

Action Guide - Module 4:

KEYNOTE CONSTRUCTION FOR MAXIMUM REFERRALS



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**Land repeat
business and
'wow' your
clients.**

Overview:

Discover how to create your presentations in a manner that maximize your referrals and win repeat business.

Background:

Every successful business has something to sell. Your 'product' is your speech. So, we are going to focus on getting a crazy good speech!

You can't create a great demo video, nor can you get referrals to paid gigs (both are deliverables we'll get to later in this course) unless you have a great product that meeting planners want!

Therefore, we're going to focus on creating a speech that sells itself and gets you referrals.

Please note that while this process will have elements that are similar to what you've previously learned about how to construct a great speech, but there are several major elements that will be different. You must not ignore these! So pay close attention, and let's make you a great speech!

The Process:

Step 1: Create an Engaging Opening in Your First 7 Seconds.

Make it impossible to pay attention to anything else in the room! Do this by physically manipulating the audience. You are essentially training your audience to be great audience members! This will also put the meeting planner at ease right off the bat.

Get them involved by doing something with their bodies... OR move into their space.

Examples: Get them to clap. Have them tap their neighbor or say something back to you. Get them to stand up. Start from the back of the audience or on a chair in the audience.

The Process, Continued.

- ☐ Decide on one of the suggested methods or decide on your own method for engaging the audience in your first 7 seconds.
- ☐ Rehearse your opening until you are entirely comfortable with giving it at any moment!



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Step 2: Convince the audience they have same problem the meeting planner believes they have.

Naturally, you must know what problem the meeting planners think their audiences have! This is why the previous modules' work was so important!

You can best convince your audience by telling a story that convinces them that they have a real problem... and that problem *just so happens* to be the same problem that the meeting planner has with them! Of course, you don't state that their superiors have this problem!!

- ☐ Write your intro 3-5 minute story. Make the 'point' of the story that the audience has a problem and a need for your solution.
- ☐ Rehearse your attention-grabbing opening and your intro story until they're second-nature.

Step 3: Tell the audience what's going to happen during your time together.

It's like a movie preview. Tell them what you're going to tell them. Present yourself as having the magic bullet for your solution. Do this in 1-3 sentences.

- ☐ Write your 1-3 sentence roadmap, alternatively, leave a blank space in your presentation outline to come back to this after you've written your speech.

Step 4: Display your credibility and relatability.

Convey a relatable backstory (your bio) that paints you as someone who was once exactly where they are right now. Paint your past pain! Then, once you've identified, go into how you discovered your magic solution and/or silver bullet.

You're now a friend with a solution.

- ☐ Write your backstory and the 'discovery moment' for how you found a solution to the same problem they have.
- ☐ Memorize and rehearse your discovery moment.

The Process, Continued.

Step 5: Give them the steak!

Present your solutions. Actually empower them, giving your strategy or solution. Train them to master your lesson, or at least get them going in the right direction.

Make it in this format:



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Step/Point 1:

- Soft point (hint towards what's coming).
- Story (concludes with the point).
- Engagement/humor (enforce the point with physicality).
- Hard point conclusion (drive home and state clearly your request.)

Step/Point 2:

- Soft point
- Story
- Engagement/humor
- Hard point conclusion.

Step/Point 3:

- Soft point
- Story
- Engagement/humor
- Hard point conclusion.

Meeting planners will start to think, 'Other groups need to hear hear this! This helps!'

If you only have one big point or a short period of time to speak, just cover 1 large step or point.

☐ Rehearse your entire speech up to this place in the talk.

Step 6: Butter up the audience and butter up your meeting planner.

- Get them to affirm that they were helped by your message.
- Then get them to thank the meeting planner.



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The Process, Continued.

Step 7: Sell Product, Future Speeches, and Ask for Action

You've earned a window to offer you products. So,

- Sell ONE item or one package. Don't confuse buyers!
- Make it clear that you're available for future speeches.
- Ask for the audience to take action based on what you taught.

- ☐ Rehearse your pre-conclusion, including your 'butter-up' process from step 6 and your 'ask.'
- ☐ Once you've got it down on it's own, rehearse it in conjunction with your entire speech.

Step 8: Use a 'Bowtie' Conclusion.

Finish your intro story and recap your 3-step solution.

- ☐ Rehearse the 'bowtie' conclusion, finishing the story from your intro or adding an unexpected element.
- ☐ Rehearse your entire speech as a whole, timing it.

Congratulations! You've finished writing a keynote that will get you referrals and repeat business! Be sure and rehearse and have the whole speech down pat!

☐ Read the related 'Ian Griffin' article:

<http://www.exec-comms.com/blog/2011/08/04/how-to-write-a-keynote-speech-secrets-of-masterful-presenters/>

☐ Watch this Patricia Fripp video:

https://www.youtube.com/watch?v=0HhzZVQS_xc