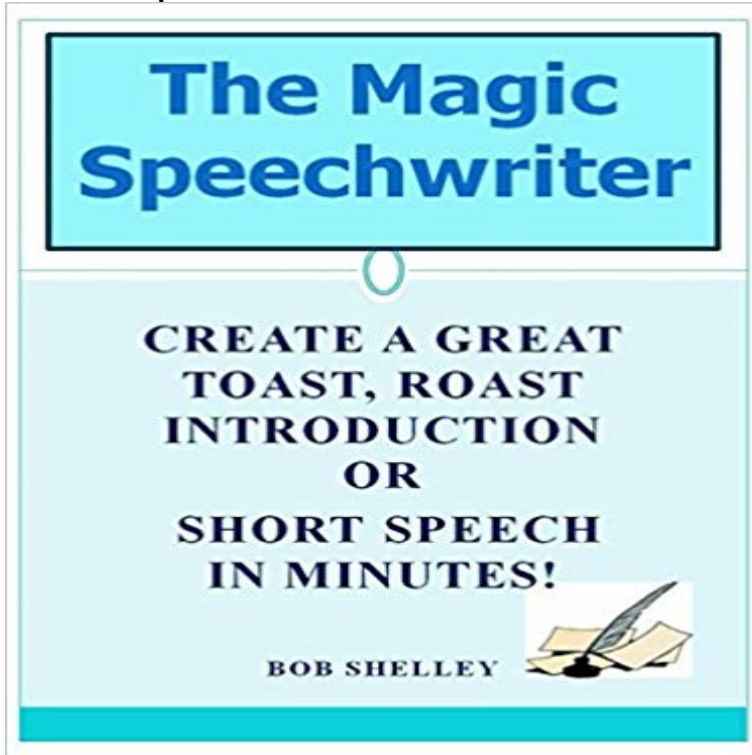


# The Magic Speechwriter: Create a Great Toast, Roast Introduction or Short Speech In Minutes!



This book is the answer to the prayers of anyone who needs a speech in a hurry--a speech with inspiration, motivation, and honed and polished humor. The Magic Speechwriter consists of opening lines, closing lines, themes, insightful observations, motivational quotes, inspirational quips, toasts, sight gags, adlibs, jokes and anecdotes. Writing a speech is easy, the saying goes. You just sit in front of your computer until little beads of blood appear on your forehead. As a consulting speechwriter, Bob Shelley has written thousands of speeches, sometimes as many as a dozen a day for officials and dignitaries of Worlds Fairs and The Olympic Games, many hundreds of which he presented himself as Director of Communications for the Worlds Fairs and the Olympic Games. He has created addresses for business executives, political figures, and entertainers in the United States and Canada. With this book everyone can find just the right joke, story or bon mot to punch up a presentation in a hurry. The material in this book is already being used by top executives of organizations, corporations, educational institutions, government agencies and businesses throughout Canada and the United States including Apple Computers, Atomic Energy of Canada, Bank of Montreal, British Columbia Lottery Corp., Canadian Airlines International, Canadian Red Cross Society, DuPont, Harlequin Books, Husky Oil Operations Ltd., IBM Canada Ltd., Tilden Rental Cars, Journeys End Motels, Manufacturers Life Insurance Co., Metropolitan Life, Mutual Life Insurance, Phoenix Continental Insurance, Professional Road Show Network, Royal Caribbean Cruise Lines, Sterling Drug Ltd., Texaco Canada, The Coleman Company, United States Veterans Administration and Westinghouse. His clients include U.S. Commissioner General Dortch Oldham, who describes Shelley as

the greatest speechwriter I have ever known. That's high praise from Oldham, a public figure, U.S. Department of Commerce official and political warrior for more than half a century. You don't always have the luxury of time to create a speech, says Shelley, and given the crush of events leading to an Olympics or a World's Fair, one learns to fall back on certain tricks of the trade, which give a speech the biggest bang for the buck. I got used to executives calling me on the phone, saying I need a speech on such and such a topic pronto, and grabbing it out of their fax machine on their way to present it. That's how The Magic Speechwriter was born--in the heat of battle. Shelley calls it the Sandwich System. Anyone who's asked to give a speech is knowledgeable about the subject he's been asked to talk about. What he or she needs is to punch it up with salient and witty comments and asides. And Bob doesn't just talk the talk, he walks the walk. In addition to his comedy crafting and speech writing, he is a prominent personality on the Speakers Circuit and a popular professional entertainer, performing as a comic magician and hypnotist throughout the United States and Canada and leaving them laughing and relaxed with his Laughing at Stress program.

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