

## ***Create Your Signature Talk***

### **Set a Clear Strategic Focus**

Describe the exact type of client and client project you would like your speaking engagements to lead to.

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What is the main problem your ideal client experiencing right now that would lead to that type of project? The problem has to be Specific, Urgent, Recognizable, Pervasive & Expensive

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Describe a small first step that would give this ideal client the opportunity to experience working with you *and* “move the needle” at least a little bit on their problem.

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What unique insight or perspective will you bring to your presentation/topic that will position you as a leading thought leader?

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## Unlocking Your Brilliance

It's important that throughout your presentation you seed your services, expertise and the results you deliver for your clients. Take time now to brainstorm as many seeds as you can think of. These questions will help you.

What clients have you worked with?

How many "top" clients have you worked with? (In terms of your geography? Out of the Fortune 500? Within your industry?)

How many years of experience do you have?

How many tens of thousands of hours of experience do you have?

How many states or countries have you worked in?

How many hundreds or thousands of people has your work impacted?

What photos or videos do you have of you in action?

What results propositions do you have?

What other statistics or metrics do you have?

What case studies or client success stories do you have?

What written or video testimonials do you have?

What awards has your work won?

What organizations or "celebrities" have endorsed your work?

What unique credentials set you apart?

What aggregated data can you pull from?

Where have you been quoted in the media?

## Establish Authority

How specifically will you grab your audience's attention?

Top 5 Ways:

- ▶ Story or anecdote
- ▶ Captivating video
- ▶ Staggering data, fact or statistic
- ▶ "Did you know" statements
- ▶ Interactive exercise

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List 3 points of credibility you will weave into your opening few minutes:

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Identify a personal fact or story you will incorporate that will make you likeable to your audience:

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# Intentional Paradigms

Now it's time to preview the journey for your audience and let them know where you will take them in your time together.

List 3 things they should expect from you in this presentation. (Think in terms of: humor, time to ask questions, interactive exercises, stories, lots of facts and data, etc.)

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Are there any rules of engagement you need to cover with your audience? Do you want them to hold all questions until the end of your presentation? Do you want them to actively participate? Are photos and tweeting allowed? Detail your vision for how the session will go.

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List 5 valuable things your audience will walk away with from your session:

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Why is this so important? Why should they care? What is the ultimate payoff?

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## Create the Gap

With regard to the topic at hand, where is the majority of your audience today? Spell out as colorfully as possible 3 characteristics or states of being that describe what your target audience is feeling, facing or experiencing right now. The goal here is to show that you really, truly “get it.”

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List 3 specific elements — it can be a combination of data points, statistics, metrics or real-world examples — that back up what you just described.

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What is this problem costing them? List 3 supporting points. It can be a combination of both statistics/data, as well as more qualitative or descriptive points.

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**BONUS TIP:** This is a great place to use a “scaling” question with your audience. A scaling question asks where on a scale of 1 to 10, with 1 being the worst and 10 being the best, people see themselves on the spectrum. This will tell you how people in your audience view themselves and allows you to adjust your delivery accordingly.

*Example: “On a scale of 1 to 10, with 1 being the worst, and 10 being the best, where do you see your team today in terms of resolving conflict when it arises?”*

# Intentional Paradigms

Draft your scaling question here.

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Describe the "future perfect." What is the vision your ideal clients have for where they want to be?

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What is the ultimate payoff for them if they achieve the "future perfect"? List 3 supporting points. It can be a combination of both statistics/data, as well as more qualitative or descriptive points.

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The next critical element is to help the audience see why, despite their best efforts to date, they *still* have not been able to achieve the results they want, let alone their vision of the future perfect. List 3 points that explain why what they are currently doing won't in fact get them from Point A to Point B.

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List 3 data points or statistics that back up your position.

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List 3 bigger and/or longer-term implications your audience will face if they don't fix this problem?

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## **Deliver Valuable Insight**

Identify the overall strategy, framework or methodology that you will introduce as the “better mouse trap” solution to your audience.

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**BONUS TIP:** This is a great place to let your audience know that you will share as much as you can about this particular strategy, framework or methodology in your remaining time together, and that you also have additional, valuable resources for them, including an opportunity to speak with you privately, if they would like to dive deeper.

Now it's time to identify the 3 key teaching points you will share with your audience. This can be:

- ▶ 3 strategies
- ▶ 3 steps
- ▶ 3-part framework
- ▶ Etc.

**Teaching Point #1:**

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Why does it work?

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What is one actionable step your audience could take now? Or one additional tip you can give about this step or strategy?

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What "seed" will you weave in with this teaching point?

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# Intentional Paradigms

**Teaching Point #2:**

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Why does it work?

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What is one actionable step your audience could take now? Or one additional tip you can give about this step or strategy?

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What "seed" will you weave in with this teaching point?

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**Teaching Point #3:**

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# Intentional Paradigms

Why does it work?

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What is one actionable step your audience could take now? Or one additional tip you can give about this step or strategy?

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What "seed" will you weave in with this teaching point?

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**BONUS TIP:** This is an excellent place to check in with your audience, once again using a scaling question. This time you can ask, by show of hands, how many "points on the scale" they feel their organization would move if they were to implement the three steps or strategies you just shared.

You might, for example, phrase the question like this:

*"Earlier I asked you all where on a scale of 1 to 10 you feel your team is in terms of dealing with conflict when it arises. The majority of the room indicated they are around a 4 or a 5. Now let me ask you this. How many of you feel that if you were to implement all three of the strategies I just laid out would move at least 1 point forward on that scale? Okay, great! And how many of you feel you would move 2 or 3 points forward on that scale?"*

*Awesome! Now, is there anyone here who feels they would move even more than 3 points? Wow. Great. Can you, sir, share why you feel that is?"*

## Move Your Audience Forward

List the top 3 objections you hear from your ideal prospects, as well as how you will address each one.

### Top Objection #1:

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Your response:

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### Top Objection #2:

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Your response:

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**Top Objection #3:**

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Your response:

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**BONUS TIP:** Statistics, data points and real-world examples are a great way to reinforce your response to objections. What are 3 facts or examples you can use at this stage of your presentation?

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Review with your audience all the ground you have covered.

Where they are now (the status quo):

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Where they want to be (the future perfect):

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What they have to overcome and/or change to get there:

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Why it's worth it (the ultimate payoff):

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Now it's time to introduce the next steps.

## **Call-to-Action "Life"**

Make a clear, concise offer for something in exchange for business cards, such as:

- ▶ A PDF copy of your slides
- ▶ Insights paper
- ▶ In-depth case study
- ▶ Research report or study
- ▶ Quick tools or resources
- ▶ Summary of key stats and data points
- ▶ Webinar that covers "part 2" of your talk
- ▶ Other: \_\_\_\_\_
- ▶ Other: \_\_\_\_\_

What do you need to do in order to have your call-to-action “lite” ready to go?

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## **Call-to-Action “Heavy”**

For those in the audience who have even greater interest (i.e. your hottest leads), make an invitation that requires a greater commitment on their part in exchange for even greater value to them, such as:

- Private, 1:1 conversation with you offering customized insight and guidance Assessment(s) – either individual or team
- Interview them for a book, webinar, insights paper, etc.
- Actionable resource such as training video, toolkit, implementation guide, etc.

## **What will your call-to-action “heavy” be?**

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What do you need to do in order to have your call-to-action “heavy” ready to go?

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