

10x ADVANTAGE

Your Signature Talk

How a Signature Talk Can 10X Your Business

Your Signature Talk

Lead your audience to their "**AHA**" moment.

With each point of your talk, you move your audience from **Problem to Solution to AHA! (a.k.a SUCCESS)**.

What do you do?

You do not want to overteach. You increase their desire for your offer (**it becomes THEIR idea**).

You have positioned yourself as THEIR problem solver (**a.k.a. Authority on the Solution to their Problem**).

And what do they get?

Value!

Signature Talk Planning Sheet

Start to develop the big picture of your Signature Talk. For each point below, jot down some notes.

Working Title:

Big Problem:

Big Solution:

Bullet Points introduction to talk:

The talk is for you if . . .
(identify their struggles & yearnings)

What you're about to discover is . . .
(identify the cool stuff you offer and the rewards to them. Create curiosity here)

General Structure

A 1 hour talk is generally structured this way:

0-40 minutes: Content

40-50 minutes: Review/Lead
Magnet/Offer

50-60 minutes: Q+A

Your Signature Transformation Story

This should be 3-5 minutes in length

Content

Content Point #1

Name of Point:

What the Point is:

The problem with this is:

(make 3 points on the havoc that this particular problem creates in their life)

- 1).
- 2).
- 3).

The solution is:

What the solution makes possible:

(only use 3 bullet points)

- 1).
- 2).
- 3).

Let's really look at this for a minute:

Teach about solutions through a story:

Simple action step:

.

Content Point #2

Name of Point:

.

What the Point is:

The problem with this is:

(make 3 points on the havoc that this particular problem creates in their life)

1).

2).

3).

The solution is:

What the solution makes possible:

(only use 3 bullet points)

1).

2).

3).

Let's really look at this for a minute:

Teaching about solutions through a story:

Simple action step:

.

Content Point #3

Name of Point:

What the Point is:

The problem with this is:

(make 3 points on the havoc that this particular problem creates in their life)

- 1).
- 2).
- 3).

The solution is:

What the solution makes possible:

(only use 3 bullet points)

- 1).
- 2).
- 3).

Let's really look at this for a minute:

Teaching about solutions through a story:

Simple action step:

.

The Review/Value Anchor

Wow! We've covered a lot in the last 30 minutes:
(Include a review of each point and be laser focused when you do)

For each point below, provide a one sentence review:

Point #1:

Point #2:

Point #3:

The Offer

Introduce the problem that STILL remains unsolved.

But there's still a problem . . .

(Include 3 bullet points describing what happens if they DON'T get it handled. What are the consequences of their inaction?)

Inaction Consequence . . .

Inaction Consequence . . .

Inaction Consequence . . .

Pivot to an alternate, more positive vision of their future:

(Include 3 bullet points describing the amazing experience they get when they DO get it handled. What are the rewards for the action?)

Action Reward . . .

Action Reward . . .

Action Reward . . .

How many of you might be interested in this?

Offer your lead magnet as a first step towards this . . .

You might say something like the following:

*Well, I've decided I want everyone here today to get a jumpstart on achieving the success they deserve. Here's what I'm going to do. I have a gift that's **[insert dollar value here]**. It's my **[insert initial offering here]**. It allows you to **[insert benefit here]**.*

(Note that at this point you should give them some kind of short form they fill out with the name, email, and cell phone).

But for those of you who want more . .

(Here is where you offer your complimentary consultation session)

Now, I know many of you here would be interested in something more because tonight you've been introduced to possibilities and strategies that can change your life not only for a week or a month, but forever.

Remember, this is not a quick fix.

*This can help you **[insert your message and outcome here]**. Its impact is literally life-changing because once you understand that you can apply these ideas to everything . . . to every area of your business . . . that potential is literally unlimited.*

The vision of a life, of a successful business or career and the freedom to do what you want isn't something you just read about happening to others. It's something that is happening to you!

*If that sounds like something you'd be interested in, I have **[insert number of spots available]** available spots for my complimentary **[insert offering title]**. It's where we get on the phone/sit down and talk about the three things that can create the biggest results in your life and your business.*

1). We will talk about where you want to go.

2). We will talk about where you are. To get a clear view on what needs to be improved or changed, you need to recognize where you currently are.

3). We will identify what's getting in the way of you having everything you want.

Then we will take a look at the best way for you to get through the obstacles so that you can experience the kind of business you dreamed of when you started out.

Sound good?

*Remember, I only have **[insert number]** of these spots available . . . and these are only for those of you who are serious about changing your status quo and actually achieving the success you truly deserve. So, if that's you **[insert next steps here]**.*

After you make the offer . . . rally the room . . . quick re-pitch as needed. Be prepared for Q+A (some meeting planners require it. But even if they don't it's good to be prepared because it will make it easier to answer questions individuals may ask you).