



JOHN REGISTER

INSPIRED COMMUNICATIONS INTERNATIONAL

## John Register's Lead Generation Video Scripts

### PRE-SELECTION 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 {considered for your} {insert event} or... I know you have a tough decision to make, and I hope this video will assist in your selection process.

#### **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}.

#### **Find an interview or a quote from a high-ranking official in the company.**

As I was listening to an interview with the Chair and {insert a high-level official's name here} and {insert company name}, I found his/her observation on {insert what they said as relevant to your talk}.

#### **Insert unique observations and some stats**

Maybe that is why the Culture Survey found that {insert company name} purpose inspires 81%, and 81% also see a clear vision for the business. Next {summarize to your topic}

#### **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 dot com to find the social media platform that best allows us to communicate.

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

Have an amazing day! Go forth inspire your world. See you next {insert date}.