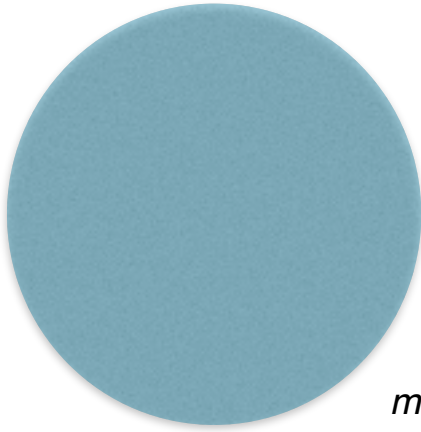


Johanna Walker

public speaking coach & storytelling expert

www.johannawalker.com / jw@johannawalker.com / 413-695-8450



HELLO BRAVE SPEAKER!

*I'm glad you requested the **Eight Key Ingredients for Crafting your Signature Talk!***

Because you're here, I suspect you already know the massive value of speaking for your business.

If you're not speaking yet, but want to be, this document will help you take the steps necessary to craft your signature talk.

If you're already speaking and are not getting the results you want, these steps will help you craft that talk in a way that easily converts to clients.

These are the nuts & bolts ingredients you need to build a dynamic, true-to-you, client-attracting talk. Take your time walking through each step. I suggest downloading this PDF and writing notes on it as you brainstorm.

As I share with my clients, crafting a talk is not a linear process. It's circular. You may find yourself returning to previous steps to clarify them once you've moved forward.

This is a GOOD THING. Your talk is a living organism. It will grow and change with each delivery. Might as well start now.

Let this be an idea-generating exploration. As you go, your message and the arc of your talk will reveal itself, and you'll have a kick-ass talk that converts to clients.

I'm looking forward to hearing you taking the stage with your dynamite, client-converting talk!

Please don't hesitate to reach out at this link <http://bit.ly/2q4tNwu> if you want more support.

Johanna

STEP 1. WHAT'S YOUR GENIE GEM?

“Huh? What’s a Genie Gem?” you might ask.

It’s the heartbeat of your talk. It’s one (tweetable!) nugget of truth. When your audience leaves your talk and walks headlong into their busy life, what’s the one thing you want them to remember?

Write it here. Write at least 10 different Genie Gems, then write 10 different ways to say each idea. Crack open your brain and see what comes. Go crazy.

Your Genie Gem can change as you get more information about your talk, but for now, put a stake in the ground and choose one. Let it be your North Star. Let it be the thing that drives you forward. Let it be concise, and let it be true.

Of course you have 5 million things you want your audience to remember, but your audience will much more likely remember ONE thing than 5 million things. So for THIS talk, what’s the ONE thing?

The one thing I want my audience to remember when they leave my talk is:

2. WHO'S YOUR AUDIENCE?

You are amazing.

You are an expert in your field.

You have a powerful story to tell.

You have so much to offer your audience.

AND it's important to remember that **IT'S NOT ABOUT YOU!!**

It's about your audience.

The person in your audience asking the question "What's in it for me?" so your job is to answer that question.

In order to make it about your audience, you have to find out who's in the audience.

What are her concerns? Her desires? Her struggles? What has she tried before in your area of expertise? What are her pre-conceived judgements?

The more clear you are about what she needs and wants, the more effectively you will be able to speak directly to her, and get her on board with an enthusiastic, "Yes! Yes! Tell me more!"

My customer identifies him or herself as a:

What else do I know about him or her?

3. WHAT ARE YOU POSITIONING TO SELL?

How does this talk fit into your marketing pipeline?

Are you offering strategy sessions? Are you selling a program? Are you sharing a free gift to capture email addresses?

Like your Genie Gem, when you know what you're positioning to offer, you can design your entire talk to point in that direction, so your audience knows the best and only choice is to say yes to your offer.

The offer I'm going to make at the end of my talk is:

4. WHAT THREE KEY CHALLENGES DOES YOUR OFFER ADDRESS?

Think about the product or service you're going to offer from question 3.

What struggles does this address?

Make a list of the three key pain points or challenges that your offer addresses.

Remember you want to meet that person in your audience right where she is, so it's important to address head-on the challenges she's facing. This is how she will know you are speaking to her, and offering value that will have a powerful impact in her life.

The three key challenges my offer addresses are:

1.

2.

3.

5. WHAT'S YOUR CALL TO ACTION?

What's the one step you want your audience to take at the end of your talk?

This is not a random invitation, “...*if you feel like it, no pressure, whatever works for you.*”

This is a **CALL** to action (not a whimper).

This is the step that will lead your customer into your marketing pipeline.

Your call to action is one baby step she can take. From that baby step, you must also be clear about the next and the next step after the baby step. Each step along the way will lead your customer to the *next* step.

Of course at any point your customer will opt in or opt out.

Your job is to convey the value, and to clearly articulate what the next step for her to take is that will help her on her journey.

You might offer a limited number of free Discovery Sessions, a low-cost course, a free gift in exchange for their email address. Whatever it is, be sure you clearly articulate the steps they need to take to take this action.

What's the ONE ACTION you want your audience to take at the end of your talk?

6. HOW DOES YOUR CALL TO ACTION LEAD YOUR AUDIENCE INTO YOUR MARKETING PIPELINE?

This is the secret I wish someone had told me a long time ago.

It's great to get in front of a room full of people and demonstrate your expertise and your humanness, your passion and the value you deliver. BUT if you don't have a clear path into your marketing pipeline, you'll stay on the hamster wheel and have lots and lots of people say "Really nice job" and then go on their merry way.

If you're using speaking to grow your business, that means you want clients. If you want clients, you must have a clear path for them to walk down in order for you to be of service to them.

This is where a lot of both new and seasoned business owners get tripped up.

"But I just want to speak. I don't want to be salesy!"

When you offer your Call To Action, you need to communicate exactly what's next.

Are you offering a Strategy or Discovery Call? What program or service will you offer on the call? (Refer back to Q3)

Are you adding them to your email list? Be sure to follow up immediately, and stay engaged over time.

Are you inviting them directly into a program? If so, the cost needs to be on par with the depth of relationship you've built with them.

Where will you guide your clients once they accept the Call To Action?

7. WHAT ARE THE THREE KEY BENEFITS OF YOUR OFFER?

Can you articulate the benefit that person in your audience will get if she accepts your offer?

Be clear and specific about what the benefit is to her so she eagerly jumps on board.

Be careful not to talk about the “how” of your offer. Stay focused on the impact it will have on her life (and business, and relationships) and make it better.

For example, I could say “If you sign up for my workshop, you’ll have a stronger, more confident voice.”

True. But bzzzt.

Or I could say, “Sign up for my workshop and learn how to own the room with your voice and reclaim power in all of your relationships, and the clients you were meant to serve will line up to work with you.”

All as a result of having a stronger, more confident voice.

Now you try.

The three key benefits of my offer are:

1.

2.

3.

8. WHAT'S YOUR STORY?

Many of my clients choose to start the process with your story, since for many people their story is at the heart of what they want to share. It's also important to have all the other information in place before you craft your story, so you can allow the direction you're heading in crafting the talk to inform the story you need/want to tell.

The goal of the story you tell is to show *vulnerability* and *credibility*.

Your story should show your own transformational journey—so your audience says “*Oh! This person is just like me!*” AND “*Wow! This person has figured some things out that could be of benefit to me! I want to know more!*”

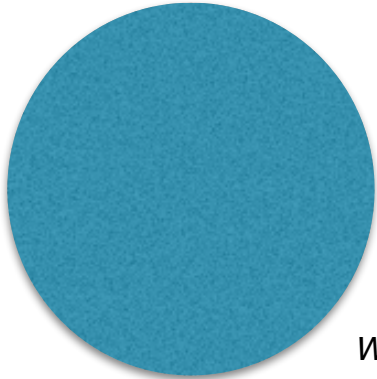
The journey you show should be similar to the journey that your customer is on, and be related to the service or product you're offering.

Your story communicates “I've been there. I get it,” and “if I can do it, you can do it.”

In a nutshell:

- 1. Here's the struggle I used to be mired in.***
- 2. Here's the turning point moment where everything started to change.***
- 3. Here's what my life is like now that i've overcome that challenge.***
(Or if you haven't overcome it, but are still in it, you get to show the courage and humanity of moving forward in spite of not knowing, for example.)
- 4. Here's how you can do exactly the same thing.***

Brainstorm notes to your story here, or on a separate sheet:



NOW PULL IT ALL TOGETHER AND YOU'VE GOT THE TALK THAT ONLY YOU CAN GIVE!

That's the Nuts & Bolts for crafting a great talk.

Wanna know the even more, super-duper boiled down simple secret to a great talk?

1. Connect with WHAT YOU LOVE.

2. Find out your audience's biggest CHALLENGE.

3. Offer MASSIVE VALUE that addresses that challenge.

And you're golden.

But get this: It's not as easy as it looks.

There is an ART and a SCIENCE to building a great talk.

You get to bring all your humanness and imperfection to the stage, AND when you're prepared with a well-crafted & intentionally engineered talk, you will see your business skyrocket.

If you want more help putting it all together, please complete this application for a strategy session, (<http://bit.ly/2q4tNwu>) and let's get on the phone to talk about next steps.

*To your voice!
Johanna*

YOUR PASSION

Plus

**YOUR AUDIENCE'S
CHALLENGE**

Plus

MASSIVE VALUE

equals

**A DYNAMIC,
CLIENT-
ATTRACTING
TALK!**