B.L.A.S.T. WITH
BUILDING LEADERS, AUTHORS, SPEAKERS & TEACHERS

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VIDEO CURRICULUM OVERVIEW

Since 2009, hundreds of B.L.A.S.T. Graduates have brought their writing and speaking dreams to LIFE and BLESSED audiences with LIFE-CHANGING messages!

How does million-copy best-selling author Shannon Ethridge so effectively BUILD Leaders, Authors, Speakers & Teachers in only 12 online video lessons?

Here's an overview of the video content portion of the B.L.A.S.T. Program to give you an idea of what's in store for YOU!

Lesson 1 - Locating Your Lot
(Identifying Your "Niche")

- 5 Engines that "propel" you toward success
- How to "build a ministry from the ground up"
- Discovering what God is doing around you
- Discovering the gifts & talents God gave you
- Personality / Strengths Tests
- Video Presentation / Critique Opportunities
- Tips for most effective video presentations

Lesson 2 - Crafting Your Blueprint
(Picturing Success)

- Long-term Dreams vs. Short-term Goals
- Choosing a Pace & Scope that's right for you
- Overcoming Obstacles to Success
- Understanding the Importance of your Vision
- Crafting a Bio/One Sheet that garners respect
- Considering Titles/Subtitles for future book(s)

Lesson 3 - Breaking Ground
(Developing Interesting Fodder)

- Procrastination vs. Time Management
- Finding GOOD Writing/Presentation Fodder
- Hermeneutics / Interpreting Scripture
- Quoting & Footnoting properly
- Tips for Fruitful Writing and Speaking
- Managing a Book's Overall Development

Lesson 4 - Rather than watching videos for this lesson, you are given the opportunity to CREATE your own "Jokemaster Video" and share your Personality/Strengths Test Results. You can receive feedback/critique on the video from the B.L.A.S.T. Community via the private Facebook page.

Lesson 5 - Laying a Firm Foundation
(Preparing for a Strong Future)

- Being Recognized as an "Expert" in your field
- Creating a Logo / Brand Recognition
- Speaker's Information Packet Sample
- Considerations for Writing/Speaking Contracts
- Developing the STRONGEST Book Proposal
- Writing Query Letters that Publishers will READ

Lesson 6 - Framing a Perfect Fit
(Custom-Tailoring Your Platform)

- Knowing & Catering to your Audience
- Marketing Yourself with Class/Style
- Literary Agents vs. Representing Yourself
- Self-Publishing vs. Full-Service Publishing
- Non-Profits vs. Sole Proprietorships
- Financial Management, Fundraising, Handling Tax Issues, Effective Stewardship

Lesson 7 - Creating Character
(Becoming a MASTER Storyteller)

- Making your message clear, concise & memorable
- Creating CHARACTER in your writing
- Developing Plot, Conflict, Climax, Resolution
- Showing vs. Telling Writing Exercises
- Developing a Powerful Story vs. Backstory
- Curing Writer's Block & Galloping at your Laptop

Lesson 8 - Rather than watching videos for this lesson, you are given the opportunity to CREATE your own "Devotional Video" as well as crafting your own Bio/One Sheet. You can receive feedback/ critique on both of these from the B.L.A.S.T. Community via the private Facebook page.

Lesson 9 - Installing Doors & Windows

(Drawing Your Audience Inside)

- False Modesty vs. Effective Marketing Strategies
- Developing Websites & Blogs that WORK!
- Business Cards, Brochures, Comment Cards
- Building E-mail Databases / Creating a Following
- E-newsletters, Constant Contact, Facebook
- Using Social Media to your advantage

Lesson 10 - Putting Out the Welcome Mat

(Hosting Your "Open House" Season)

- Harnessing the Power of a Press Release
- Landing your own Radio & TV Interviews
- Local Newspaper Columns, Guest Blogs
- Print Ads vs. Magazine Articles/Free Advertising
- Interview Etiquette / Do's & Don'ts on Camera
- Becoming a "Media Darling" such that show hosts want to interview you again and again!

Lesson 11 - Insuring Your Investment

(Keys to Maintaining Your Ministry)

- Measuring Spiritual & Relational Success
- Managing Professional & Financial Success
- Cultivating Physical & Emotional Stamina
- Guarding against Comparisons & Insecurities
- Maintaining Momentum & Future Vision

Lesson 12 - Rather than watching videos for this lesson, you are given the opportunity to CREATE your own "Personal Testimony Video" and receive feedback/critique from the B.L.A.S.T. Community via the private Facebook page.

You are also encouraged to craft a **"NEXT STEPS ACTION PLAN"** to continue the momentum you've built over these 12 lessons, which might include some one-on-one coaching directly with Shannon, or attending the annual **B.L.A.S.T. Next Level 4-day Intensive Workshop** with Shannon and a small group of your like-minded peers in Richmond, Kentucky! Learn more at **www.blastmentoring.com/blast-next-level/**, or email us with ANY questions at **blast@blastmentoring.com**!

Looking to **GROW** Beyond**?**
ACHIEVE Your Goals**?**
Take Your Accomplishments Further with...

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next level

www.blastmentoring.com/blast-next-level/