

Present with Confidence: Signature Speech Template

- 1) **Shared Challenge** – Struggle I face that’s exactly the same as what the audience is struggling with. (Creates connection)

- 2) **Impact** of my topic. Why is it so important to *their* life that they listen to my talk? (3 key points)

1. _____

2. _____

3. _____

- 3) **My Story** - challenge to success that demonstrates the type of change that is possible for them.

- 4) **(Short, clear List-Build Call to Action** – i.e. pass clipboard to sign up for valuable freebie) – only goes here if you have a larger Call to Action at the end. If overall Call to Action is your freebie, only have one and it will be at the end in step 9.

- 5) **Teaching Points (my system)** – the 3-4 easy steps they can do right away to get closer to what they want.

1. _____

2. _____

3. _____

4. _____

- 6) **Testimonials** – here are specific, compelling results people have had using this system.

7) **Caution!** Common mistakes people make in taking these actions, or industry myths to watch out for.

8) **Make it personal** – 1-2 questions or “imagine...” statements for audience to feel application and impact of making this change in their own life.

9) **Invitation** – Specific Call to Action of how to work with you

- a. offer only one product or service, low-cost unless you have more than an hour with them and you’re expert at selling from the stage
- b. Keep description brief, focused on benefits/outcomes
- c. Order forms are handed out now (in silence) or with handouts/worksheets ahead of time.
- d. + one simple action (not doing business with you) that if they do or practice, will change their life.

10) **High Note** – Inspire and rally your audience around your message (short).
