**Profitable Speaker Success**

**2-Day Intensive**

**“Create Your Signature Talk”**

Increase your visibility with a Signature Talk that your audience will LOVE, make offers that they can’t resist, fill your calendar with high-paying clients and sell out your programs.

Section I: Introduction & Benefit To Watching

1. Outline Your Talk: Why, What, How To, Exercise:

* Harvard prof. Howard Gardner discovered the four main learning styles to most effectively communicate your message. The simplest way to create your most effective signature talk is break it up into the following 4 learning styles.
  1. Learning Style #1 Why you Should watch
* Come up with 3 Benefits of watching/listening to your signature talk
  1. Learning Style #2 What You will Learn/Discover
* Tell your audience clearly what they will learn today
* Give a results focused outline of what your audience will discover – get them excited!

Big Result #1

Big Result #2

Big Result #3

* 1. Learning Style #3 How to
* Outline what your High Value lesson(s) will be
* (You will teach these lessons in the body template of your signature talk – Lay them out here is just to help create your outline now – you’ll fill in detail later)

Point 1

Point 2

Point 3

* 1. Learning Style #4 High Value Exercise
* Outline your high value exercise
* (You will teach these lessons in the body template of your signature talk – Laying them out here is just to help create your outline now)

1. Webinar Title with Big Promise

* Come up with a Title that sounds like a Big Benefit That Solves Your Customer’s Big Problem
* List 3 Big Promises your customer will get

\* Circle the 1 Biggest Promise your customers want and use that to come up with a sub headline

Section II: Expert Positioning

1. Position yourself as the expert with your Hero’s Journey Story

American scholar Joseph Campbell discovered the Hero’s journey where he discovered that the most famous stories in the world follow a pattern. The “Hero” Archetype – Your story of how you came to be a new mentor allows you to demonstrate your credibility without bragging. This dramatically holds your audiences attention.

Outline in bullet points your Hero’s Journey Story by following the formula below. You can fill in the color and detail later:

* Ordinary World
* Call To Adventure
* Major Challenge
* Confront Biggest Fear
* The Reward
* Return With Elixir
* Customer’s New Future (The Transformation Your Customer Is Seeking- remember, this is why they are listening in the first place)

1. Position your customer’s transformation

* When completing your hero’s journey you will be describing your customer’s new future transformation.
* What is possible from doing your exercises?
* What is the transformation/goal/outcome that you provide that they want?

1. Position/seed your offer:

* Create trust and transparency from the start;

“I will teach and give you as much value as I can in the limited time we have then I promise to show you can get more/take it to the next level.”

* “Like my client \_\_\_\_\_\_\_\_\_, who got the \_\_\_\_\_\_\_\_\_\_\_\_ (Transformation you are seeking) (very short customer success story.)

Section III: Body of Your Signature Talk Template

1. Develop three main points within your high value lesson that you will teach in your signature talk using the following formula;
   1. Pick one piece of your own unique system that you use to solve your customers’ big problems to teach deeply for the body of your talk.
   2. After your deep teaching you’ll give them your “Amazing Formula” solution. This is your unique system where you show how this will help your customer solve their big problem. This will demonstrate your value and know-how and position you as the expert they are seeking
   3. Reveal another customer success story to show proof that your solution works.
   4. By seeding multiple mini customer success stories you will create massive desire for your program.
2. Body of Your Signature Talk Template

When creating your High Value Lesson from your unique system outline use the Why, What, and how to formula

* Why this high value lesson is important (quickly let them know the benefit of this lesson and the problem it solves. Connect with your customer’s pain and your solution.)
* What is the lesson (they may have never before heard of your steps or system and it’s important for them to know what you are talking about.)
* What is the lesson (they may have never before heard of your steps or system and it’s important for them to know what you are talking about.)

Point 1

Point 2

Point 3

Seed your customer success stories during and immediately after the lesson.

3. Seeding Customer Success Stories

* Come up with three customer success stories that you will be able to use throughout your presentation. Outline the customer success story – you can fill in the color and detail later

Customer Success Story #1

Customer Success Story #2

Customer Success Story #3

Section IV: Free Gift offer:

1. In order to collect leads & contact information from the audience a free gift that adds value and gives the audience what they want will help you add people to your list who may not be ready to sign up today but may be great customers in the future. The free gift must add value and make sense as it relates to your signature talk – it’s best if it helps your customer further solve their big problem.

* Create a free gift that they can sign up for on the spot.
  + Download copy of the slides
  + Get e-mailed a template, action checklist, top resources, plan, or file

Section V: Transition to Offer:

1. Here you will show them that they can do it on their own with the information you’ve just taught them or how to take it to the next level (with you.)

* “Now that you have the step-by-step method to getting (more of you want) without having to do (less of what you don’t want) you can go out and develop your own…”
* “You can turn today’s training into information you can use that will make a lasting difference in your business/life/relationship”
* “Here is what you can do with this information to take your business/life/relationship to the next level”

1. Give them an idea of how they can achieve their future desired transformation with the steps you’ve laid out in your unique system. Let them know you’ll give them a summary of the steps in a moment but you want them to give you their full attention as you walk then through it first.

Example: I’m going to give you a summary of the steps in a moment but I want you to listen to me as I walk you through it first. These are the exact steps I took to get (big desired result) and the same steps you’ll need to get the (major transformation you desire) whether you do it on your own or with me. I’ll tell you how you can do it with me shortly.

1. Pass out your “summary sheet” that shows the steps you just covered and invites them to sign up for a one on one consultation with you to have them help you.

Example:

This sheet describes the steps we just covered and it’s also an invitation to sign up for a one on one consultation to see how I can help you get the (major transformation you desire)

1. Walk them Through the benefit working with you in your high end program
   1. Focus 90% on the transformation/ outcome

List top three transformation/outcomes they desire and will get with your program

* 1. Describe 10% on how they work with you

Coaching calls, in person, done-for-you etc.

* 1. Let them know you only have a specific number of limited spaces on your calendar within the next three days just for them and ask them to fill out the form and turn it in right away. You will contact them within 24 hours to set up your one on one strategy session (Qualified, Simple Sales System Call.)
  2. Invite them to take action now and exactly where to turn in the forms.
  3. Inspire them with your heart centered closing thought.
  4. Invite them to meet you at the back table to get them registered and be one of the first to get on your calendar.

Create your Profitable Speaker Team

As a Radical Giver, here is what I have to offer:

1. Whenever I speak on a stage/at an event I always ask the promoter if he/she is looking for other awesome speakers. (They always say YES! Refer your Speaker Team to them.)
2. I’m a member of groups that use speakers/subject experts
3. I have connections to corporations that bring in speakers
4. I am a member of entrepreneurial groups that use speakers
5. I host a Webinar series (or plan to) within the next year and I can interview you
6. I am putting on a Telesummit or online summit (or plan to) within the next year and I can interview you
7. I can refer you to someone putting on a telesummit that you can join
8. I attend tradeshows and can bring you as a guest and introduce you to others
9. I host a Podcast/Radio show/ TV show that features guest
10. I’m putting on an in person event that features speakers/ subject matter experts
11. I can refer/ introduce you to \_\_\_\_\_\_\_\_\_\_\_

Brainstorm your top 5 ways you can create value for your speaking team:

1

2

3

4

5

6

Create your Profitable Speaker Team

People I need to follow up with about **giving** connections:

|  |  |
| --- | --- |
| Name/Contact | Notes |
|  |  |
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|  |  |
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Your Speaker Bio/Profile: Create your Bio/Speaker Profile

Position yourself:

1. Your Background & Expertise
2. Your Customer/Audience
3. Your Customer’s/Audience’s Desired Transformation/ Outcome
4. Your Talk
5. Your Irresistible Offer
6. (Position yourself – Build your credibility) (Your Name) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Has been in the field of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for \_\_\_\_\_\_\_\_\_\_years. List your top accolades; Example: Consulted/ worked for big name companies like abc and xyz create the transformations you desire

While not necessary, if you have them list your other credibility features; Example: Award winning columnist, Best selling Author, featured on TV, or Big news outlet etc.

Connect with your audience through vulnerability in telling people why you do what you do and reveal your. Example: “I’m passionate about helping (my ideal customer) create the (transformation they are seeking) because I struggled with

1. Position your Customer/Audience – “This is for you if (list who your ideal audience is and point out their big challenge that you will teach them how to overcome in your signature talk)”
2. Position your topic and signature talk (I help create this awesome transformation so that they can feel \_\_\_\_\_\_\_\_\_\_\_\_\_\_)
3. Position your signature talk – Main high value lesson Example: “In My signature talk they will discover:

Create your Profitable Speaker Team

People I need to follow up with about **Receiving** connections:

|  |  |
| --- | --- |
| Name/Contact | Notes |
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How to Get Booked Using E-mail

If you want to reach out to organization’s you’d like to approach, here are parameters to follow when creating your e-mail.

Organizers are always looking for speakers to teach on topics their audiences will love. The greatest words an organizer can hear is from an audience member saying “I LOVED the speaker YOU brought in!” In order to get their attention you need a hook that they deem their audience will love or be extremely valuable to them. Create a short to-the-point e-mail that will create a desire for the recipient to set up a call with you right away (or take your call when you make it.)

Your e-mail should be:

* Less than one page or ideally approximately 250 words.
* Link to your speaking page, or simply attach your speaker bio in the e-mail
* Sent to a specific person – the organizer, whom you’ve researched and know they are the correct person and are looking for a speaker to fill an open spot.
* Lead your e-mail with your attention grabbing hooks directed show you can solve the organizer’s audiences’ Big problem with your signature talk. Example; “The Science of Sharing – how to get your content shared to attract your customers now from Facebook.”
* Feature bullet points of your high value lesson, amazing formula and customer testimonial raving about your talk.
* Be specific about the audience that is best suited for your signature talk
* Share the main transformation their audience will receive from the talk

Once you’ve sent the e-mail follow up ASAP by phone, text and Facebook instant message (chat.) You can chat something like “hi, did you get my e-mail?” Remember, these days it may take multiple contacts just to get through, so keep trying. Try to get an introduction from a mutual friend they know, like, and trust. If you find promoters through your Profitable Speaker Team you will likely have that connection.