

TEMPLATE FOR SIGNATURE TALK (1 HOUR)

Introduction

Hand Speaker Bio to person introducing you

2 Enrolling Questions

Raise your hand if you want to _____ (something they can self-identify, i.e. increase your income or have great clear skin)

Raise your hand if you want to _____ (build on first question with powerful and exciting SPECIFICS)

Welcome / Acknowledgement

- Say Who You Are and your WDYD (What Do You Do statement)
- Acknowledge host and deep acknowledgement of audience

What You're Going to Get and Why It's Important

- Tell them what the topic is, i.e. why they're here
- Tell them why it's important
 - Use benefit-driven language, i.e. why it's important to them, why it's important to the world, and why this is the perfect time to be in this conversation

Audience Engagement

- Paired Share, Written Exercise, and/or Open Share on what they want to get out of this talk

PERSONAL STORY

- Can I tell you about myself? (Set up as many "yes's as possible)
- **Structure: High Point / Low Point / Turning Point / High Point**
- High Point
 - Re-presence WDYD and Position yourself BIG TIME
- Low Point
 - Paint vivid picture. Mirroring their current Pain Island struggle (inner and outer), only you had it MUCH WORSE than them.
- Turning Point
 - What Turned it All Around (which is the solution YOU provide)
- High Point
 - Re-presence how amazing your life is and why you're so passionate about doing this work.

Intention

...and that's what I want for you.

- What They're Going to **Gain Tangibly** by End of Talk (Pleasure Island – I/O), i.e. key insights into _____ they can use to forever alter their lives.
- **Plant Offer**
 - At End of Talk, they will have opportunity to gain further support to implement everything they're about to learn. Because the truth is, the real magic
- Guidelines (Optional)
 - One person speaking at a time, cell phones off, etc.

Hero's Journey Outline: Show their Pain Island to Pleasure Island

Brief exercise to outline the arc of the journey that you are here to take them on. Make sure the gap between where they are right now and where they want to be is huge and evident, creating a clear need to take action **now**.

CONTENT

- Outline your **Signature System** that is designed to get them from Pain Island to Pleasure Island. A clear, proven, easy-to-follow system that has worked for many others and will surely work for them.
- From your Signature System, share **1 key element of it** that you can go deeply into during your talk today
- Go deeply into that 1 Aspect
 - Show the commonly held misconception about it (the Problem)
 - Show the truth (the Solution)
 - Show how they can implement it NOW (the Process)
 - Do experiential exercises
 - Crowd interaction
 - How will you use this going forward?

OFFER FOR MAGIC SESSIONS

- Establish Gap between Pain Island and Pleasure Island
 - By attending this talk, you have learned about this **1 Key Element**, however there is the whole **Signature System** that you haven't had the opportunity to master.
 - Pain Island
 - If you don't get support after today, I know it can be very easy to do nothing with this information. You won't learn our Signature System. And life will pretty much go on the same as it always has... (give specifics)
 - Pleasure Island
 - This is how it becomes real. Shave off years and tens of thousands of dollars in the process. Get to that place of success, joy, and fulfillment much faster

- “That’s why...” Share your Package in General and Highly-Beneficial Terms
 - **You will Master the Entire Signature System outlined earlier**
 - Pleasure Island Specifics
 - DO NOT say the price
- Invitation & Call to Action > **Pass Out Forms**
 - To Find out if we’re a match to work together...
 - You’ll have a 1 on 1 Session in which we’ll customize the Signature System to you. It’s one thing to get it in group, it’s more effective to get it in a powerful 1 on 1 session... (Pleasure Island – Inner & Outer). **Make benefits powerful and compelling.**
 - Testimonial
 - The value of this session is \$300.
 - Because you’ve come here tonight – it’s yours as my complimentary gift to you when you book today
 - Reason to Act Now
 - Time and Spots are Extremely Limited... Don’t leave here a maybe. Be a hell yes or a hell no.
 - How to Get It
 - Pass around forms to fill out and return back...

As they’re filling out forms...

Q&A or Closing Shares

Take closing shares on what people gained from the talk. Or Question & Answer.

Thank you & Appointment Reminder

- Thank the audience, deep acknowledgement. Thank you to host.
- If you requested a 1 on 1 session, stick around for your confirmation sheet with your appointment time.
- End with signature line (optional), i.e. “Make a Difference, Make it Rain.”

After the Talk

Schedule them in the calendar before they leave. Review their forms and book those you want to meet with into your calendar. Write their confirmation time on a slip of paper and hand to them before they leave.