

# **Dental Consultant Master Academy**

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**Transcript - Week 40**

Creating Your Speech

Hello, this is Debbie and welcome to this week's video training! This will be the last section of the academy training. I saved one more area of your business to work on for last. By this point you should have a list of clients or at least potential clients that you are working with.

I learned early on that to be seen as an expert and before I could ever consult in an office, I needed to be seen as "the expert" by 1<sup>st</sup> speaking at dental conferences and also writing for the dental journals. Maybe in earlier days this was how consultants got their start but I learned the hard way that in today's world you can gain a lot of momentum by having a website, holding webinars and Telesummit. This is why the academy began with this information and only now are you going to dive into your speaking and writing area of business.

Today, the primary goal is to begin thinking about what you can write and speak about. Think back to forty weeks ago or better yet, think back to your dream of becoming a consultant. What did that look like in your dream? Where you going to be the dental expert for social media? Did you want to share your knowledge about working with technology in the dental office? Is your expertise in working with the dental assistants? Whatever that niche is I want you to think of 3 topics that you can write about and then from that go out there and speak at dental conferences.

Whether you are writing an article for a dental journal or speaking at a dental conference, I want you to use this rule of thumb: Are you speaking for 3 hours or 6 hours? If you are speaking for three hours or less have three bullet points that you will cover.

Write an outline for yourself. And think about your most important points. What is the most important tip of process you want attendees to walk away with?

Here are four steps to develop your speeches. I want you to go to your action sheet for this week and come up with 3 topics you can speak on. Then write an outline for each. Check your forms and guides section to see some examples of a course outline which will be the basis for this week. The end result from this week's video is to write 3 courses which you can submit for dental conferences.

Next week I will talk more about speaking, where to submit your course outlines and when to submit them.

So let's get started on developing your 3 course outlines!

The first thing you will do is develop your key points. This will be done using the diamond method.

You may be asking "What do you mean by my key point?"

This will be the heart and soul or center of your speech.

This is the essential piece that you want your audience to remember. Your speech can be a simple update and how to message.

What is the one thing you want the audience to remember if they remember nothing else? An example of the course includes a title such as “Update on Homecare Products and Tooth Whitening for Your Patients.” I have a course outline example in your guides and forms section for all the examples I talk about today.

Your first key message will introduce your topic and the second point is there to motivate your audience. Third is to pose a question that can be considered about this topic.

All of these points can lead to various speeches but they can be united into your first speech and become about that one thing you want people to know. This is what you know best. This is your niche. This topic can lead to a 2<sup>nd</sup> and 3<sup>rd</sup> speech.

Throughout the speech and definitely at the end you must talk about how this can benefit your audience. Why will your audience love this one thing that you can do for them? Or that one thing they you can offer them to solve a challenge they have?

This is the juicy information that you have right?

Your key message is something that you can turn around to focus on your audience instead of yourself. Make this about what they need to be more successful, more knowledgeable.

Here is another way that you can speak and be very successful as a speaker and then get them to hire you as a consultant. Imagine yourself as an applicant for a job. How would you present yourself? How would you speak to the people interviewing you?

Now let’s talk about developing your speech. First of all you have chosen your topic. Now do some research on this topic. The example I gave you was about an update on homecare products and whitening teeth. This means that you will research dental journals and talk to your sales reps for various companies to make certain you have all the up to date information about products.

Next will be to write your introduction. Think about how your audience will be. Speaking to. Are you speaking to a group of dentists? Auxiliaries or dental hygienists?

You also need to know how long you will be speaking for and when do they plan to have breaks. I will do another video about your speaking contract so I will go into this a lot more.

Now the first thing you will do is to plan your hook. This is your powerful and engaging introduction. This is how you will WOW your audience and get their interest to listen to your speech. Imagine what you will say in less than three minutes to engage your audience. Do you have a powerful reason for giving this speech? I like to get the audience involved so I will begin with a story and at certain times pause and wait for my audience to participate with an answer.

For example I will saw something like “We all see on facebook people post Blue Monday, and Wednesday is then I pause and they will all say “Hump Day!” and then I saw TGI and the audience says “Friday!” This has worked well for my speech about Turning a Staff into An Extreme and Successful Team.

Many times I have told a story to hook them which allows me to look around my audience and see who are my audio people, who are my visual learners and who are the kinesthetic learners. I will talk about how to find these people in your audience another week but I have used various stories to find out who are the people I really need to connect with as I move forward with my speech. I have told stories in the beginning of my speeches that had people crying. Whatever that introduction is, you need to put a lot of thought into this and really grab your audience’s attention.

Spend a lot of time writing out your introduction before you go to give your first speech. Once you have it written out get in front of a mirror, practice it and record this. Then go back and listen to yourself. If you can create a video go ahead and video yourself when you practice your speech/

When you are planning your speech begin to write out thoughts that come to your mind about this topic. Just imagine doing a brain dump but with a blank piece of paper in front of you. You can write words or at the most key phrases as they come to mind.

The next part of your speech is to present your material. Like I said in the beginning if you are speaking for one to three hours you will have no more than three bullet points.

.After your introduction you describe a problem or what it is they need to know about. Think about what needs to be done or completed in the future by their office, etcetera.

After you have presented the problem and made them believe they must take action share solutions with them.

Now that you have presented solutions you must get the audience to accept they want to resolve the problem with the solutions you just gave them. When they accept your solutions help your audience visualize how they can create these solutions for themselves. The next step is the call to action to get them involved in having you help them create the solutions.

And then most important is your close. Write this out and again, just like you practiced your introduction, practice, practice, practice your close.

When you are closing recap important points and ask for people in the audience to share what they will take away. I will ask several questions. Some questions I always ask are what is your big take away from today? I also ask what will you do when you get back t your office that you have never done before? Then I always ask if there is one thing you will not do again after participating in this course, what will that be?

I always have a gift that I give away. In order for the attendees to be entered to win the gift they must provide their name, email, best contact information and let me know if they want more information.

I use this information to get them signed up for my newsletter. At the bottom of the form I give out so they can win the gift it tells people they will be added to my Dental Profits Weekly Newsletter. Some people always choose not to give me their email address because they don't want to be added to my list and that is ok.

If you are presenting using power point then you need to make sure that the power point slides are free of any grammatical errors, do not have more than three lines of words on each slide and that people can read the slides. What I mean is that many male dentists are color blind they can't see red, green or blue so you won't want to have your words in the slides in these colors.

Throughout your speech you will want to add quotes and or some humor that is relevant to your topic. Things that I have noticed which really created a wow with my audience are videos and especially a lot of photos.

During the next eight weeks I will be creating more tools and adding to the guides and forms section.

I also want you to email me your three topics and the course outline.

Next week I will talk more about your speaking business. This is Debbie wishing everyone a great week and I will see you

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