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Dear Jill,

I’m writing you this letter to explain to you why I’ve taken the approach to your speech for this year’s BOS conference that I’ve taken. But let me preface my re­marks by telling you that — for as long as I’ve been a writer, speechwriter, and public-speaking coach — I’ve had an equally long and successful career as a teacher, trainer, motivational speaker, and small-group-process facilitator. I’ve written a number of books and articles in the training field; and in the more than 1,200 seminars and workshops I’ve presented in the last 40 years, I’ve never *once* failed to get a standing ovation.

So I know a bit about writing and giving presentations that work. And one of things I’m famous for is the way I get my audiences involved right from the get go. Adults can’t sit for very long just listening to people talk without getting antsy pretty darned fast (actually, two hours is about their limit!). So I make it a point in designing every workshop I give to include a large element of audience participa­tion.

And that’s what I’ve tried to do in crafting your speech. Now I know that it might strike you at first blush that what I’ve written for you is a pale imitation of what was in your notes to me, and in the speech you gave on the video. But I’m pretty sure that what I’ve done with your remarks will be far more effective, and far more memorable, than what you sent me originally.

I hope you won’t mind my saying so, but the material you included on your EZ Speechwriters order form (and the script you used in making the video) spent *way* too much time focused on you and the magazine, and placed not *nearly* enough focus on the participants themselves. History lessons usually aren’t very

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compelling; and I think that all the background you included on you and the mag-azine (etc.) was a bit too much, and not really interesting enough to grab the par­ticipants’ interest. So, as you’ll see, I cut a lot of that stuff out, and instead plac-ed some significant audience-participation elements right up front; after that, I think the speech covers all the really crucial points you wanted to make and sets the tone of the event effectively.

As you’ll also note, I’ve left a lot of stuff for you to fill in and to ad lib. With all these elements taken together, I think what you’ll find that the script below will run to somewhere between 10 to 12 minutes, perhaps a tad longer, depending on how long the audience-participation elements take — but in this regard, the longer the better: The more *they’re* talkin’, the more they’re learnin’; the more you’re talkin’, the more they’re sleepin’.

Please let me know if this script meets with your approval; and if not, what you’d like me to change that you can’t change on your own.

Sincerely yours,

Edward Shaw

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**Bloom Speech (No. 15642]**

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Remarks by Jill Bloom kicking off the 2016 “Best of Success” roofing contractors educational event, sponsored by *Roofing Contractor* mag-azine.

HELLO, EVERYBODY. MY NAME’S JILL BLOOM, AND I’M THE PUBLISHER OF *ROOFING CONTRACTOR* MAGAZINE. WOULD YOU PLEASE STAND UP IF YOU’VE HEARD OF THIS MAGAZINE. [WAIT FOR PARTICIPANTS TO STAND] WONDERFUL! THAT’S 100 PERCENT, NEAR AS I CAN TELL, SO I GUESS WE’VE GOT PRETTY GOOD NAME RECOGNITION. [MOTION FOR THE STANDEES TO SIT] OKAY . . . NOW I WANT THOSE OF YOU TO STAND UP IF YOU’RE ***NOT*** CURRENTLY RECEIVING A COPY OF *ROOFING CONTACTOR* AT YOUR HOME OR OFFICE. [WAIT FOR PARTICIPANTS TO STAND; THEN, JOCULARLY] WELL, SHAME ON YOU! BUT YOU CAN RECTIFY THIS HORRIBLE OVERSIGHT SIMPLY BY PICKING UP A SUBSCRIPTION CARD AT THE REGISTRATION TABLE; OR, IF YOU’D PREFER, GO ON-LINE TO OUR WEBSITE AT [WWW.ROOFINGCONTRACTOR](http://WWW.ROOFINGCONTRACTOR). COM, CLICK ON “SUBSCRIBE,” FILL OUT THE LITTLE QUES-TIONNAIRE WE’VE PROVIDED, AND THEN CLICK “SUBMIT.”

IF YOU DON’T ALREADY KNOW ABOUT THIS PUBLICATION AND OUR WEBSITE, THEN YOU’VE GOT AN EYE-OPENING SUR-PRISE IN STORE, FOR *ROOFING CONTRACTOR* IS NOT ONLY THE LEADING MAGAZINE IN THE ROOFING INDUSTRY, BUT OUR ONLINE PLATFORM PROVIDES AN ENORMOUS ARRAY OF EDUCATIONAL TOOLS, UP-TO-THE-MINUTE INDUSTRY REPORTS AND PROFILES, CONTRACTOR RESOURCES, AND NETWORKING OPPORTUNITIES FOR ROOFING CONTRACTORS LARGE OR SMALL, COMMERCIAL OR RESIDENTIAL, FOLKS JUST ENTERING THE FIELD OR COMPANIES THAT’VE BEEN AROUND SINCE HECTOR WAS A PUP. AND IN ADDITION TO OUR MAGAZINE AND WEB PRESENCE, WE ALSO PRODUCE A VARIETY OF HUGELY INFORMATIVE E-NEWSLETTERS, POD-CASTS, VIDEOS, AND WEBINARS. AND IF YOU’LL ALLOW ME MOMENT, I’D LIKE TO CONCLUDE THIS LITTLE BIT OF HORN-TOOTING BY ASKING THE DEDICATED AND TALENTED PRO-FFESIONALS WHO MAKE ALL THESE RESOURCES AVAILABLE TO YOU TO STAND UP AND BE RECOGNIZED AS I CALL THEIR NAMES.

SO GENTLEMEN, LET ME INTRODUCE YOU TO MARCIA WRIGHT [TITLE/DUTIES] . . . LIZ OBLOY [TITLE/DUTIES] . . . RICK DAMATO [TITLE/DUTIES] . . . ART AISNER [TITLE/DUTIES] . . . SAM MEUX [TITLE/DUTIES] . . . YAS SHITTA [TITLE/DUTIES] . . . DREW LOCKWOOD [TITLE/DUTIES] . . . ADRIENE COOPER [TITLE/ DUTIES] . . . AND CARISHA FISHER [TITLE/DUTIES]. I’M BLESSED WITH ONE OF THE MOST HARD-WORKING AND CRE-ATIVE TEAMS THAT ANY PUBLISHER COULD EVER ASK FOR. THANKS TO ALL OF YOU FOR MAKING MY JOB SUCH A JOY!

OKAY, THEN; LET’S GET DOWN TO BUSINESS. NOW I KNOW THAT MANY OF YOU ARE QUITE FAMILIAR WITH OUR “BEST OF SUCCESS” CONFERENCE — NOW IN ITS 11TH YEAR — AT LEAST BY REPUTATION; BUT LET ME GIVE THOSE OF YOU WHO’RE ATTENDING FOR THE FIRST TIME A LITTLE BACK-GROUND ON THIS UNIQUE EVENT.

IT ALL STARTED 11 YEARS AGO WITH AN IDEA WRITTEN DOWN ON A PAPER NAPKIN BACK IN [YEAR]. [TELL THE CIRCUM-STANCES OF THAT OCCURRENCE — WHO WROTE THE IDEA DOWN, WHERE DID IT HAPPEN, HOW IT GREW FROM A SCIBBLED NOTE TO THE “BOS” CONCEPT, ETC.] AND FROM THAT SIMPLE IDEA, WE LAUNCHED THE FIRST “BEST OF SUCCESS” CONFERENCE ON [DATE] AT THE [FACILITY] IN [CITY]. SINCE THAT FIRST EVENT, WE’VE HAD MORE THAN [NUMBER] OF ATTENDEES, PRESENTED [NUMBER] DIFFERENT WORKSHOPS AND SEMINARS, LEARNED FROM MORE THAN [NUMBER] EXPERTS AND INDUSTRY LEADERS, AND PRESENTED OUR “CONTRACTOR OF THE YEAR” AWARD TO [NUMBER] OF OUR MEMBERS. WE’LL BE ANNOUNCING THE VERY DESERVING WINNER OF THIS YEAR’S AWARD AT FIVE O’CLOCK THIS AFTERNOON.

BUT THIS “BEST OF SUCCESS” EVENT IS ABOUT A LOT MORE THAN AWARDS AND WORKSHOPS AND SEMINARS. IN FACT, THE MOST IMPORTANT COMPONENT OF THIS CONFERENCE IS THE NETWORKING AND RELATIONSHIPS IT’S DESIGNED TO FOSTER. THIS CONFERENCE IS BASED ON THE CORE IDEA THAT NO ONE OF US IS SMARTER THAN ALL OF US PUT TOGETHER . . . THAT EVERYONE GATHERED IN THIS ROOM TODAY HAS SOMETHING TO TEACH EVERYONE ELSE —

WHETHER IT BE A STORY OF SUCCESS OR A STORY OF FAILURE.

YOU KNOW, THOMAS EDISON ONCE SAID ABOUT HIS LONG AND PROLIFIC CAREER AS AN INVENTOR: *“I HAVE NOT FAILED. I’VE JUST FOUND 10,000 WAYS THAT WON’T WORK.”* AND BILL GATES — YOU’VE HEARD OF HIM, I SUPPOSE? — ONCE OBSERVED THAT *“IT’S FINE TO CELEBRATE SUCCESS, BUT IT’S MORE IMPORTANT TO HEED THE LESSONS OF FAILURE.”*  WELL . . . OUR PURPOSE HERE AT “BEST OF SUCCESS” IS TO HEED BOTH THE LESSONS OF SUCCESS ***AND*** THE LESSONS OF FAILURE, FOR I’D BE WILLING TO BET THAT EVERYONE IN THIS ROOM HAS EXPERIENCED BOTHOF THEM. OUR AIM IS TO LEARN FROM EACH OTHER ALL THE VARIOUS WAYS IN WHICH WE MIGHT HAVE FAILED IN OUR BUSINESSES, AND ALSO THE PRACTICES WE’VE FOLLOWED THAT’VE LED TO OUR SUCCESSES.

SO BEFORE I GET TO SOME FINAL THANKS-YOU’S AND SOME NECESSARY HOUSEKEEPING CHORES, I’D LIKE TO START OFF THIS CONFERENCE OF SHARING AND LEARNING RIGHT NOW

WITH JUST A COUPLE OF EXAMPLES FROM YOU GUYS OUT THERE. I’D LIKE TO CALL ON A COUPLE OF YOU WHO’D BE WILLING TO STAND UP AND SHARE WITH US A STORY OF FAILURE, AND THEN ANOTHER COUPLE OF GUYS WHO’D LIKE TO SHARE A COUPLE OF SUCCESS STORIES — LIKE HOW YOU MIGHT HAVE SOLVED A PARTICULARLY KNOTTY PROBLEM IN THE FIELD, OR HOW YOU ADAPTED A CERTAIN PIECE OF EQUIPMENT TO A NEW USE, OR MAYBE HOW YOU MANAGED TO WIN A PARTICULARLY COMPETITIVE BID. SO LET’S START WITH A STORY OF FAILURE, IF WE CAN, AND WHAT YOU MIGHT HAVE LEARNED FROM IT. AND DON’T BE ASHAMED TO TALK ABOUT YOUR FAILURES; THAT’S WHAT WE’RE HERE FOR . . . THAT’S HOW WE LEARN. HANDS, PLEASE, FOR VOLUNTEERS . . . [CALL ON ONE VOLUNTEER AT RANDOM FROM THOSE WHO RAISE THEIR HANDS]. WHY DON’T YOU START WITH YOUR NAME, WHERE YOU’RE FROM, AND MAYBE THE NAME OF YOUR COMPANY AND YOUR MARKET NICHE. [AFTER HE’S TOLD HIS TALE] GREAT! I’LL BET NOT A FEW OF US HAVE RUN INTO THIS SAME PROBLEM AND WILL FIND YOUR STORY MOST ILLUMINATING. WOULD ANYONE LIKE TO

ASK [NAME OF SPEAKER] A QUESTION? [CALL ON ONE OR TWO OF THOSE WHO RAISE THEIR HAND, AND MEDIATE THE DISCUSSION]

NOW . . . HOW ‘BOUT A SUCCESS STORY. [REPEAT THE ABOVE SEQUENCE] THAT’S JUST FABULOUS, [NAME OF SPEAKER]. THAT’S THE KIND OF BEST PRACTICE THAT I’D THINK A LOT OF YOU GUYS COULD EMULATE. ANYONE HAVE ANY QUESTIONS FOR [NAME OF SPEAKER]?

OKAY . . . LET’S GET ONE MORE TALE OF FAILURE. [REPEAT THE ABOVE SEQUENCE]

FINALLY, LET’S HEAR ONE MORE SUCCESS STORY. WHO’S GOT A “BEST PRACTICE” THEY’D LIKE SHARE WITH THE GROUP? [REPEAT THE ABOVE SEQUENCE]

WELL . . . I HOPE YOU SEE NOW WHAT WE’RE TRYING TO GET AT DURING THIS TWO-DAY CONFERENCE. IT’S TRUE THAT YOU’RE GONNA LEARN A TON FROM THE [NUMBER] OF SPEAKERS WHO’LL BE TEACHING US OVER THE NEXT COUP-LE OF DAYS. BUT YOU’RE GONNA LEARN A HECKOF A LOT

MORE FROM EACH OTHER, BY NETWORKING AND BUILDING RELATIONSHIPS AND SHARING EXPERIENCES. SO PLEASE DON’T MISS ANY OPPORTUNITIES TO MEET EACH OTHER, TO TALK WITH EACH OTHER, TO SHARE WAR STORIES, TO GRAB SOME BUSINESS CARDS, AND START ADDING TO YOUR NETWORK. IN THAT REGARD, INCIDENTALLY, I’D LIKE TO REMIND EVERYONE THAT WE AT *ROOFING CONTRACTOR* MAINTAIN ACCOUNTS ON FACEBOOK, TWITTER, AND LINKED IN, AS MANY OF OUR MEMBERS DO, ALSO. SO IF YOU’RE NOT ON ANY OF THESE SOCIAL-MEDIA PLATFORMS, I’D STRONGLY SUGGEST YOU EXPLORE THEM. THEY’RE FREE TO JOIN, AND THEY’RE AN INVALUABLE TOOL FOR BUILDING YOUR PROFES-SIONAL NETWORK.

BEFORE I FINISH, I’D LIKE TO WALK YOU THROUGH THE NEXT TWO DAYS’ AGENDA, AND THEN CLOSE BY THANKING THE SPEAKERS AND SPONSORS WHO’VE MADE THIS EVENT POSSIBLE.

[WALK THROUGH THE AGENDA, EVENT BY EVENT]

FINALLY, I JUST WANT TO GIVE A SHOUT-OUT OF APPRECIA-TION TO ALL OF TODAY’S PRESENTERS, AND ALSO TO ALL THE SPEAKERS WHO’RE HERE TODAY WHO’VE GIVEN OF THEIR EXPERTISE IN PREVIOUS “BEST OF SUCCESS” CONFER-ENCES. WOULD ALL OF YOU WONDERFUL CONTRIBUTORS PLEASE STAND [MOTION FOR THEM TO STAND AND LEAD THE REST OF THE PARTICIPANTS IN APPLAUSE]. THANK YOU ALL!

WITHOUT YOU, NONE OF THIS WOULD BE POSSIBLE. AND LAST BUT CERTAINLY NOT LEAST, I’VE GOTTA THANK OUR WONDERFUL SPONSORS, WHOSE DONATIONS OF TIME AND FINANCIAL SUPPORT MAKE THIS EVENT THE GEM THAT IT IS. YOU’LL FIND THEM ALL LISTED IN THE PROGRAM FOR THE CONFERENCE, SO LET’S GIVE ‘EM ALL A GREAT ROUND OF APPLAUSE RIGHT NOW [LEAD THE GROUP IN APPLAUSE].

NOW LET ME CLOSE BY IMPLORING YOU ALL TO TAKE THIS OPPORTUNITY TO REALLY GET TO KNOW ONE ANOTHER OVER THE NEXT TWO DAYS, TO LEARN FROM ONE ANOTHER, AND TO BUILD LASTING RELATIONSHIPS WITH ONE ANOTHER.

IN A VERY REAL SENSE, THE ROOFING INDUSTRY IS VERY MUCH A FAMILY, AND ONE OF THE MOST IMPORTANT GOALS OF THIS CONFERENCE IS TO BUILD THESE FAMILY RELATION-SHIPS AND MAKE THEM STRONGER THAN EVER.

THANK YOU VERY MUCH, GUYS, AND NOW LET’S GET ON WITH THE SHOW.

[INTRODUCE THE FIRST SPEAKER/EVENT ON THE AGENDA]

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