

Juanell Teague

The Door Opening Speech™

Stating the problem and the solution in a way that you are hired!

Door Opening Speech™ Results:

- Every audience member has a buy-in because they feel your unbridled passion.
- They will understand you have a distinct point of view no one else has.
- They will believe you can improve their current situation because of your unique understanding of the problem.
- They will relate as though you are talking directly to them, as though you are there for them only.
- They will walk away with your one point “painted on their foreheads” and buy into your solution to their problems.

What is *The Door Opening Speech*™?

A speech to create business opportunities and create ongoing relationships.

What problem does *The Door Opening Speech*™ solve?

Build ongoing relationships which can solve problems and deliver measurable ROI.

How does *The Door Opening Speech*™ solve this problem?

Through the art and science of its structure, the Door Opening Speech creates a buy-in to the message in the minds of the listeners, by stating the problem in such a way that the audience knows you have the solution.

Door Opening Brand

- **Problem Positioning**—Reframing a problem in such a way that your audience connects your brand to the solution.
- **Brand Integration**—The artful weaving of the unique viewpoint with which the speaker wants to be identified.

Door Opening Impact

- **Anchor Point**—The concept or idea that keeps the speech anchored to a single unifying idea; the control that focuses the speech.
- **Expertise Spin**—Unique insights that create an audience perception that the speaker is the only one who understands both the problems and the solutions.

Door Opening Architecture

- **Intentional Marketing**—A planned effort that moves the audience to action to provide their business card.
- **Credibility Stories**—Stories, anecdotes and illustrations which connect the audience to your credibility and passion.



Juanell Teague
provides accelerated
career transformation
to speaker industry
professionals and to
those in transition.

“This program raised my self-confidence about my speech and married my stories to the content to drive home my point. The audience was fully engaged, and talked to me about that point after my presentation. I was in the zone!”

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Success