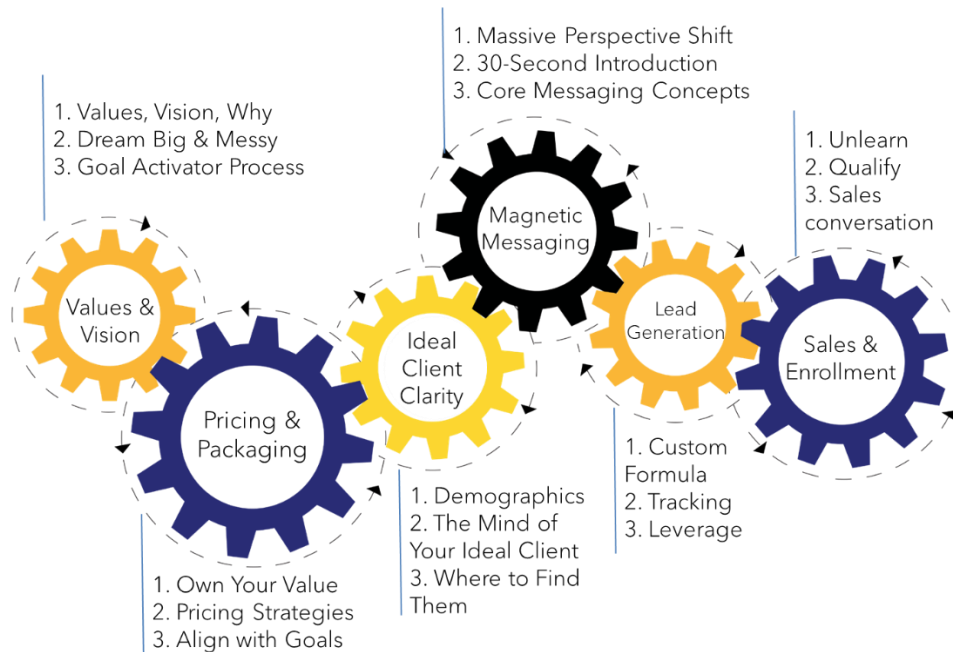


Captivating Talk Titles

The Key to Book More Gigs and Enroll More Clients

Our Agenda:

- ❑ The Big Picture Strategies
- ❑ A Captivating Title: The Foundation
- ❑ Breakout: Share Your BFD
- ❑ Q & A
- ❑ Align Your Title for Future Enrollment
- ❑ Breakout: Are You Aligned?
- ❑ What's Next to Ramp Up Your Speaking ROI?
- ❑ Tricks to Test your Title
- ❑ Q & A



The Big Picture Strategies

- 1.
- 2.
- 3.

A Captivating Title: The Foundation

Top 3 Reasons Titles Fall Flat

- 1.
- 2.
- 3.

The No Exceptions Rule

Start with Complaints!

What does your ideal client know they want?

Simple statement of what they want and/or what they want to get rid of:

Add your Signature System (optional)

Put it all together and add some flair (this is your title!):

Examples:

- The 7 Steps to Get More Clients and Make More Money
- Stop Wasting Time: The 5 Keys to Create Peace and Quiet in Your Life
- 4 Unexpected Secrets to Getting Promoted Faster
- Top 3 Principles for Creating a Cohesive Team (and preserving your sanity!)
- Lose Weight, Love Your Thighs, Post More Selfies
- Are Routine Tasks Taking Over? Automate for Freedom, Flexibility and Focus
- Don't Settle for the Status Quo: Networking Strategies That Get Results
- Digital Tools to Save You Money and Get You Noticed
- Digital Marketing Road Map: Successfully Growing Your Business
- What's Next? 3 Secrets to Endless Possibilities at Any Age
- Grow Your Business, without Working Nights and Weekends
- How to Make Time for YOUR Goals, Even if You're Drowning in To-do's
- 7 Steps to Master the 30 Minute Coaching Call
- More Clients, Less Marketing: Create More Leads and Income by Doing Less

Breakout: Share Your BFD

- Assign a timer, put 5 minutes on the clock.
- Person 1: describe ideal client, share Best First Draft
- Person 2: LISTEN. Are they focusing on the topic too much? Is the title talk about what YOU know or what YOUR CLIENT knows?
- Person 1: see if you can settle on a Best First Draft without overthinking.
- Switch roles.

Q & A

Align Your Title for Future Enrollment

Let's Refocus:



Exercise

What is your top program or service?

1. People who invest in this program: what do they KNOW they want?
2. Why do they want these things?
3. What's getting in the way?
4. Which makes them feel...
5. What they THINK they need is...
6. What have they tried?
7. Why is solving this problem important?

Breakout: Are You Aligned?

- Assign a timer. Put 5 minutes on the clock.
- Person 1: Share your title
- Person 1: Share your answers
- Person 2: LISTEN for where the title and the ideal person for the program don't match up. LISTEN for concepts or words that might be great to include in the title. Then share what you noticed with Person 1.
- Switch roles and repeat

What's Next to Ramp Up Your Speaking ROI?

Tricks to Test Your Title

- 1.
- 2.
- 3.

Q & A

1. Book Speaking Gigs

Checklist

- Title
- Define audience
- Online searching
- Referrals
- "Follow" method
- Magic email
- Talk description write up
- Boosters
 - From the stage
 - Ask the organizers
 - Use the phone

Success Factors

1. Knowledge of ideal client
2. Clarity of messaging
3. Time management
4. Commitment to taking action
5. Consistent implementation
6. Consistent outreach
7. Consistent action

2. Content that Creates Curiosity and Desire

Checklist

- Opening laugh/yes to immediately get people engaged
- What the audience will learn
- Your story
- Signature System that reveals there's more to learn
- 3 teaching points with engagement and an "aha" moment
- Case studies to deepen learning and build credibility
- Seeding to create curiosity and desire
- Interaction to keep people engaged
- Gather contact information
- Drawing give-away or freebie
- Questions that reveal the gap
- Ask for referrals for speaking gigs (after offer)

Success Factors

1. Knowledge of ideal client
2. Clarity of messaging
3. Self-discipline to create the structure, even if it feels counter-intuitive
4. Trust in the structure, even though it's unfamiliar
5. Trust yourself!

3. Confidently Make an Irresistible Offer

Checklist

- Set up appointment booking system
- Set up easy URL
- Decide on offer:
 - Paid or unpaid?
 - Individual or corporate?
- Offer Script: Transition from content
- Offer Script: Who is this offer for?
- Offer Script: If you offer a complimentary call, what can they expect on the call?
- Offer Script: Logistically clear invitation.
- Offer Script: Immediate action incentive.

Success Factors

1. Practice 10x more than content
2. Sales process - so these leads convert into clients
3. Be disciplined with your time so you don't sabotage yourself (I have a timing outline I follow EVERY time!)
4. Follow your offer script!!!
5. Make the people you could serve more important than your fears.
6. Trust yourself!
7. Get the idea of a "pitch" out of your head