



# Services Sales Tool Kit

*Speak Like a Pro!*



**with Lori Hanson**  
*The Success Whisperer*

# Speak Like a Pro!

One of the best ways to grow your business, to reach more prospects, to engage and enroll more clients...is through public speaking. When someone hears you speak and you deliver a compelling, inspirational or motivational program—you don't have to sell to them, they have already experienced a moment with you. They connected with you as you spoke "to them" and you have made an impression.

Whether you offer books at the back of the room, online programs they can purchase, or made an offer for a webinar or masterclass, there are many options for making an offer from the stage. There are also opportunities to be the keynote speaker where you receive a full fee payment to speak and you will not have the opportunity to extend an offer from the stage. Alas, there are still many ways to reconnect with the audience.

Before you get to any of that, you'll need to develop your speech—a powerful keynote—a strategic speech—or a speech that sells. A strategic speech is one that you agree to do because it will be an audience full of your ideal clients, even though you will not be paid. You may/may not have the opportunity to give an offer depending on the event. At a minimum get the free give away to collect names and emails and get people on your list, and ask to extend an offer for a free seminar or mini-class—many times a meeting planner will say yes to the free offer.

This Tool kit was created to give you the basic structure for creating your speech.

## YOU have NO limits

## **Begin with the End in Mind**



**What is the purpose of your Speech?**

## Preparing Your Speech

Throughout this course we have discussed your ideal client, your path to profit, your programs, courses, events and retreats you'll offer. Think of your speech as another way to reach out and serve your "ideal client." Depending on the type of speech you're booked to deliver will determine the type of speech, and basic structure you'll use to create it.

This Tool Kit assumes you've clearly identified your "ideal client" and have defined your Path to Profit so you have clarity on what you have to offer to your ideal clients. Your speech(s) and programs should align with what you offer. If you have a signature 6 – 12-month program, you'll want to have a signature keynote program with the same, or very similar name that will lead into your program—whether you're able to offer it from the stage or not.

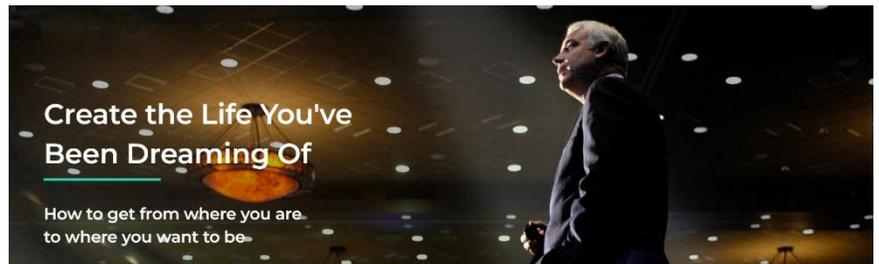
Example: Jack Canfield's Signature Keynote:

**The Success Principles**, *How to Get from Where You Are to Where You Want to Be*

Jack's Signature Program:

**Breakthrough to Success (BTS)**, *How to Get from Where You Are to Where You Want to Be*

*Jack's home page (see the theme?):*



## THE KEYNOTE

**Definition of a Keynote:** a speech that sets out the central theme of a conference.

There are Opening Keynote speakers (above) and Closing Keynote speakers.

### **Opening Keynote:**

The role of a keynote speaker is literally to set the "key note" or tone for the conference or event. The speaker is responsible for the establishing the basic direction and theme that resonates through the event.

### **Closing Keynote:**

The closing keynote speaker is responsible to end a conference on a high note and leave audience with a sense of optimism. To put a ribbon on it!

## Basic Keynote Speech Structure Prep

1 – Confirm your purpose for this keynote:

- Is this a full fee paid opening keynote to a group of ideal clients where you'll have major exposure with the opportunity to inspire and kick off the conference?
- Is this a partial fee paid closing keynote for a conference or event to a group of ideal clients where you will inspire the attendees to take action?  
(Note: attendance at these is always lower. In can still be good exposure for you.)
- Is this an unpaid, or low-paying local keynote where you'll be in front of a group of your ideal clients? (We call this one strategic.)

2 – What is the length of your keynote?

This determines how much content you can create and deliver; it may be 30, 45, 60 or 90 minutes. In a longer keynote you have the ability to do breakout exercises, have the audience share with their neighbor, to go deeper. This is always a key selling point with the meeting planner to get more time.

3 – Identify no more than 2-3 Key Points or take aways you want to leave with the audience.

This is based on the conversation with the meeting planner. Keep them simple.

Tie into the conference theme, your area of expertise, and a common issue/struggle for the audience. (This information is collected from conversation with meeting planner.)

4 – What stories you will use to illustrate your key points?

Your stories, client stories, Canfield stories...

5 – How will you engage the audience?

Will you use interactive exercises during your speech?

Will you give away a book that they have to register before the program to win?

Will you offer a free give away they can all register for on an easy to remember webpage?

Will you give them a code to complete an assessment?

Will you use humor?

Will you use visuals?

(Keep in mind that using slides with a keynote should be visual. Not a slide full of text and bullets.

One full-page image or photo, one line quote...that tie into the point you're making.)

7 – How will you start your speech?

You need an attention grabber! A powerful story, a humorous story, asking the audience questions and getting them engaged, high-activity opener (music, dance...)

**DO NOT** – start your speech by stepping on stage and saying, "Can you hear me, okay? Or Thank You for the introduction...this is not the way to grab the audience attention.

8 – How will you close your speech?

Issue a Challenge to the audience? A powerful Final Story? Painting an Inspirational View to their future?

9 – Write out your speech. Cut extra words, make it impactful.

A keynote is delivered without notes.

Use 4x6 cards with bullet points to help you practice and memorize your key points.

Start early! Give yourself as many weeks as you need to fully learn your program and deliver it with a powerful impact.

NOTE: To increase your value as a keynote speaker, you'll want to offer to customize the speech for their audience. Meeting planners appreciate the ability to customize a program and know that they are getting some special and different—even if it's only some minor sprinkles of customization for them.

## Writing Your Killer Keynote

Based on the time allocated, create your speech with 1-3 key points or take aways:

- ✓ 30-minutes focus on 1 key point
- ✓ 45-minutes 2 key points is best
- ✓ 60-90 minutes you can deliver 3 key points

### KEYNOTE STRUCTURE



- ✓ Keynote Opening Segment or Story / Attention Grabber ~1-3 minutes
- ✓ Your Introduction ~ 3-5 minutes be relatable!
  - >>>optional - share part of your story here and more later
- ✓ Thank the Meeting Planners (“I want to thank Jill for inviting me in to speak to you today”)
- ✓ Agenda (Today we’re going to do 3 things... or my goal today is to inspire you to...)
- ✓ **Key Point #1**
  - >>>What is the problem?
  - >>>What is the impact of the problem?
  - >>>What is the solution or key point you’re offering? (instruct audience to ‘write this down’)
  - >>>Story to illustrate your key point or audience exercise/interaction

- ✓ **Key Point #2 Repeat...**
- ✓ **Key Point #3 Repeat...**
- ✓ **Transition to your Close...** with a summary of your key points.

Ask the audience to repeat them to you as you summarize (Step #1 was?... Step #2 was? ...)

You can also weave a quick, “If today’s program was valuable for you and you know another group or person planning an event—this is what I do for a living. Please come to the table and talk with me.

Then issue a challenge—or tell your final, moving, inspirational, powerful story, issue a call to Action (what they will do now) and let it land. Don’t be in a hurry...

**Note:** while many meeting planners will tell you they want time for Q&A, I personally do not create my programs that way as it can/will totally tank the energy and momentum you have going.

My approach is to deliver my program during the allocated time, then remind the audience I’ll be at the table in the back and happy to answer questions and sign books—to please come back and meet me. This strongly differentiates me from the amateur (local) speaker and demonstrates my experience and finesse as a professional speaker.



## Creating a Speech that Sells

When you have the opportunity to speak and make an offer with your speech, your basic speech structure will be similar, however, your end goal will be different and you'll include more of what is called "seeding" throughout your speech.

Seeding is the process of sharing tidbits of information throughout your program by mentioning a coaching client (seeding that you're a coach), talking about the keynote you recently delivered (seeding the you're a professional speaker and speak for conferences) sharing a client story or testimonial (seeding that you're a coach with "x" expertise). This reduces the need for the "oh by the way..." heavy pitch at the end.

Your preparation process will be the same, based on the audience, amount of time allocated and common attendee issues, interests or frustrations.

**NOTE:** *Always* confirm with the meeting planner that they are okay with you giving an offer! At the least, you should request the ability to invite attendees to sign up for a free seminar. This addresses what meeting planners are trying to avoid, the "super-salesy, sales pitch sleazy speaker," who was there last month.

List Builder Strategy: Have a bowl or bag at the registration table and offer them an opportunity to win a free book, or the gift basket you have displayed there when they sign up for your weekly newsletter. Then hold the drawing during your speech and autograph your book for them afterwards. Create small signup cards that are at the registration table, this eliminates the "oh, I didn't bring any business cards with me," excuse. Cards ask for name, email, where they work, etc.

NOTE: I do not give a way the prize to someone who didn't include their email address—they didn't play by the "rules."

## Creating Your Offer Speech

**Step 1:** Decide what your offer will be, write out the details.

- What will this program do for those who sign up?
- How will it impact their life in a way they absolutely want to sign up?
- Logistics: 1 seminar, 3 sessions, group coaching, etc.
- What the investment is
- What they need to do to sign up. Be specific, "come to the back table, use this code, visit this webpage..."

**Step 2:** Now write your speech that leads from the powerful opening to the offer.

Based on the time allocated, create your speech with 1-3 key points or take aways:

- ✓ 30-minutes focus on 1 key point
- ✓ 45-minutes 2 key points is best
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## SPEECH STRUCTURE

- ✓ Opening Segment or Story / Attention Grabber ~1-3 minutes
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- ✓ Thank the Meeting Planners (“I want to thank Jill for inviting me in to speak with you today”)
- ✓ Agenda (Today we’re going to do 3 things... or my goal today is to inspire you to...)

### ✓ **Key Point #1**

- >>>What is the problem?
- >>>What is the impact of the problem?
- >>>What is the solution or key point you’re offering? (instruct audience to ‘write this down’)
- >>>Client story to illustrate your key point or audience exercise/interaction

### ✓ **Key Point #2 Repeat...**

After Key Point #2 do your book or gift basket give away. Plan this as part of your sequence...

### ✓ **Key Point #3 Repeat...**

✓ **Transition to your Offer...**what I’ve shared today is...”xxx” of my 8-hour program, or of the way I help my clients...” tell them what they still need to learn to take this further.

- **Serve with your Offer:** Share the powerful things you can help them do, paint a picture for them. Take your time, manage your mindset, deliver with confidence and all the reasons this can help them. Focus on the results, outcome, transformation. Help them see and feel it.
- **Cover the Logistics after Outcomes**  
Walk them through how they gain access—again be specific.  
Go here, do this, click here, fill out the order form...
- **Offer Extras/Bonuses:**  
If desired, add an additional offer/bonus for the first “3-5” who sign up.  
Or for people who sign up today.

- **Walk through their objections...**  
Can you afford the cost of inaction, there is never a perfect time, what if this program brought you one new client—that would cover your investment?
- **Review their investment**  
And the stack (things that add up to total value)
- **Review your guarantee**
- **Tell them exactly what to do...**

✓ **Transition to your powerful close**

Optional: You can also weave a quick, “If today’s program was valuable for you and you know another group or person planning an event—this is what I do for a living. Please come to the table and talk with me.

Then issue a challenge—or tell your final, moving, inspirational, powerful story and let it land.

**NOTE:** Delivering a speech that sells is an art form and takes time to master. This is a high-level overview to get you started and is not intended as everything you’ll need to master it.

## TOP TIPS for DELIVERING YOUR SPEECH

### Manage Your Mindset

- I highly recommend no alcohol or sugar the night before you speak to avoid brain fog and lower energy.
- Visualize and **FEEL** the outcome you want to experience after your speech. Like attracts like!
- Minimize distractions before your speech, anything that could shift your mood or focus.
- I do not eat if seated at a luncheon table before a keynote—I prefer an empty stomach to deliver a speech.

### Elevate Your Energy

- Do early morning cardio, listen to your favorite upbeat song—whatever works to pump you up before you speak!

### Always Be Early

Live events – plan to arrive *at least* 1 hour before.

Virtual – I request a 30-minute early sign on for testing.

Live events: Test audio, laptop, set up product table.

This also allows for adjustment of room as outlined in contract if not set up correctly.

**Greet Attendees** – be friendly, be approachable as attendees arrive. Work the room like a bride or groom at a wedding reception.

**Take Your Attendees on a Journey** – vary the volume of your voice and pace of your delivery as you tell your stories, share your tips and deliver critical take aways. Pause...and wait for a few seconds to allow an important point to land. Let them digest it.

**Move Around the Stage Intentionally** – no pacing like a tiger at the zoo!  
Choreograph your movements with your stories and key points.

**Have Fun!**

This is a performance, you're there to entertain, inspire and challenge them to think differently.

**BONUS TIPS:**

**Study Other Speakers** – you can search and watch many hours and varieties of speakers online. This is a fantastic way to observe and learn what great speakers do—what you like and don't like. Emulate speakers who are like you. Do not attempt to deliver a style that isn't you.

**Prep Like You're Going to Carnegie Hall!** – Practice, Practice, Practice!

Know your speech inside and out. Delivering a high-quality speech shows your professionalism.

**Let go of EGO When You Delivering Your Speech**

Coming from the heart and making it all about your audience when you deliver it, will get you invited back. Demonstrate your compassion and commitment—why you came up to speak to them.

Looking for more personalized help?  
Contact Lori at LHI directly to discuss options that will facilitate your progress  
to reach your goals: [Ellen@LoriHansonInternational.com](mailto:Ellen@LoriHansonInternational.com)

**MAKE THE COMMITMENT.**

**BELIEVE in YOURSELF!**

**You Have NO Limits**



