



JOHN REGISTER

INSPIRED COMMUNICATIONS INTERNATIONAL

John Register's Lead Generation Video Scripts

PRE-EVENT VIDEO SCRIPT

A polite attention-grabbing opener.

Good day to all the inspirers at {insert company name}. I realize through your {insert mission statement or another relevant context} that you {insert your observation}.

Briefly Introduce Yourself

My name is {insert your name}, and I am excited to be {your keynote speaker} {insert event} on {insert your date}

Go on Location if you are able.

I am standing outside (if you can get on location, do so) here in (insert your city or location).
Note: If you can, either leave this out or tell them where you are if you are someplace cool.

Introduce yourself with your story in summary form

My story is simple. I was an Olympic-class hurdler. An Army Combat Veteran who had an amputation to his left leg. Yet, seven years later, I made two Paralympic teams, won the Paralympic silver medal in Sydney in the Long Jump, and founded the United States Olympic and Paralympic Committees Paralympic Military Sports Program.

The number one question I get from people is, "How did you overcome adversity?"

My answer? I didn't. This is what we will explore together, why we do not overcome adversity.

Let them know what to expect:

As {insert their company name} speaker on {insert date}, we will discuss how we can overcome any hurdle of adversity and win the medals in our lives through a fun, interactive keynote and use my contextual model to demonstrate the process.

Make sure they know where they can follow you on social media

Please follow me, John Register, on all my social media platforms by visiting [www dot john register dot com](http://www.johnregister.com).

Let them know to seek you out when you arrive.

Maybe:

1. offer a prize to the first person who finds you.
2. take a photo with them to post on the conference app.

End with a nice close. Maybe insert their mission statement here as well.

Have a fantastic day! Go forth and inspire your world. See you on {insert date}.