

Martin Luther King's speechwriter keeps dreams of youngsters alive

I have a dream - house

31 MEI 2016, AMSTERDAM

SAMENVATTING

Next to their mortgage, the majority of Dutch people need a loan to fully finance their first home. Clarence B. Jones, speechwriter for Martin Luther King and co-writer of the famous 'I Have A Dream' speech, helps them succeed by writing the perfect pitch.

Banks in the Netherlands can no longer give full mortgage support to people buying their first house. And a 'Mom, dad can I borrow 20 grand?'-conversation isn't a comfortable chit-chat for most youngsters. That's why ABN AMRO bank decided to help. By giving them their own world-leader worthy speech to convince their parents. Written by the co-writer of 'I Have A Dream': living legend Clarence B. Jones.

Dr. Jones will walk you through the process. When you're done you can share your pitch in many relevant ways. But if you really want to make an impression; be sure to practice your presidential skills using the build-in autocue. This speech might bring your dream house a step closer.

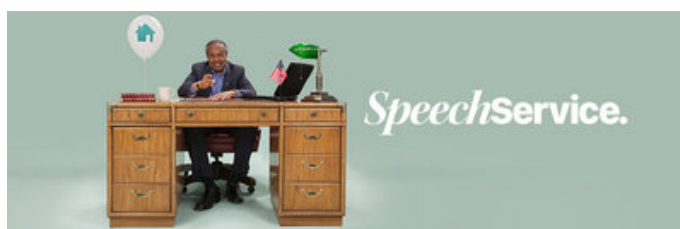
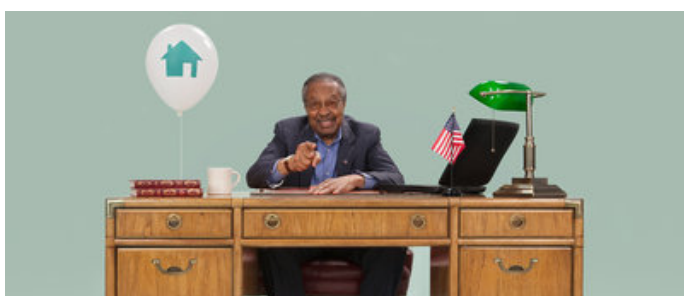



CITATEN

"I may be 85, but I can still rock this keyboard."

— Clarence B. Jones, co-writer of 'I Have A Dream'

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← Step 3 / 6

In what town or city is the house you want to buy?

← REFRESH  

Dear mom and dad,

Where would I be without the love, care . . . and support you've given me over the past 24 years? It has made me who I am. And it has inspired me

I haven't found a house yet

to learn. Inspired me
to reach further



CONTACTPERSONEN

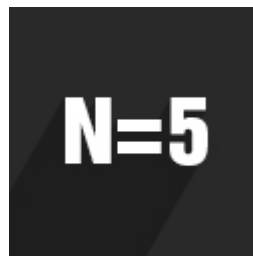


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