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**You will learn these powerful lessons:**

* The Big Picture of What is Needed in a Talk
* How to REVERSE engineer the process
* How to take your expertise & make it digestible for the audience

**You are ready if you are:**

* Pushing speaking opportunities away because you’re working on your talk
* Scheduled to speak, but dreading it
* Want to use speaking to build your business and gain clients
* Booked to speak in the future

**The Big Picture**

* Reverse Engineer the process
* Know the purpose of the presentation
* Develop compelling Learning Points
* Write a brief description of the presentation
* Title
* Create an attractive / enticing speaking title
* Practice the heck out of your presentation
* Outline how you would expand/shrink it
* Repurpose it

**What if your talk isn’t ready?**

You will:

* PUSH away opportunities subconsciously
* Give EXCUSES to turn down speaking opportunities
* WING it (DON’T do this, I beg of you)
* MISS OUT on $$$$$
* NOT be helping the people who can benefit from your knowledge

**Warning! We are not going to go in the order you think …. We are starting at the end, and will work our way back :)**

**What is the desired result you want at the end of your talk?**

* To sell WHAT product / service?
* To build your list?
* To register people to your event?
* To get more speaking engagements?
* To get clients?
* To help people with \_\_\_\_\_\_?

**How will your talk support that desired result?**

* What will you ask for at the end?
* What are you guiding the audience to do?
* What paperwork / system do you need in place?
* Where in your presentation will this happen?

**What is your CTA (Call to Action)?**

Opportunity to…

* Continue your learning
* Work with you on a deeper level
* Overcome (challenge)
* Solve the problems of
* DIRECT them to the action

**LEARNING POINTS**

**What are the 3 Pillars of Your Expertise?**

The myths / problems / solutions you:

* Tell people about
* Educate your clients on
* Post on social media



**Learning Point Sentence Starters**

You will learn:

* How to overcome…
* The biggest myth about…
* 3 Solutions to …
* Best practices of…
* Top Secret to…
* The Mistakes…

**Examples of Learning Points**

1) The “What If Game”

2) The Template Experts Use to Get Booked

3) How to Turn Your Ideas into a Talk

4) Witness “Get Your Talk Ready to Rock” LIVE COACHING

**Description of Your Talk**

**Create Your Description in TWO Sentences**

**SENTENCE #1:**

In this (INSERT adjective) talk, (INSERT your name) shares about (INSERT summary of your Learning Points).

In this \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ talk, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ shares about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Example of Sentence #1**

In this powerful and engaging talk, Leisa Reid pulls back the curtain to share expert secrets on how she helps her clients **Get Their Talk Ready To Rock**.

**SENTENCE #2:**

This talk is (INSERT adjective) for (INSERT audience type) who want to (INSERT what your ideal clients want).

This talk is \_\_\_\_\_\_\_\_\_\_\_\_ for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ who want to …

**Example of Sentence #2**

This talk is excellent for speakers, business owners and entrepreneurs who want to use the power of speaking to attract their ideal clients and make an impact on the world.

**Example of ENTIRE Description:**

In this powerful and engaging talk, Leisa Reid pulls back the curtain to share expert secrets on how she helps her clients **Get Their Talk Ready To Rock**. This talk is excellent for speakers, business owners and entrepreneurs who want to use the power of speaking to attract their ideal clients and make an impact on the world.

**The Cherry on the Cake - The TITLE**

**What is the main theme of it all?**

Examples:

* Expert Secrets …
* Transforming X into Y
* Problem You Solve
* Solution You Provide

**Examples of Titles**

* Get Your Talk Ready to Rock
* How to Attract Clients Easily & Consistently Through Speaking
* Speaker Secrets to Staying Consistently Booked

**Get Your Talk Ready to Rock Template**

Title:

Description:

Learning Points:

1.

2.

3.

**Example**

**Title:** Get Your Talk Ready to Rock

**Description:** In this powerful and engaging talk, Leisa Reid pulls back the curtain to share expert secrets on how she helps her clients **Get Their Talk Ready To Rock**. This talk is excellent for *speakers, business owners and entrepreneurs* who want to use the power of speaking to attract their ideal clients and make an impact on the world.

**Learning Points:**

* The “What If Game”
* The Template Experts Use to Get Booked
* How to Turn Your Ideas into a Talk
* Witness “Get Your Talk Ready to Rock” LIVE Coaching

**Next Steps to Making an Impact with Your Message**

1. Filling it in with **your stories** / examples
2. Creating a **Call to Action**
3. Developing Your **Close**
4. Gaining **Confidence**
5. Designing Your **Speaker Sheet**
6. **Monetizing** Your Expertise
7. **Finding** the Gigs
8. **Booking** the Gigs
9. **Keeping** a Steady Stream of Bookings

**PRACTICE - SUPPORT - ACCOUNTABILITY**