introduction that explains why you have undertaken this project and what you hope to convey to readers is key, so we want to see that you can come out of the gate with strength.

Notes



SCORRE CONFERENCE

May 6-9, 2013 in Orlando, Florida

WHY SHOULD I ATTEND A COMMUNICATION CONFERENCE?

SCORRE is the only training of its kind to go deeper than just overcoming fear and worn out delivery techniques. With our unique, proven SCORRE™ system, we drill down to the foundation of your speaking - your preparation. You will learn to prepare powerfully focused, crystal clear talks and then deliver them with confidence and power.

BENEFITS

- Become a Focused, Effective and Confident Communicator
- Discover how to Find and Effectively Use Powerful Illustrations
- Learn From Professionals who Have Built Their Careers Based on the Principles of SCORRE
- Inspire Your Audience to Action
- Maximize Your Prep Time
- Network & Collaborate with Other Professionals

"The SCORRE Conference is an invaluable tool for any communicator, whether they are a national speaker, business professional or in ministry. The SCORRE Conference was wonderful and I left feeling more confident as a communicator."

-LYSA TERKEURST

PERSONAL ATTENTION

- You will prepare and deliver one speech each day.
- This will be followed by one-on-one assistance and coaching from our expert trainers.
- The process will be videotaped, allowing you to also personally evaluate your work.
- The improvement will be obvious!

WHAT YOU WILL LEARN

SCORRE™ - a preparation technique designed for you to hit a home run every time.

- The secrets of effective eye contact and meaningful gestures
- How to find, capture and develop powerful illustrations.
- Discover how to teach from the Scriptures in a way that your audience will understand and be inspired to respond.
- Take your writing to the next level by understanding how to effectively integrate SCORRE™ with the uniqueness of the writing process.

Prepare effective presentations for every possible situation, from the elevator to the boardroom to the convention keynote address

For more information, please visit www.scorreconference.com or call 800-425-0873.

\$100 Off for SHE Speaks Attendees

Use Coupon code "SHESPEAKS" at checkout.

Proverbs 31 Ministries

**BRINGING GOD'S PEACE, PERSPECTIVE, AND PURPOSE
TO TODAY'S BUSY WOMAN.**

Proverbs 31 Ministries is a non-denominational, non-profit Christian ministry that seeks to lead women into a personal relationship with Christ. With Proverbs 31:10-31 as a guide, Proverbs 31 Ministries reaches women right in the middle of their busy day through free daily devotions, radio program, speaking events, conferences, resources, online communities, and Gather and Grow groups. We are real women offering real-life solutions to women who are striving to maintain life's balance, in spite of today's hectic pace and cultural pull away from godly principles. Wherever a woman may be on her spiritual journey, Proverbs 31 Ministries exists to be a trusted friend who takes her by the hand and walks by her side, leading her one step closer to the heart of God.

JOIN US!

Sign up for our free daily **devotionals**. proverbs31.org/devotions

Make a **donation**. proverbs31.org/donate

Attend an **event** near you. proverbs31.org/events

OUR HISTORY

What began in 1992 as a monthly newsletter has grown into a multifaceted ministry that touches and transforms the lives of women around the world.

Through God's direction, Proverbs 31 Ministries has gone from a couple of volunteers folding newsletters in a garage to an international women's ministry reaching hundreds of thousands of women every day with the hope of Jesus Christ. Beginning with a few willing hands and hearts, God has grown this ministry beyond what any of us could ever have imagined. Over the years we have witnessed thousands of salvations, the fastest growing women's devotion now reaching over half a million subscribers, best-selling books, sold out speaking events, numerous magazine articles, and appearances on Focus on the Family, The 700 Club, Oprah and more. Additionally, our She Speaks Conference has equipped and inspired over 5000 women to share the gospel through speaking or writing. As a team, we are humbled to be a part of what God is doing in and through Proverbs 31 Ministries and we can't wait to see what He has in store for the years ahead.

www.proverbs31.org