

Dental Consultant Master Academy

evolve ■ emerge ■ influence

Action Sheet – Week 47 Creating Your Speech Part IV

Steps to Developing a Successful Speech

1. Plan Your Speech
2. Prepare
3. Practice
4. PRACTICE! PRACTICE! PRACTICE!
5. Use Body Language and Tone of Voice
6. Create an Outline

Ways to Be Memorable:

1. Brand identity
2. Be unique
3. Be polarizing
4. What words describe YOU?
5. Be consistent
6. Be conscious of where your brand shows up

“Be your authentic self and people will connect with you and love you!”

Five Steps to Speak and Sell (Tips to remember these steps)

1. Planet front of auditorium = “Plan your speech”
2. Books stacked on left of auditorium = Book it!
3. Kraft Mac n Cheese on back of auditorium = Kraft Your Speech
4. Rock lodged on right side of auditorium wall = Rock Your Talk! Take Charge!
5. Middle of the room the chairs filled with money = Make Money!

List Your 3 Hot Topic Titles

- 1.
- 2.
- 3.

List 10 Study Clubs, Dental Associations, and Various Groups to Send your Speaker Package

(Get this from your excel spreadsheet. This is a gentle accountability action)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Do you have an attention grabbing intro for each of your 3 speeches?

Yes ___ No ___

If you answered no, go to your calendar and write a date to get this completed.

If you answered yes, write a few key words to explain your key points to help you remember that attention grabbing intro:

Speech #1:

Speech #2:

Speech #3:

Have you planned what you can promote (speak to sell) at each of these speeches?

What can you promote that goes alongside your speech? (At the very least should be your newsletter with a value (\$amount) added to your form you will give to attendees.

Speech #1:

Speech #2:

Speech #3:

Write down and plan your transitions during your speeches.

Examples may include: Quick review of what you covered (Key points) and ask the audience questions.

"If there is one thing you will do differently on Monday, what is that?"

"If there is one thing you will never do again, what is that?"

Etc., etc. (Plan out a variety of transition questions to engage your audience)

Offer prizes to those who answer these questions during your transition.

Do you have a handout created for each speech? Yes ___ No ___

If you do not have a handout, write a date on your calendar to prepare your handout.

What you will include in your handout:

- Your HOT TOPIC TITLE
- A clear uncluttered layout
- Inviting graphics instead of words to simplify
- Bullets rather than narrative sentences (do not rewrite your presentation verbatim)

- No more than two fonts in the document
- Use bold, italics or underlining to focus attention but never all three at once
- Use white space to help the eye to search for and find information
- Include your logo or a look to connect the document with your presentation
- Always include your name and the date to provide attribution and contact info
- When possible use color to increase willingness to read (↑s up to as much as 80%)
- Graphics go above the text as the eye is drawn naturally to visuals first
- Include at last page of handout your Opt-in/Purchase Form, etc. for follow-up

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