



# PROPOSAL KIT SAMPLE

## Motivational Speaker Sample Proposal

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Nathan Willowby  
Upward Curve  
5922 Daisy Lane  
Portland, OR 97219

Dear Mr. Willowby,

Thank you for inquiring about my availability to present at your Upward Curve event next year. I am happy to say that I currently have time in my schedule and would be pleased to do a keynote speech and/or lead a workshop.

I believe you'll find all the information you need in this proposal.

If you decide that you'd like to retain me for your retreat, please contact me as soon as possible. My speaking schedule is filling up fast.

Sincerely,

David Amberslee  
Motivational Speaker and Author  
949-555-5599  
[david@AmbersleeSpeaks.com](mailto:david@AmbersleeSpeaks.com)  
[www.AmbersleeSpeaks.com](http://www.AmbersleeSpeaks.com)



# PROPOSAL

David Amberslee is Available to Speak at Your Retreat

Prepared for:

Nathan Willowby  
Upward Curve

Prepared by:

David Amberslee  
Motivational Speaker and Author





# TABLE OF CONTENTS

Introduction .....	2
Motivation .....	3
Growth .....	4
Keynote Speaker .....	5
Bookings .....	6
Venue .....	7
Schedule of Events .....	8
Fee Structure .....	9
Credentials .....	10
Biography.....	11
Endorsements.....	12





# INTRODUCTION

David Amberslee was born into poverty, and his early years were marked by violence and neglect in his home.

When David was seven years old and his younger sister was four, the fights between his parents abruptly ended when his father killed his mother in a drunken rage. With their mother dead and their father in prison, the Amberslee children ended up in the foster care system and were placed in different homes.

David was shuttled between five foster homes until he aged out of the system on his eighteenth birthday. There was rarely encouragement to stay in school, let alone get a real education. Most of David's childhood was spent simply fighting to stay alive.

How can a child overcome that sort of past?

David was determined to make a different life for himself. He wanted that education. He wanted respect. He wanted to make a decent living and be an independent person. He wanted a happy life.

So he set out to get all that. Today, he is Dr. David Amberslee, a tenured professor of Psychology at Stanford University, and the celebrated author of *From the Street to Stanford*, an inspirational biography of his journey to a fulfilling life.

David wants to share his message of learning to leave the past behind, daring to hope, and finding the inner strength to achieve dreams, no matter how large the obstacles may be in life. He is the perfect choice for a keynote speaker and will set exactly the right tone for your retreat.





# MOTIVATION

Motivation is the desire or drive to behave or act in a certain way to achieve one or more goals. That's what David talks about—how to get motivated and stay motivated to change your life for the better. Here are the high points that David's speech will encompass:

- Identifying the obstacles to overcome

David will describe the childhood horrors he endured and the environment he lived in, and how these affected his desire to change his life.

- Forgiving and forgetting the past

It's common for people who struggled as children to become stuck in the past. David's speech will help listeners understand how to move beyond grief, frustration, and anger.

- Planning the journey forward

Attendees will feel encouraged to identify their own paths as David describes how he broke down his grand plan to change his life into smaller achievable steps.

- Celebrating achievements along the way

Every accomplishment deserves a celebration. Listeners will smile as David describes how he kept himself motivated and happy during his life-improvement journey.

- What's next after success?

Sometimes achieving a big dream does not bring lifelong happiness. David will inspire the audience by describing how to find joy in every day and maintain a happy, fulfilling life.

## Summary

All those who hear David Amberslee speak come away feeling empowered to change their lives for the better.





Your organization is in the business of teaching people how to help themselves through personal growth. Hiring David Amberslee to speak at your event will promote the benefits of attending an Upward Curve event in the following ways:

- David's Story of Personal Growth Will Inspire Others

Don't we all want our lives to be more successful? David is an expert at making an audience feel that happiness and success are attainable goals for anyone.

- Personal Growth Leads to Improved Mental and Physical Health

It's a fact: individuals who are motivated and feel a sense of self-esteem use fewer medical services, take fewer drugs, are less likely to become addicted to gambling or substances, and are in general happier, more productive people.

- Personal Growth is Good for Both Business and Individuals

Individuals who feel a sense of self-worth also feel empowered to take on new challenges. Whether they are line workers or managers, employees who have experienced personal growth are more responsible and innovative contributors in the workplace.

- Personal Growth Also Grows Your Business

Everyone wants to feel happier, and everyone wants to be inspired to achieve his or her dreams. Self-help seminars, workshops, and retreats are a growth industry. One successful inspirational lecture can lead to a whole series of seminars for personal growth.

## Summary

David Amberslee and Upward Curve are both in the business of teaching others how to grow their sense of self-worth and esteem and get motivated to achieve their goals. Let's team up!





# KEYNOTE SPEAKER

David Amberslee is a well-known, in-demand speaker for keynote events. He has addressed hundreds of gatherings over the past five years, spreading his message of determination and joy to businesses, charitable institutions, and gatherings of individuals.

With his history of overcoming adversity and rising to the pinnacle of respect and personal success, David can identify with all challenges and goals presented by any audience.

## Background

Through self-motivation and a desire for a better life, David has risen from a childhood of neglect, poverty, and violence to become a university professor, a bestselling author, and a happy husband and father.

## Speech Title

“From Street Kid to Stanford Professor: How I Achieved My Dreams and How You Can, Too”

## Subject

David will describe his history, how he determined what he wanted, how he set about achieving his goals, and how he overcame all challenges to rise to success. The audience will easily understand how David’s experiences compare to their own and how they can design and follow their own paths to a better future.

## Details

With advance notice, David can modify his speech as needed to take between 30 to 60 minutes of time. If desired, photographs and targeted text such as bullet points can be used for visual impact as well.





Ready to book David for your event? He is available for the following:

- **Keynote Speech**

See the Keynote Speaker page earlier in this proposal for more information.

- **Goal Setting Seminar**

David has taught more than 80 seminars on how to set realistic, achievable goals to move toward the successful outcome desired.

- **Motivation Seminar**

What are the best strategies for motivating yourself or others, and how do you keep that motivation strong over the course of time? David has developed proven techniques that he will share in this popular seminar.

- **Forgive, Forget, and Move On Seminar**

Without help, a harmful past event or history can become a lifelong roadblock to success for some individuals. In this seminar, David will share his thoughts and techniques for ditching the past, embracing the present, and planning for the future.

## Summary

David's seminars are designed to be two-hour sessions, but can be modified as desired for lengthier presentations. Notebooks of all important points will be distributed to the attendees.

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