

B.L.A.S.T.

BUILDING LEADERS, AUTHORS, SPEAKERS & TEACHERS

Are you passionate about **leading** or **teaching** others
and long to advance to the next level?

Are you looking to launch or strengthen
your **speaking platform** or **writing career**,
but aren't sure where to start?

YOUR NEXT STEP IS TO HAVE A **B.L.A.S.T.**
WITH OTHER ASPIRING AUTHORS & SPEAKERS
AND MILLION-COPY BEST-SELLING AUTHOR **SHANNON**

Ethridge
M.A.



Monthly **ONLINE** classes begin
April 2012 through March 2013

Go to www.shannonethridge.com/blast for more info!

ABOUT SHANNON

What qualifies Shannon Ethridge as your **B.L.A.S.T.** Coach?

Here's 10 examples.

Shannon...

1. became a million-copy best-selling author before her 40th birthday
2. has 20 years experience in youth, women's & marriage ministry
3. holds a master's degree in counseling / human relations from Liberty University and is certified by the American Association of Christian Counselors (AACC) as a professional Life Coach
4. is an internationally sought-after conference speaker
5. has been interviewed by hundreds of media outlets including MSNBC's The Today Show, The 700 Club, Focus on the Family, and Today's Christian Woman magazine
6. worked closely for 5 years on the Every Woman's Battle series with marketing genius Stephen Arterburn, founder of Women of Faith and host of New Life Live! radio show
7. had the privilege of working on 15 books with Liz Heaney, editor extraordinaire for such authors as Max Lucado, Brennan Manning and Kay Arthur
8. has been personally coached by such world renowned media trainers as Joel Roberts (Hollywood, CA) and Gail Yancosek (New York)
9. was awarded the Evangelical Christian Publisher's Association award for Excellence in Publishing for her book Every Young Woman's Battle, which remained #1 on the youth best-seller list for 3 years
10. was one of only 12 authors chosen by Random House to participate in Ferrazzi Greenlight's 8-month Author Coaching Series where she learned many marketing strategies that will also help YOU sell your own books and speaking services

HOW DOES THIS PROGRAM DIFFER FROM A TYPICAL WRITER'S CONFERENCE? <-----

At most writer's conferences you'll hear 30-minute talks given by several different authors or agents over a 1 to 3-day period of time. But you'll be one face in a crowd of hundreds clamoring for the attention and advice of a handful of professionals in the industry. If you're lucky, you may walk away from the refreshment table with a business card or two in hand, but good luck getting them to return your call if you're not already a big-shot in the industry.

With the **B.L.A.S.T.** program, Shannon personally screens and selects participants based on how well your vision and goals line up with what she has to offer. This mentorship opportunity would be the equivalent of spending 12 days relentlessly picking the brain of someone who's successfully walked in the shoes you aspire to walk in.

-----> WHAT DO THE ONLINE VIDEOS CONSIST OF?

This 12-part video series includes:

- Shannon's Secrets of Publishing Success
- Step-by-step Instructions on Establishing/Enlarging a Speaking Platform
- Selected Highlights of Assigned Readings
- Speaker Spotlight (Prepared Speeches & Critiques)
- Tips for Successful Media Interviews

In between monthly videos, you'll connect via Skype with your assigned small group members - other aspiring writers and speakers from all over the world. They'll sharpen you through honest feedback and constructive critique of your video submissions. You'll also learn a lot from watching and critiquing others in the same way.

IS THERE HOMEWORK BETWEEN MONTHLY VIDEOS?

You bet. But it will be the fun, productive kind, not the boring, tedious kind. Each month you'll have assigned reading (2 books per month). Some books will be for spiritual development, because you have to clearly hear the voice of God in order to effectively become a voice for God. Other books may be one of Shannon's favorite fiction or non-fiction works to inspire your creativity. Still other books will be for professional development to help you become a better writer, speaker, or ministry manager. There are no tests, so it's entirely up to you to get as much as you can out of this one-year experience by keeping up with the videos, assigned reading, and small group discussions.



WHAT DOES IT COST TO PARTICIPATE?

Total cost for the one-year program is \$1,800, payable as follows:

- \$50 application fee to be included with your application materials
- \$250 acceptance fee to be paid by **March 20, 2012**
- \$1,500 balance due either as a lump sum, or through 12 monthly credit card payments of \$125 beginning on **March 20, 2012**

All fees are payable by check or credit card, and are non-refundable. In the event that the class has to be dropped due to major illness or unforeseen circumstances, participant will be allowed to rejoin the class the following year without financial penalty.

Assigned books are not included in the cost of the program and are to be purchased directly by the student. A book list will be submitted to you within two weeks of the program start date, and can be purchased new or used at deep discounts at www.amazon.com or other online retailers.

IS ONE-ON-ONE COACHING WITH SHANNON AN OPTION?

As a **B.L.A.S.T.** participant, you can schedule a personal coaching call with Shannon at a rate of \$75 per half-hour or \$125 per full hour. This service is only offered to current and former B.L.A.S.T. participants, not in-lieu-of participating in the program. Instructions for scheduling a personal coaching call with Shannon through the B.L.A.S.T. Administrator will be provided within 2 weeks of the program start date.

ARE THERE ANY GUARANTEES THAT I CAN GET PUBLISHED?

Unfortunately, there are no guarantees in the publishing world. But we do guarantee that if you have fresh, new ideas that meet a “felt need” in the marketplace, Shannon can teach you how to present those ideas through stellar marketing proposals, insightful comparative analyses, and great communication skills. While no one else can get your ideas published for you, these skills can certainly help you get yourself published if you have what it takes!

HOW DO I APPLY?

The application process serves two purposes - for Shannon to be able to discern (1) if YOU possess the raw talent to succeed through this program, and (2) if SHE can meet or exceed your expectations of what you hope to gain through the experience. In order to get a feel for these two things, the application process involves submitting the following for review:

- the enclosed Application Form
- a one-page BIO with recent photo
- a 1 to 2-page devotional about any Biblical character or passage of scripture
- a 3 to 5-minute speaking demo (with or without a live audience)

You may submit a longer speaking demo, but the first 5 minutes may be all that is reviewed. Videos can be sent on DVD or posted on YouTube.com or Viddler.com. Paperwork can be submitted in one of the following ways:

- email at blast@shannonethridge.com
- fax at 501-632-5499
- snail mail at Shannon Ethridge Ministries, PO Box 8836, Tyler, TX 75711

WHEN WILL I KNOW IF I'M SELECTED?

We will do our best to review your application materials within one week of receipt. You should be notified within 2 weeks of your submission whether you've been selected to participate in the program. Deadline for all applications is **March 20, 2012** but because class size is so limited, you're encouraged to apply as soon as possible, as prospective participants will be considered on a first-come, first-serve basis.

IS THERE A WAY TO “AUDIT” BLAST CLASSES?

There is NOW! While we believe you'll get the MOST out of fully participating in the BLAST class as previously described, we understand that not everyone is in a position to committing to “the whole shebang.” Some want to simply watch the videos, but not be expected to connect with a small group each month. Some want to watch all of the videos kamikaze style (perhaps over a 12-week period of time instead of over 12 months), and there are others who want to take it s-l-o-w, perhaps watching only one video each quarter and really diving into each assigned book in between videos. If you're someone who wants to go at your own pace, you can “audit” the BLAST class videos rather than being a full class participant.

Here's how auditing the class differs from full participation:

	Audit	Full Participation
Personal application review & free feedback session with Shannon	No	Yes
Assignment into a monthly Small Group with other BLAST participants	No	Yes
Opportunity to submit 3-4 personal videos for class critique & feedback	No	Yes
Lifetime access to 12 BLAST class videos (3-4 hours each)	Yes	Yes
Assigned Reading List	Yes	Yes
Ability to schedule one-on-one coaching sessions with Shannon	Yes	Yes

> WHAT IS THE COST DIFFERENCE?

The difference in cost is that “audit” students are not required to pay an Application Fee (\$50) or an Acceptance Fee (\$250). Like everyone else, you pay \$125 per month to watch the videos.

HOW DO I APPLY TO “AUDIT” THE CLASS? <

Simply complete the following 2-page form. You do NOT need to send the additional application information requested (personal bio, devotional writing, demo video) to audit the B.L.A.S.T. Classes.

B.L.A.S.T.

APPLICATION FORM

FIRST NAME _____ LAST NAME _____

ADDRESS _____ CITY, ST ZIP _____

HOME PHONE _____ CELL PHONE _____

E-MAIL _____ SKYPE ADDRESS _____

AGE _____ GENDER _____ RELIGIOUS AFFILIATION _____

CURRENT EMPLOYMENT _____

PREVIOUS TYPES OF WORK YOU'VE DONE _____

HIGHEST EDUCATION:

_____ HIGH SCHOOL

_____ BACHELOR'S DEGREE

_____ DOCTORATE DEGREE

_____ ASSOCIATE'S DEGREE

_____ MASTER'S DEGREE

_____ OTHER: _____

COLLEGES / UNIVERSITIES ATTENDED & YEAR OF GRADUATION _____

PROFESSIONAL OR ACADEMIC AWARDS OR HONORS RECEIVED _____

HOBBIES / SPECIAL INTERESTS _____

IN 100 WORDS OR LESS, EXPLAIN WHY YOU ARE INTERESTED IN B.L.A.S.T.

HOW DID YOU HEAR ABOUT B.L.A.S.T.?

<input type="checkbox"/> SHANNON'S E-NEWSLETTER OR WEBSITE	<input type="checkbox"/> FRIEND
<input type="checkbox"/> WRITER'S GROUP	<input type="checkbox"/> AGENT/PUBLISHER
<input type="checkbox"/> LITERARY AGENT	<input type="checkbox"/> PUBLISHER
<input type="checkbox"/> OTHER	<input type="checkbox"/> NEWSPAPER / MAGAZINE

PERSONAL REFERENCE (Someone who knows you on a social level)

Name _____ Affiliation _____
 Email (required) _____ Years Known _____

PROFESSIONAL REFERENCE (Someone who knows you on a professional level)

Name _____ Affiliation _____
 Email (required) _____ Years Known _____

MINISTRY REFERENCE (Pastor or someone who knows you on a spiritual level)

Name _____ Affiliation _____
 Email (required) _____ Years Known _____

HOW WOULD YOU LIKE TO PAY YOUR TUITION? (please check ONE)

I'm applying to the FULL-participation B.L.A.S.T. program. Please charge my credit card:
 (1) immediately for the \$50 Application Fee
 (2) on March 1, 2012 for the \$250 Acceptance Fee if I am admitted to the program
 (3) \$125 monthly for 12 months, beginning March 10, 2012
 -or- **\$110 per month if application is submitted prior to January 27, 2012**

I'm applying to AUDIT the B.L.A.S.T. program. Please charge my credit card:
 \$125 per month for 12 months beginning March 10, 2012

I'm applying to AUDIT the B.L.A.S.T. program and would like to watch the videos
 "kamikaze-style" (self-paced). Please charge my credit card for the entire
 \$1500 and send ALL of the videos immediately.

Credit card information: VISA MasterCard American Express Discover

Number _____ Exp. Date _____

Name on Card _____

QUESTIONS YOU'D LIKE SHANNON TO ADDRESS DURING YOUR ACCEPTANCE CALL:

AUDIT students: Your 2-page application is complete. Please e-mail to blast@shannonethridge.com or fax to 501-632-5499 and disregard the following page.

FULL-PARTICIPATION students: Please also include items detailed on the next page...

B.L.A.S.T. APPLICATION BIO

A bio is a one-page snapshot of who you are, what you're passionate about, and why someone should be interested in having you speak. A relatively professional photo should be included on the page.



B.L.A.S.T. APPLICATION DEVOTIONAL

Create a devotional as you would see in a Devotional Bible, writing about any Biblical character or passage of scripture you choose. Open with a creative title and the passage of scripture you are highlighting, and close with an applicable prayer. Devotional should also be type-written in an easy to read 12-point font such as Arial or Times Roman, and spaced at 1.5 lines with 1" margins. Be sure to include your name on the devotional.



B.L.A.S.T. APPLICATION VIDEO

If you are already a speaker, send a sample of you speaking on DVD or via YouTube link.

If you don't already have a speaking demo, consider one of these ideas:

- Create a 3 to 5-minute video explaining who your favorite Bible character is, why, and how you personally identify with that character.
- Discuss your favorite book, author, or genre of literature, explaining why or how that work inspires you.
- If there is a particular topic that floats your boat and that you hope to write or speak on someday, pretend you have an audience and just speak from your heart for 3 to 5-minutes.



FOR OTHER QUESTIONS
ABOUT YOUR **B.L.A.S.T.** APPLICATION...
email us at blast@shannonethridge.com

THANK YOU!