

Action Guide - Module 4:

KEYNOTE CONSTRUCTION FOR MAXIMUM REFERRALS



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

Yes! You are moving ahead in 'The SpeakerCareer Kickstart Guide.' You've got the foundation for moving forward. You understand what meeting planners look for so that you can successfully market your speech.

So now it's time to start creating the seven deliverables that I promised you in module one of this course. The first three that we're going to be focusing on are, first, a speech that sells itself and gets you referrals. That's what this particular module is all about.

The next deliverable is referrals to paid gigs. I promised you seven referrals paid gigs. After that, we're going to get your demo video together. We can't get to those referrals to paid gigs and we can't create your demo video unless you first have a speech.

So that's what this module is all about: constructing a speech that meeting planners are going to rave about.

They're going to be thrilled that you were there. The audience is going to love it. The meeting planner is going to refer you out and your speaking career will expand exponentially.

Let's dive in. It is important to note that this is going to be different from a 'Toastmasters' talk, the speech construction that you learned in speech and debate class, the kind of talk you'd deliver in a corporate presentation, or a graduation ceremony, or anything like that... this is different. Those all have their purpose. If you have training or experience giving those types of talks, fantastic. A lot of this will sound familiar. However there are going to be tiny little nuggets that are extremely important to pay attention to. If you get these wrong you will be shooting yourself in the foot when it comes to actually getting paid gigs.

OK, here's how to construct a speech that sells itself and

Step number one, create an engaging opening.

The first thing that you've got to do within the first seven seconds taking the stage is to make it impossible to pay attention to anything else in the room. So, what are those things that are going to be distracting people? Other people. Audience attendees coming through the side door or backdoor during your presentation. People getting up to go to your bathroom. Physical distractions like this that are in the room. Noises from outside of the room can be another distraction. Additionally (you probably already guessed it) cell phones and iPads in people's hands. That's a tricky one because oftentimes people are taking notes on their cell phone or iPads.

Here is how to overcome all of these within the first seven seconds that you take the stage. You physically invade the audience. This is a tactic that I learned in a fantastic book called, *How to Hold an Audience in the Hollow of Your Hand*. It's a very short, great guide to speaking. In fact, the guide at the very beginning of the book is all you need to go through because the rest of it is pre-canned stories for speakers. The author talks about physically invading the audience. So what I will do in the first few seconds of my talks is have the audience physically involved with me. Or, I will invade their space so that their heads have to turn to look at me. As a climber, something that I have often done is rappel down from the ceiling after my introduction. I've become known for doing this. So I'll connect up to the rafters and be hidden until they introduce me and suddenly a rope plops down from above the audience's head. Then I physically descend into an aisle invading their space.

The stage ends up becoming akin to a television for a lot of people. They're sitting in their chairs and the audience has a stage in front of them. We're so conditioned to watching television that audience members don't know how to be respectful to a speaker.

So you have to remind them, "hey I'm a human being. I'm actually here. I am with you. I am in this very room with you and anything that you do - whether it is be distracted, distract me, or talk to your buddy next to you - all of that affects this entire thing and everyone else in the room. We're all in this together. I need your involvement in order for this to be a working presentation. This is live. This is now." You're training them in that first seven seconds how to be an engaged audience member.

So you're not a climber. 99% chance, I'm guessing, you're not a climber. You're not going to be rappelling in from the ceiling. So what can you do? A great way to get the audience's attention is to have them clap. And so you'll often hear speakers do something like, "if you can hear my voice clap once. If you can hear my voice clap twice." That's something I do a lot with teenage audiences. If there's any chatter that starts, this loud bang causes the entire audience to shut up. Even better, because their hands need to be free to clap, they can't use their cell phones. See where I'm going with this?

**Physically invade the audience.
Make it clear that you own the room for the time you're on stage.**

You can also have them tap the person in front of them or behind them. They can tap the people to the right or left of them. Have your audiences do things like this or have them do a combination of all of these things. Making the audience stand up or say something when you start your speech makes them realize, “whoa, this guy is invading my space!” Or, “this lady is rappelling in from the ceiling,” or “she’s coming in from the back of the room,” or “she’s starting her speech by standing on a chair in the middle of the audience.” They have to turn their heads to look.

In the first seven seconds of the speech, you need physically involve your audience. This gets them engaged with you and reminds them that you are not going to be another boring presenter.

As a side note, most audience members, from my experience, start with the preconceived notion that when they sit down to listen to a speech they are going to be bored. Therefore, if you can convince them within that first seven second period that this is going to be fun, that it *might* be exciting, you’ve got them in the palm of your hand and you’re going to be off to a great start.

The other thing that this does is it gets the meeting planner instantly comfortable. They’re going to look at you commanding that audience and say to themselves, “oh thank you! You know what you’re doing. You’re not going to suck.” That’s really what everyone’s fear is. Not even “please be great.” Just “please don’t suck.” They’re secretly thinking, “please don’t waste our time for the next hour that you have on stage.” So that’s step one, invade the audience get their attention.

Solve the problem that the meeting planner has with their audience.



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Step two is to sell the audience that they have the same problem that the meeting planner thinks that they have.

This is an important part of what why I told you that you must understand what your market needs and that you have to be passionate about your market. Because you also have to be on board with what the meeting planner's problem is with their audience. The way that you do this (this early in the talk) is by telling an engaging story or capturing their attention in some way that then leads you to be able to convince the audience that they have this problem.

Let me make this a little bit more clear by giving a real example from my own talk. I gave this talk for years and it worked like a charm. I would begin by invading the audience and getting them physically involved. Then I would tell a pretty funny and scary story about descending from a mountain in Colorado. I was indirectly struck by lightning. The blast of the lightning hit me and it burned the hair off of my leg.

I then instantly transition this mountaineering story into a lesson about life pursuits being ineffective without effective leadership, clear goals, and deadlines. I pack this all into about a two sentences during the speech.

Everything went wrong and then suddenly I am talking about the need for leadership, goal setting, creating deadlines to get to your goals.

Now I am speaking to the meeting planner's problems with the audience. So, I get them on board, seeing that without the stuff I'm going to talk about in my talk, things go haywire. Now the meeting planner is saying to themselves, yes they are engaging my audience, they're professional, and they are going to speak about what I need my audience to hear about. This is perfect. By now your meeting planner will be relaxing and thinking, "oh yeah, this is going to be great."

I've spoken a lot about this little introduction here. Let me just note that this is a 3 to 5 minute process. So in your first seven seconds you've invaded their space and involved them. You're not getting up on a stage saying, "is this thing on? Is this microphone working." You're not saying, "I'm sorry I'm just frazzled because my flight got in late last night." The audience doesn't care. Get them physically involved first.

**Physically invade the audience.
Make it clear that you own the room for the time you're on stage.**

Then, tell a story that shows and convinces them that their problem is in fact real.

And it just so happens to that shows and convinces them that their problem is in fact real. And it just so happens to be the problem you're going to fix. AND it just so happens to be the same problem that the meeting planner has with the audience.

If you start your talks like this in the first 5 minutes, the meeting planner's going to be thrilled. Your audience is going to be wrapped up in the palm of your hand. You're also a great start.

So what do you do next? You tell the audience exactly what you're going to do up there on that stage! Tell them what they're in for.

This is called a 'roadmap' in public speaking. You may have already learned this technique. It is why we watch trailers before we go to movies. We want to see what the movie is going to be about before we fully commit to watching a two-hour long movie. So the audience needs the same thing from you before they commit to giving you their attention. For them to fully buy into what you're talking about, you need to give them a 'roadmap' preview of what you'll be talking about. This is two or three sentences max.

So you're going to just tell them what you're going to tell them. That's another classic method of constructing a great talk. It's: tell them what you're going to tell them, tell them, then tell them what you told them. It's not that simple when you're getting paid for it but those components should be in here. This is that first component. You're telling them what you're going to tell them.

So, you've got your engaging opening. You have a story that leads to the meeting planner's problem. Finally you're going to give them an overview of what your solution is for their problem (that you've now convinced them is in fact a problem that they have).

Step four is what speakers love the most, typically.

You get to - in fact you need to - talk about yourself. You need to demonstrate why you are credible and show the audience that you are similar to them.

You're creating rapport so that they continue listening to you. Often, just by standing on stage, audience members feel a disconnect like, "That's the great speaker up there, I'm just humble little me sitting way down here in the 18th row. How could I get anywhere close to that person on stage who is clearly successful?" That's what the impression many people have of people on stages. "That person's on stage. They are successful." It happens even at the smallest of meetings. You want to bridge this gap. The way you do this is by conveying real stories about you and demonstrate that you have the credibility to solve these issues.

Example: when I speak to teenage audiences I show photographs of me as a teenager. Then I will talk about what my teenage life was like when I didn't have goals and when I had no leadership skills. I then describe a turning point, a trigger, a significant moment when I learned the solution. It's the same solution that I'm going to teach them in the speech. I then give them a little taste of what I've done with my life since learning the goal setting and leadership techniques that they're about to learn. I make it appealing to have my magic bullet solution. If you integrate this element, it creates a brilliantly smooth transition from your roadmap to your solution.

So you go into your backstory and you make yourself real and relatable by painting your pain. You show them how you were once hurting and what your life was like before you had the solution.

Then 'ahh!' The trigger moment comes along and you show how your life benefited after learning the solution. After you've aggravated their pain and made the solution appealing, you can say, "let's dive in and discover exactly what this solution is" and your audience will be onboard. You have already aggravated the pain caused by the problem they have. Now you're going to show them this magic solution, this trigger point, the magic wand. I don't want to minimize your solutions by saying it's like a magic wand, but it's sort of a silver bullet that you have gone through hell and high water in order to obtain. Now you're delivering it to them.



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You are like them. You are similar to them. Now as a friend and equal who understands their pain. You're also giving them incredible gift that you received in your life.

Creating this flow lets them settle in and say, "okay this guy's like me, I'm excited because of this movie trailer preview he gave. I'm going to settle in for the long haul."

Up to now you're just 10 to 15 minutes into your talk. That's it. That's all that this takes. I'm talking about a 45 minute presentation. You need to adjust accordingly, especially if you have only 15 total minutes to talk.

Your audience is going to be wrapped up in the palm of your hand

Now is time for the meat. This is where you give your actual solutions.

What I love to do is give a three point simple solution. I say, "if you should remember anything from my talk today, these three points are it." If I talk to somebody afterwards and I say, "hey, what did you take from of my talk?" and they can say these three things back to me, I feel like that's a successful talk for me. If you start your talks like this in the first 5 minutes, the meeting planner's going to be thrilled. Your audience is going to be wrapped up in the palm of your hand. You're also off to a great start.

They can come up and say, "oh my gosh you changed my life! That was so inspiring. I'm motivated and I want to change my life for the better!" ...That's great and dandy but that feeling typically goes away after three or four days. However, if they can leave and say I remember the three action steps, the important takeaways (your solutions!) that you're providing to them, now you're going to change people's lives for the better. This is where you deliver the goods. If the meeting planner's all riled up and excited, thinking, "yes this is going to be perfect" but you don't actually deliver the goods, they are never going to refer you out and they're not going to invite you back.

The bulk majority of your talk is actually delivering whatever value it brings. It's the solution to their problem.

So there are four glossary vocabulary terms that I'm going to teach you right now. Underneath each of the three main points you're going to put these four sub-concepts or ideas. Just go, in order, straight through these four things. They are

1. a soft point
2. then you're going to tell a story
3. then you're going to engage the audience or give some humor
4. then finally you're going to give hard point.

Essentially, a soft point is stating your concept in a gentle way.

As an example, in my "Climb On Success" formula, the first component that I teach audience members is to 'pick a summit.' That is, I implore the audience to create goals for themselves. I am very gentle about it in the beginning and I say "the first step to climbing any mountain is to not go up every mountain in the world. Rather, you pick a specific peak. That - and only that - is your goal for the day during for your mountaineering expedition." See? It's a soft point. I'm not getting too detailed or powerful but I'm hinting towards and setting the stage for what's coming.

Then, you tell a story.

Talks are all about stories. All great religious leaders of history used parables and stories in order to convey their points. This is how humans emote and best embrace lessons. If you get on stage and give a highly technical talk - even if it's supposed to be a highly technical talk - you're going to lose the audience. You need to have engaging stories.

Next is humor or audience engagement.

I will mix these up (using both humor and audience interaction) across my three points. I usually try to get people up on their feet in point two and then in point one and three, I'm making people laugh. I will toy around with physically engaging them through all three points. I will also toy around (in shorter talks especially) with just making them laugh throughout all three points of the presentation. So, that's sub-point three.

Sub-point four is to give a hard point.

This is where you drill in what you're coming across to teach in this specific step of the solution. You say as clearly as possible why this step matters. So up until now, I have created that soft point. It's, "in order to climb up the mountain top you need to set goals for yourself." Then I have a supporting story and either humor or physical interaction. Then finally, I take the equivalent of a full paragraph of time and I drill home that setting goals is how you create your own destiny for yourself. This is the most important thing that you do in your speeches. It's the grand finale, or the culmination of each of your points. This is where I boldly and unequivocally state my solutions. I'll talk about why leaders cannot be leaders unless they have goals in front of them (who is going to follow someone who has no direction?) This is where you drive home this specific point. So explain unequivocally why it matters and tell them what what they need to do. What action steps do they need to take? This is where I will tell my audience members to create a list of 25, 50 or 100 goals for their lives and to make their own definition of success to be about achieving those self-defined achievements. This is where I bring the punch and actually state, "here is what to do, here is why this matters so much."

So that's the difference between a soft point, which delivered in step number one, and a hard point.

Between these two, and in order to sort of warm them up to the hard point, you give a story and a bit of humor/engagement. Then you drive home your hard point. The audience will be ready.



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That's what goes into one single step of your solution. So all you do is just take this pattern and repeat it for all three of your steps.

So, you deliver your magic bullet in the form of these three points, or one major point, with these four sub points underneath it.

Point

Soft point
story
humor/engagement
hard point

**Your audience is
going to be
wrapped up in the
palm of your hand**

You've done this three times so that you've gone through the bulk majority of the time that's been allotted to you. In a classic 45-minute keynote, that means you've spent 10 to 15 minutes with the first three items. You have invaded the audience and physically engaged them. You've told a quick story which convinces them why the meeting planner's idea of what their problem is actually is their problem.

You've then given them a roadmap of what you're going to cover in the talk. You've established your credibility and made yourself like them, yet you have this magic solution. So if you spent 10 to 15 minutes doing that you're then going to want to spend 25 to 30 total minutes delivering your three main points.

If that amount of time intimidates you just think of it as three individual 8 to 10 minute speeches. That's easy. If you're thinking about a professional speaking career, you should be comfortable giving an 8 to 10 minutes speech. If not, get that time under your belt at Toastmasters and don't let it out of your mind as in the realm of possibility.

Remember that it's okay to be nervous. I get a little nervous in front of every audience that talk to. But you need to have the ability to give an effective 8 to 10 minute talk.

So, what do we do next after we've delivered another 25 to 30 minutes of our actual solution?

It's time to butter some people up!

You first want to butter up your audience. Then you want to butter up your meeting planner. Here's the way that you do it:

I will, after delivering the three points of my solution, ask the audience, "by a show of hands, how many of you got something good out of this presentation? How many of you are you glad that I was here and you were inspired, have had some great takeaways, or were reminded of something you needed to hear again?" And I will sort of like go on like this until every hand is up.

For example, if I just said, "how many of you guys left here more inspired than you've ever been in your entire life, raise your hand," some people who are critical (like I would be) in an audience are going to sit back and think, "well I was more inspired when I watched *Braveheart* in 1995" and they'll not raise their hands. So instead I'll give them multiple options to choose from and one of the options will certainly be true.

Once everyone has raised their hand, I will compliment them directly saying, "you guys are awesome. Thank you so much for having me here. But hang on." Right before I say hang on, people will kind of start to clap. So I say hang on to get them thinking, "I'm not supposed to clap yet?" They think I'm going to be done.

What I'm doing is diverting this clap to the meeting planner. In a live presentation it would go like this: "you guys are awesome thank you so much for having me here," they begin to clap and then I say, "hang on. One second... The person who made this whole thing happen.. in fact, the only reason you are here getting this great information is because of one person who really needs to be thanked. As a speaker, the best compliment that I can give - or receive - is a standing ovation. This particular person needs to have the craziest, wildest standing ovation that you've ever given in your life. Here they are..." and then I'd name them and ask the audience to give the meeting planner a standing ovation.

Without fail, the meeting planner lights up.

So what you've just caused to is to make every single member of the audience to raise their hands say, "I'm inspired. I loved the whole thing. This was great. My life is changed (all these little hand-raising questions that you go through). As the audience is just about to give you recognition to you for having done this, you divert the recognition to the meeting planner and explicitly say, on stage, that this whole process took place because of the them. You're giving them the attention, the reward, and the recognition. Back off of your own ego, back off of your own desire for a standing ovation. Give it to the meeting planner. If you do this they're going to love it. The first time you even try it they're just going to light up.

They are going to be infinitely more inclined to refer you out, to write you letters of recommendations, to affirm you, to put themselves in a video testimonial, to give you a written testimonial, and all these deliverables that you're getting from this course, this is huge in making them all come to fruition.

You've now buttered up the meeting planner and you have a little window that you've bought yourself to sell your product and give additional value.

So this is what I will quickly say: "hey I've written this book. It's called, 'Climb On! Success Strategies for Teens,'" if it's a teenage group or whatever my product is for that specific audience...



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"And if you would like to take a little bit of me home with you or if you want to get more success strategies, or if you want to continue to be inspired, reading this book is the way that you can do it. Your copy is at that table (point) at the back of the room for just \$10. I'll be happy to sign your copy. I take credit cards and I can give you a receipt so that you can get it refunded as an expense if you're a teacher or advisor." That's all I do. It is not a hard sales push, especially for teenage audiences.

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The last thing that I do to finish up my talk is give an unexpected conclusion to the first story that I told at the very beginning.

Back to the story of when I was struck by lightning... I never actually finish the story. I just leave it hanging. So what I will do is create what's called a 'bowtie conclusion.' I'm going to reference that story again by saying, "hey remember when I was coming down from that mountaintop and was struck by lightning? I never finished that story." Then I'll finish the story and recap my three major solutions.

I don't need to go into the details of the story with you here right now but I will finish the details of what happened. And then I will repeat my three-step solution. Then I'm done. "Thank you guys so much for having me again you've been a fantastic, come see me in the back, get your photo." Then I'll get off stage, shaking the hand of whoever comes up after me.

That's the formula that will get you repeat business. That will get you referrals like crazy because it's not about you. It is about you solving the meeting planner's problem.

You just need to shift your focus to solving the meeting planner's problem by telling the audience that they actually have the problem the meeting planner believes they have (make it authentic) then solving that problem.

Use this formula. Download the worksheet. Use it. When you construct your talk in this format, you're going to do great. I mean, I start smiling real big right now because you're going to knock it out of the park if you incorporate this whole formula into your keynote. Do it now. That's your homework. Start creating your keynote.

I'll see you in the next module.

Earn your sales pitch, both with the meeting planner and the audience.