

CRAFT YOUR SPEECH

Introduction

- ◇ Who You Are (Expert Statement) + Time and Topic
- ◇ (Expert Status) if not established must be in the introduction
- ◇ Your Attention Grabbing Story
- ◇ State the Problem & Transformation
- ◇ Gathering Question(s) (how many of you struggle with X? How many struggle with Y?)

Transition – Quick review of what you covered (Key points) and ask questions. Wait for audience to answer (1 or 2 people) and reward with a prize to those who answer (the bribe)

Main Points (1-5 talking points)

- ◇ Problem/Myth/Misconception/Truth
- ◇ What happens if you don't turn it around?
- ◇ Tip / idea / strategy
- ◇ Example or story
- ◇ Start to plant the seeds where they can learn more / what's still missing)

Suggest the Next Step (Begin to talk about this last 30 minutes of your speech)

- ◇ The Phew! (Now they are happy they know this info!) Review!
- ◇ What happens if nothing changes?
- ◇ What they Need for a Full Transformation
- ◇ How They Can Get it

Make Your Offer

- ◇ Invitation to take the next step
- ◇ Value vs. Price Juxtaposition (provide two contrasting ideas so that the differences between them are emphasized)
- ◇ State your Guarantee / what results will they get
- ◇ Price Drop

Specific Instructions

- ◇ Your Gift to Everyone: Freebie & Newsletter (Don't say "FREE" but what do they get for no cost in addition the purchase today?)
- ◇ How to enroll for the next step
- ◇ What to do with enrollments (How will they begin after they purchase and enroll in program?)
- ◇ Referrals (& Testimonials. Always ask for these!)

Conclusion

- ◇ What happens from here if they do/ "Imagine if I waved a magic wand what would your life be like?"
- ◇ Why you hope it happens for them/ Tell them how great life is when they do take action!
- ◇ Get them into Action!
- ◇ Give the gift away (Collect your forms and draw winner(s) for your Offer and get their info)